Rachel Storjohann
eCard Rhetorical Analysis
GIMM 250

Self Care Day

The holiday for my eCard centers on the idea that people have a tendency to forget to take care of their basic needs as they move through their busy lives. Self Care Day is the one day out of the year that you get to focus on yourself. Take a long walk, go out for ice-cream, buy that new bike, treat yourself.

I wanted to create a very casual eCard, and this shows through on the front page of the card. The background is designed to look like a page of lined paper. In addition, all of the text throughout is handwritten. The card is meant to look like a note from a good friend, someone reaching out to make sure you're doing okay.

The opening page directs you to the heart of the girl embracing herself, and clicking on the heart causes it to expand to fit the entire screen. This transition was intentional, to encourage the viewer to do some introspection. Once "inside" the heart, the viewer is prompted to take some time to check in with themselves- pay attention to how they're feeling both physically and mentally. The animation waits for the viewer to click to move on, so that they have as much time as they want to reflect. An ellipsis appears and acts as a "loading" bar. It keeps on ticking as the viewer checks in with themselves.

Once they're ready, the viewer clicks on and the eCard asks how they're feeling- whether they are hungry, anxious, distracted, or feeling great. Each negative feeling was chosen to represent some different parts of health- physical, emotional, and mental, respectively. Each word encourages the viewer to click on them by highlighting when the mouse is hovering over.

Hungry is a pretty clear problem- you need to eat to take care of your physical self. Clicking on the word hungry plays an animation of an apple swinging onto the stage, and once it's in place the suggestion "have a snack" appears as a solution for being hungry.

Anxious refers to emotional health, which can have a number of influencing factors and symptoms, which means that there are a wide range of solutions available. For the purposes of this project the solution that bounces into frame is call a friend. Talking things out with a trusted friend is a simple and effective way to lower anxiety. I wanted to emphasize the comfort a friend can give even through a phone call, so I added a heart to the screen of the phone.

Finally, distracted deals with mental health, more specifically the cacophonous sound of a preoccupied mind. A busy life can yield a busy mind, and a busy mind is useless when it comes to getting anything done. One way to untangle all of these thoughts and calm the mind is to get organized: write out what needs to be done and then move through those tasks one by one. Therefore, clicking on distracted reveals a tiny To Do list as a potential solution for this problem.

The other word included on this screen is GREAT. Clicking on great is a way to confirm that the viewer is doing okay, and since there aren't any issues to deal with if you're feeling great, it brings the eCard to its final screen.

The final screen is a reminder that it's important to be kind to yourself, you deserve to be treated to something nice every now and again. You have the power to do it, and when it comes down to it, you'll always be around for yourself. Always make sure to take care.