

“To practice any art, no matter how well or badly, is a way to make your soul grow. So do it.”

- Kurt Vonnegut



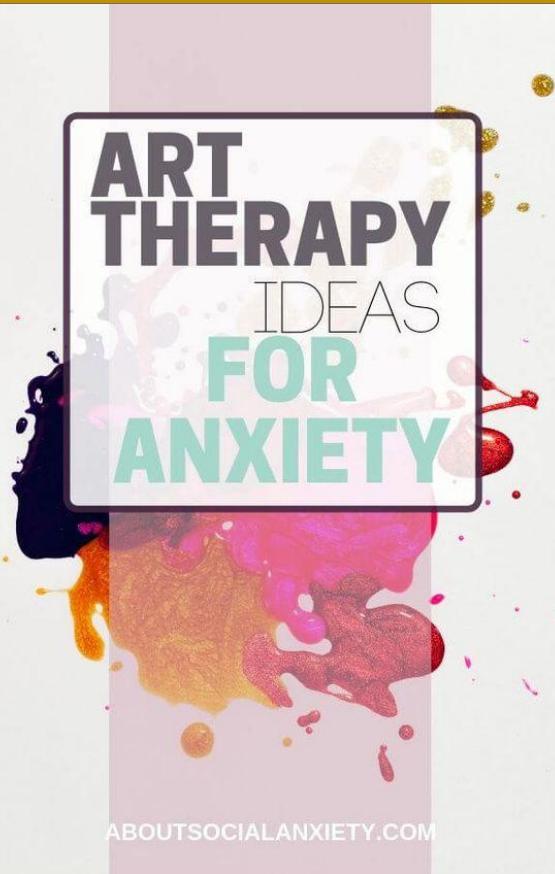
Art Therapy App

Letitia Robinson
10/18/2020



www.flaticon.com

<https://www.aboutsocialanxiety.com/>



Mission / Abstract Proposal

The Artist's Dream will be an Art Therapy App to provide a way to help relieve stress & tension. The App will be utilized to treat a vast scope of mental well being and distress. The "Artist Dream App" will educate the user on how to use art as way of healing, through means of writing, drawing, painting, or designing with the app on the iPad.



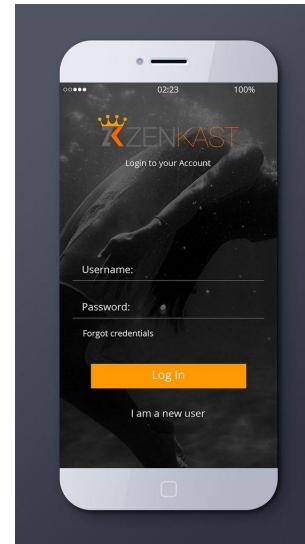
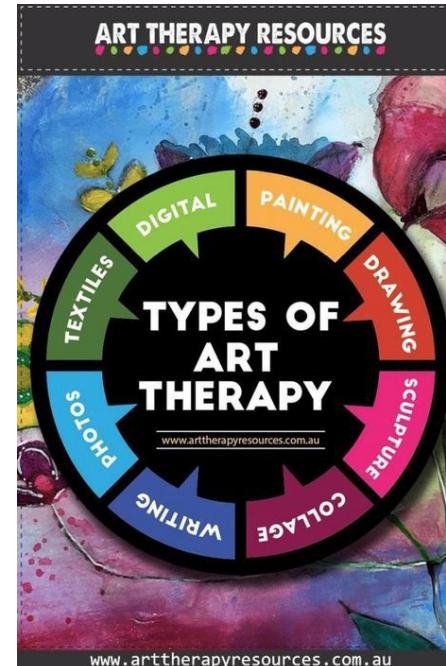
www.flaticon.com

Inspirational Project

Projects: I am attracted to and inspired by the mobile device called ZENKAST found on Pinterest. The layout, color usage, and font choice I find quite exquisite. It has inspired me to want to keep trying to get better at it.

People: There are many people who have been detrimental in providing art encouragement and inspiration in my life.

Problems: Where design is concerned perhaps the client needs to advertise a little differently, perhaps through print, tv commercial, as well as through their website.



Zenkast is a way to have fun! A way to enjoy prediction games. You can predict on the contests and win prizes for yourself. Don't just stand in crowd, its time to participate in the game!
<https://www.zenkast.com/about-us/our-services/>

Rationale

The intention of this project is to create an art therapy app that will help people alleviate mental anguish, stress, and advocate serenity through means of artform.

Problem: Anxiety and depression are the problem.

Solution: To create a way to handle anxiety and without the use of pharmaceuticals, however, by using "The Artist's Dream" App as a way of healing. To capture the attention of the user through strong visual communication, message conveying, and attracting the correct consumers.

How is this unique? It is unique in that it will be an opportunity to relieve stress or chaos through art on a mobile device, specifically an iPad. How does it help me? It helps me by allowing me to design the app and eventually to developing apps for a salary hopefully. It also helps me with the app will possibly allow me to relieve some tension and stress as well.

https://www.pinterest.com/pin/707698528935072102/?nic_v2=1a7Bm1h3a



Unique Positioning Statement

ART THERAPY RESOURCES

Visual Starter

PROMPT 1:

PROMPT 2:

PROMPT 3:

PROMPT 4:

PROMPT 5:

- The Artist's Dream app is created for; children and adolescents, adults, designers; or anyone desiring healing through art, our intent is to have a positive impact on our target audience, whom of which are lovers of the arts.
- Those who desire / need a mobile device application for healing through Art Therapy.
- The Artist Dream App is an application for a mobile device which provides Art Therapy through drawing, designing, or painting using the app, which in turn assists with relieving tension and easing stress.
- The "Artist's Dream App" Is different from the app [[Art as Therapy](#)], with the solutions for healing and the various options available to provide therapy through art.

Consultant / Expert

Key Persona

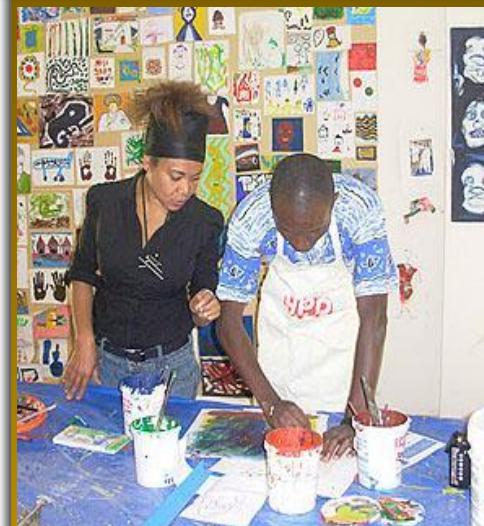


Regina Gordon, 38,
Monroe, CT
Certified Art Therapist
LCAT, ATR, CCBT

Art Therapy is a mental health and human services program which normally works within 8 -15 weeks.

Regina has over 10 years of experience as a licensed registered Creative Art Therapist and a certified psychology specialist. Art Therapy offers a compassionate and expressive way of addressing life's challenges in a safe & healing environment

She received her Masters degree from Parsons School of Design in 2003. Her primary focus is working with children and their families to heal through art in the Fairfield County area who are dealing with anxiety, depression, bipolar disorder, trauma, PTSD, eating & personality disorder.

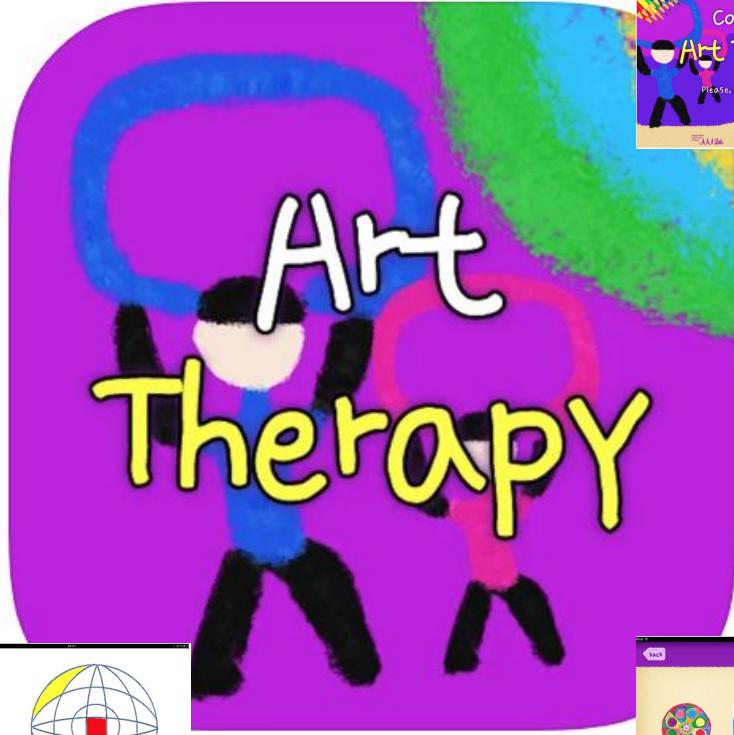


Left voice messages, haven't heard back from them yet.

Healing
Relief
Stress-Free



Competitor



- YOUNHJUNG

<https://www.thirstyforart.com/blog?author=5d2fb206e72525000106704f>

Topic Competitor:

Art as Therapy

Computer Art Therapy

Happy Draw Bug

Art Studio



Art Therapy

- Explainer video promoting healing visually.
- Explore emotions through art easing stress & raising self esteem
- Animated creative expression for healing and well being



Digital Art Therapy Exercise on Ipad or Tablet

Thirsty For Art

<https://www.youtube.com/watch?v=yMgdQIqllIE>

Target Audience & Target Audience Research

Target Audience: People who suffer with anxiety, depression, and/or stress.

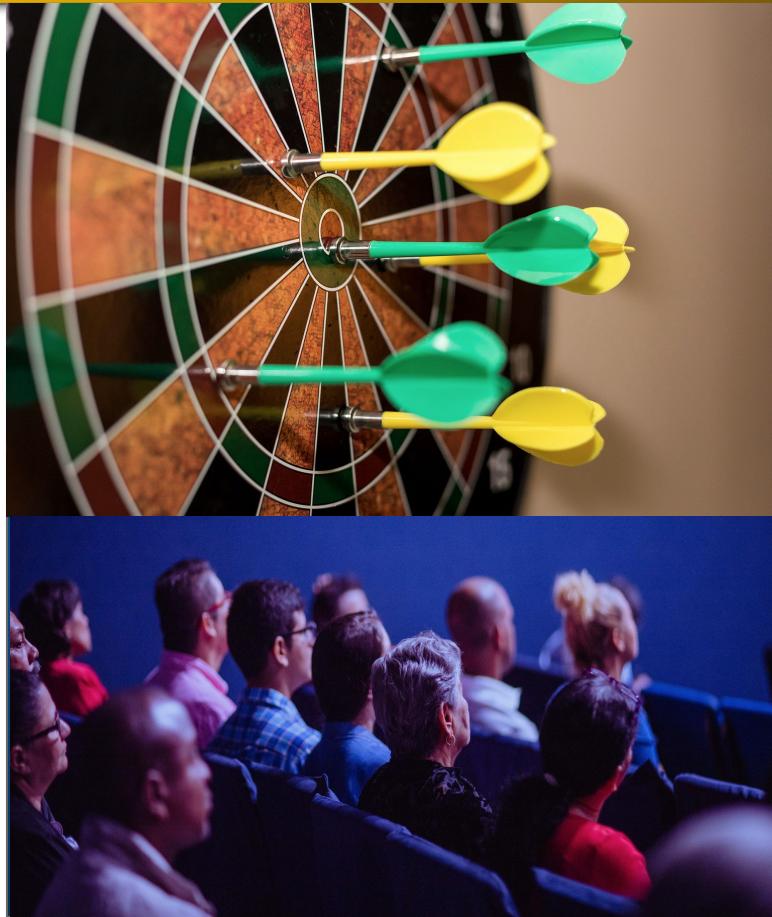
Gender: All

Age: 9 - 25 or a desire to benefit through an Art Therapy application on an iPad device.

Primary: 9 - 25 Children and adolescents who possess a mobile or iPad device and need therapy via visual art.

Secondary: 20 - 65 years of age, people who know how to download and use an app on an iPad device .

Tertiary:
(have to redo the survey)
<https://www.surveymonkey.com/results/SM-KKTTD6WP7/data-trends/>



Persona



Jaleakah, 9
Stockbridge, GA,
Student

Jaleakah will use the Artist Dream App to help alleviate the anxiety she experiences from being an average 9 year who has experienced light trauma. She has discovered art therapy and feels childlike as she should. Jaleakah enjoys playing educational games and toys, watching movies, and playing video games.



Serena, 16
Lawrenceville, GA
Student / Babysitter

She will use the Artist Dream App to draw on the iPad in order to help relieve some anxiety from the long evenings of babysitting a 2 year old.



Kevin H., 23
Monroe, GA
Game Design Student

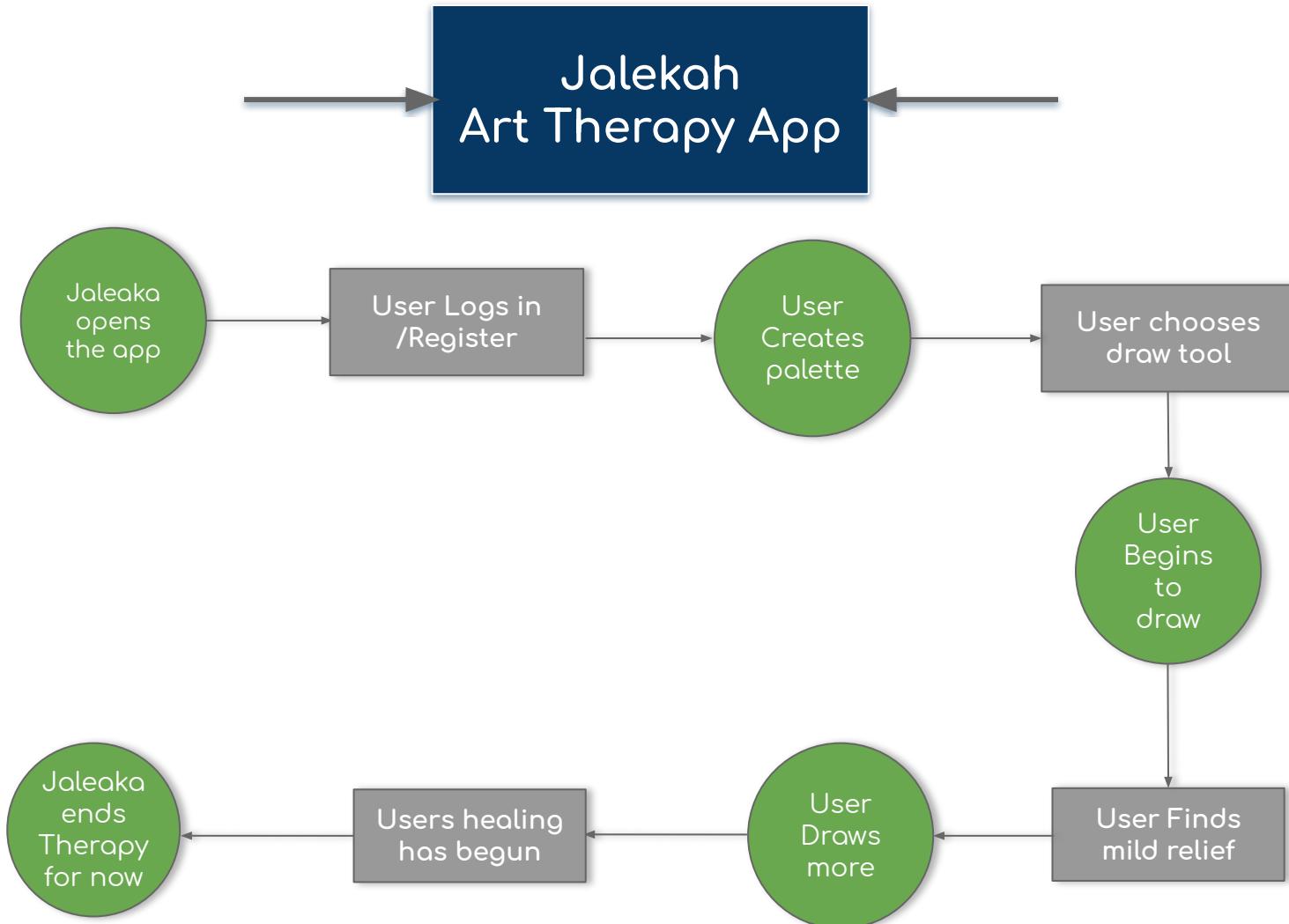
Kevin uses the Artist Dream App to paint on his iPad in order to help with his ADHD. This will alleviate some his anxiety and being hyper.

User Story /Task Flows



Jalekah,
9
Stockbridge, GA,
Student

Jalekah needs a way to use the Artist Dream App to help alleviate her anxiety. She has recently started art and enjoys creating art on the iPad. Jaleakah enjoys watching movies, dancing, and playing with her toys,

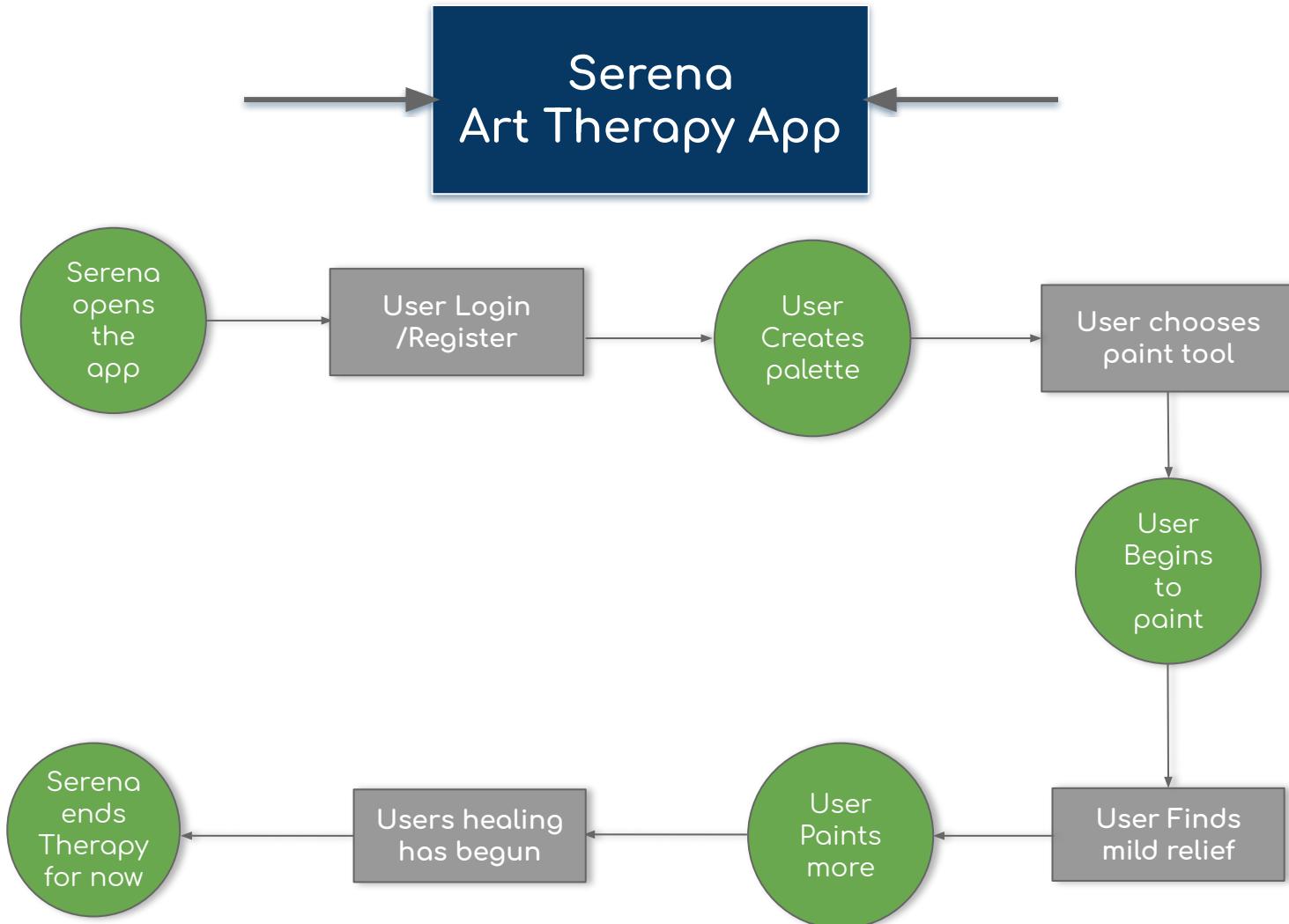


User Story /Task Flows



Serena J. needs a way to physically and mentally unwind, so she uses the Artist Dream App to draw on her iPad in order to help relieve much stress from her long days of attending school and babysitting .

Serena, 15
Lawrenceville, GA
Student / Babysitter

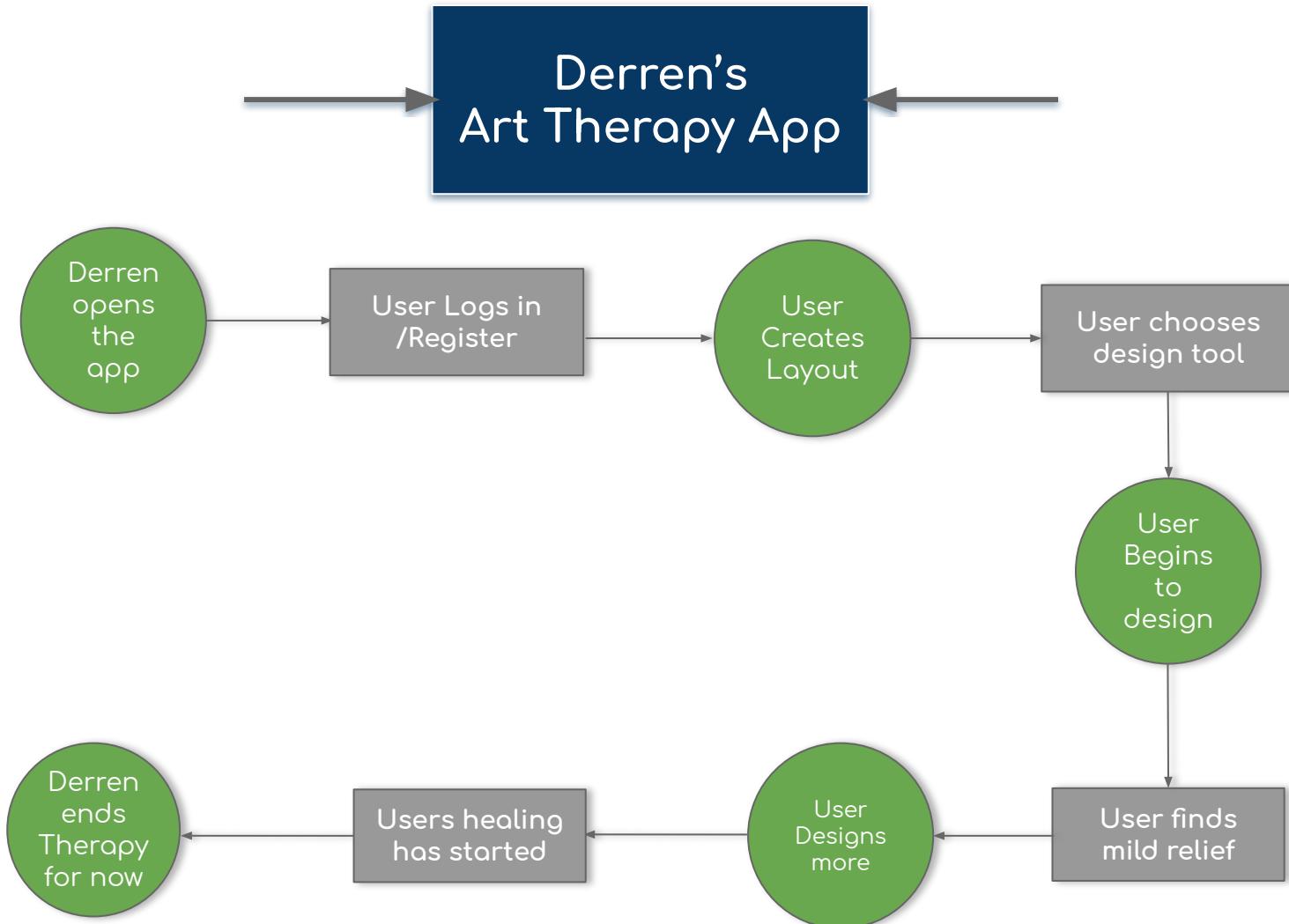


User Story /Task Flows



Kevin H., 26
Monroe, GA
Cabinetmaker

Derren uses the Artist Dream App to paint on his iPad in order to help with controlling his ADHD. This will alleviate some his being hyper.



Personas

(Three REAL people in my Target Audience)

Jalekah Person 1



Serena Person 2



Derren Person 3

These three REAL people, Jalekah, Serena, and Derren will use the Artist's Dream App to relax, chill, and get the required therapy for whatever may ail them individually.

MOODBOARD

Moodboard
(comfortaa bold)

Creative Expression
(comfortaa)

INSPIRATION
(syncopate)

Healing
(caveat)

"To practice any art, no matter how well or badly,
is a way to make your soul grow. So do it."
- Kurt Vonnegut

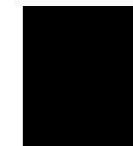
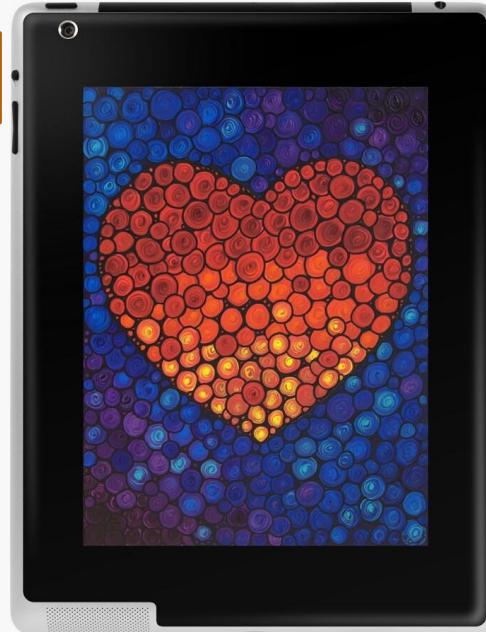
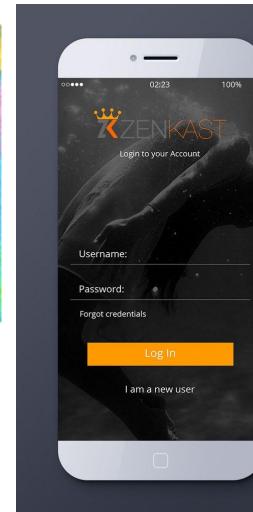
EASE OF USE (Bree Serif)



Link

Visited

Hover



#38761dff

#B49B57

#1C4587ff

#000000ff

#ffffffff

#b49b578b

Scope

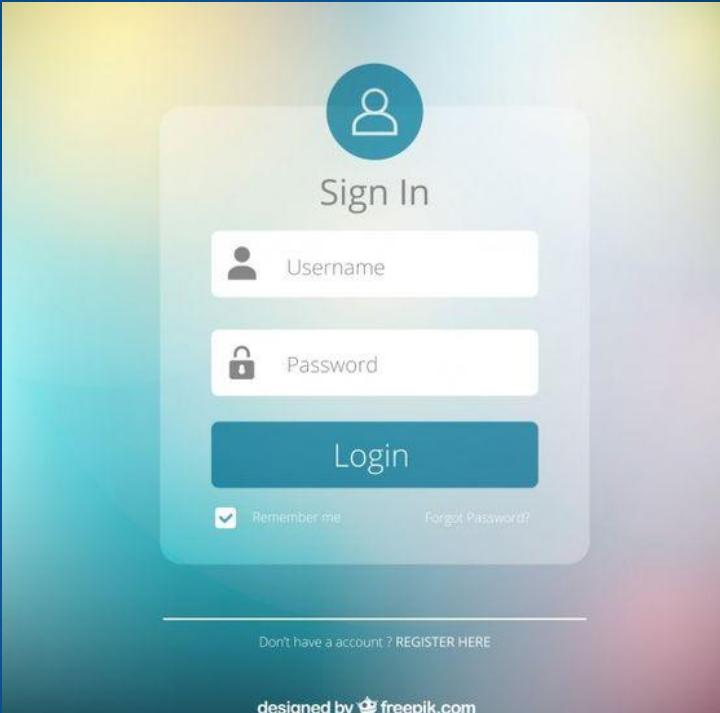
The specific technologies that will be involved will be Flash / Action Script and html.

I would like to learn & specialize in After Effects & Premiere Pro.

I plan to take full advantage of Academy of Arts facilities and instructors.

I plan to use a camera to shoot video and software to design apps for a mobile or iPad device.

I will budget expenses for the project by calculating all necessary costs and determining whether the budget is within means for the project. The costs are reasonable for the situation.

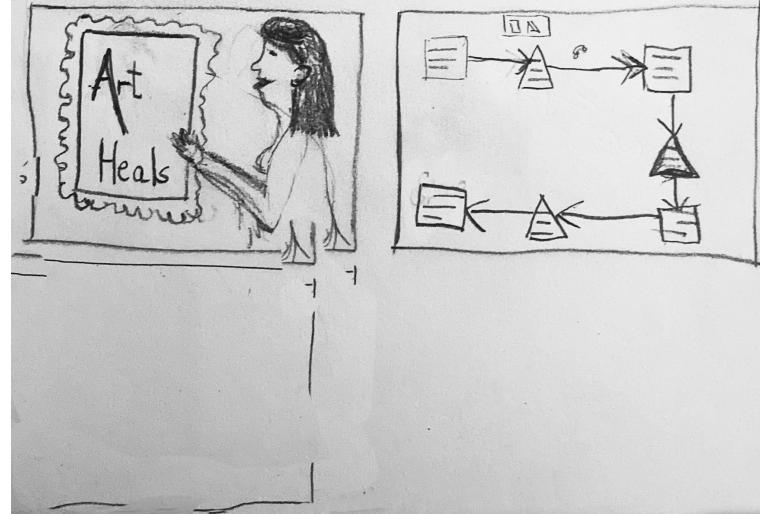
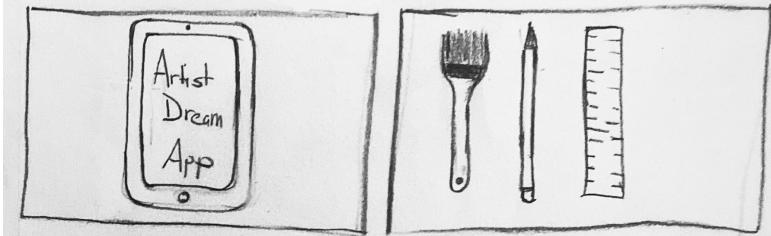


https://www.pinterest.com/pin/707698528935072102/?nic_v2=1a7Bm1h3a

Proof of Concept

Proof of Concept

Text goes here



Sources/Bibliography

<https://www.thirstyforart.com/>

[https://www.pexels.com/search
/art%20therapist/](https://www.pexels.com/search/art%20therapist/)

[https://www.pexels.com/search
/target%20audience/](https://www.pexels.com/search/target%20audience/)

Lacinda needs (an outlet)? a way to emotionally unwind or destress after working two jobs then coming home to care for her four teenage children. The irony of it all is that what she is truly lacking is real genuine love. Lacinda misses the dinner dates, intense conversations, and late night foot rubs from a real loving partner. Surprisingly, she feels as though she is definitely not in the right place to find her lifemate. Maybe just maybe the Artist Dream app will provide her the healing she longs for. Dating app after dating app, solo coffee trips, Single cruises and vacations just to come home to an empty home. is this what happiness is all about Lacinda wonders? The countless unfulfilled and lonely nights, is her true love out there at all, can you hear me? The reason for it all, to celebrate something that doesn't really exist anymore in your mind, to find love in the arms of another stranger who never knew what love truly felt like.

Therapeutic Art through the Artist's Dream app is just what Lacinda needs at this moment.

User Story /Task Flows



James M. 37,
Riverdale, GA
Actor, Engineer

Meet Kenny, he is an actor, he spends most of his free time with his family when he isn't working the set.

One of his interests is fishing and most recently he started making his own fishing rods and reels. Then he takes to the lake to have a little fishing time when no one is around. Just some quiet quality time to himself, this is where he gets most of what he loves to do done.

Because his job is a high demand job with long hours, he can sometimes become easily irritated and sometimes he gets stressed out really quick.

Upon being informed of the Artists Dream app, Kenny will use it as a means of therapy, to ease some of the tension he feels after a long day at the office.

IS THIS SLIDE TO BE USED?