

Design Process...

Digital Detox in Urban India



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Visual Communication
Semester-3

Together, we can bridge the gap
between COMMUNICATION.

PROJECT BRIEF

The "Unplugged" movement is an innovative campaign designed to promote digital detox retreats, encouraging individuals to disconnect from their devices and reconnect with their passions. Each participating retreat provides guests with a unique kit that includes flashcards, posters, and merchandise such as badges and t-shirts, all featuring creative taglines that celebrate hobbies and interests over digital distractions. By wearing these symbols of their commitment to a balanced lifestyle, guests not only enhance their retreat experience but also inspire others to prioritize their well-being and cultivate their interests beyond the digital realm. Through "Unplugged," we aim to create a community that values mindfulness, creativity, and connection in a world increasingly dominated by screens.

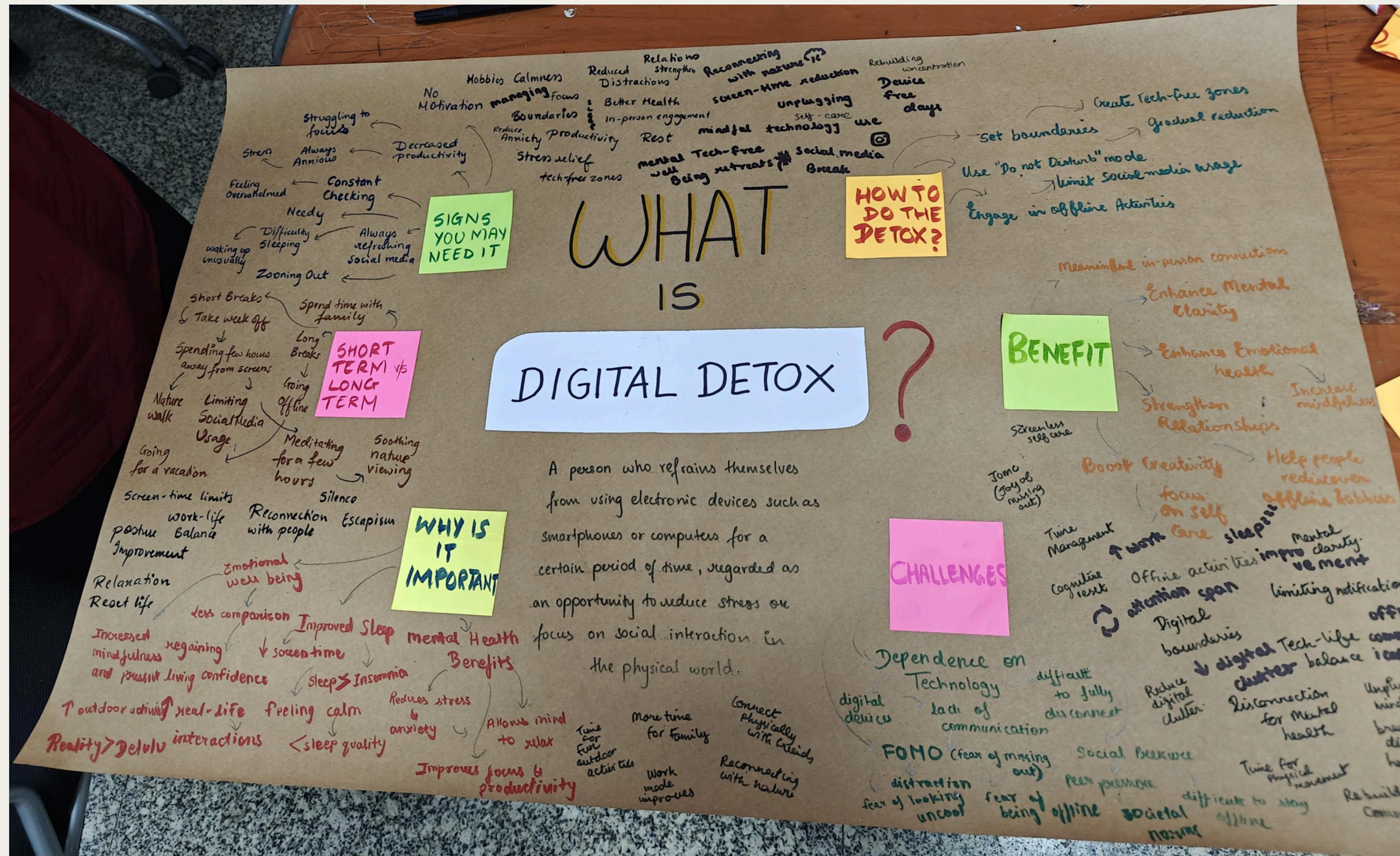
DIGITAL DETOX?

Digital detox refers to a period of intentional disconnection from digital devices and online activities, aimed at reducing stress and improving overall well-being. It involves taking a break from smartphones, computers, social media, and other digital distractions to promote mental clarity, enhance focus, and foster deeper connections with oneself and others.



PURPOSE

A digital detox aims to help individuals disconnect from technology to restore balance in their lives. By reducing screen time, we can enhance mental clarity, improve relationships, and boost overall well-being. This purposeful break encourages mindfulness, fosters creativity, and allows for deeper connections with ourselves and others, ultimately leading to a healthier, more fulfilling lifestyle.

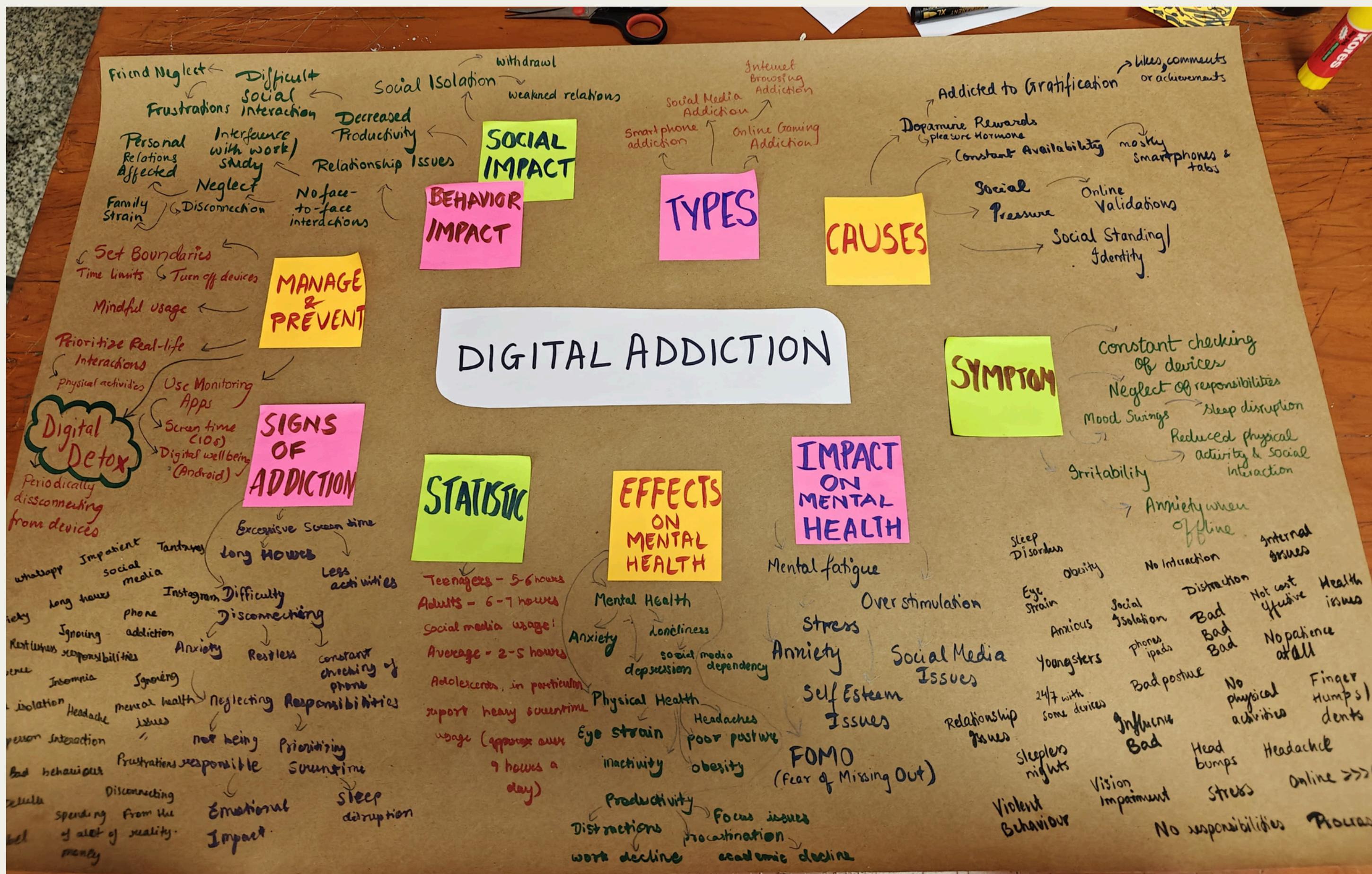


Digital Detox brainstorming chart

DIGITAL ADDICTION

Digital addiction refers to excessive use of digital devices, leading to negative impacts on mental health, relationships, and daily functioning. Symptoms include anxiety when disconnected, neglecting responsibilities, and prioritizing screen time over real-life interactions.





Digital Addiction brainstorming chart

BENEFITS OF DIGITAL DETOX

- **Mental Health:**
Research indicates a significant reduction in anxiety and stress levels after a digital detox. Participants often report improved mood and increased feelings of well-being.
- **Enhanced Focus:**
Disconnecting from devices leads to better concentration and productivity in both personal and professional contexts.
- **Improved Relationships:**
Taking breaks from technology fosters more meaningful face-to-face interactions.

IMPLEMENTATION STRATEGIES

- **Scheduled Breaks:**
Setting specific times during the day to unplug, such as during meals or before bedtime.
- **Nature Immersion:**
Engaging in outdoor activities or retreats designed to facilitate disconnection.
- Mindfulness Practices:**
Incorporating meditation, yoga, or other mindful activities to enhance self-awareness and reduce reliance on digital devices.

CHALLENGES

- **Withdrawal Symptoms:** Anxiety, irritability, or restlessness from reduced screen time.
- **FOMO (Fear of Missing Out):** Concern about missing updates, news, or social events.
- **Habitual Behavior:** Difficulty breaking the automatic habit of checking devices.
- **Social Pressure:** Feeling disconnected from friends or family who rely on digital communication.

REASONS

- **Improved Mental Health:** Reducing screen time can lower anxiety and depression symptoms.
- **Enhanced Focus:** Disconnecting helps boost concentration and productivity by minimizing distractions.
- **Better Sleep Quality:** Limiting digital device use before bed can lead to more restful sleep.
- **Stronger Relationships:** Spending more time offline allows for deeper, more meaningful interactions with family and friends.

ARTICLES

THE TIMES OF INDIA, BHUBANESWAR
THURSDAY, JANUARY 31, 2019

Digital detox important for kids

Dr. Bijoy K. Sahoo

The world is becoming smaller with each passing day, thanks to the digital wave that has encompassed everyone. Almost 2.5 billion people use smartphones in the world and the number is increasing.

It was once said that the dining table is the best place for the family to unwind and share thoughts, but today it's more of a mobile zone where all eyes are glued to the screens with one hand in the plate and the other clutching the cellphone. Sometimes there is a mobile in each hand, be it that of elders or the children.

It is difficult to stop children from using cellphones but definitely the screen time can be reduced or restricted. A research by the University of Oxford suggests that moderate screen time can actually enhance the well-being of teenagers but, moderate. It's a burning

issue and parents are going hysterical over this problem. Digital addiction is not only affecting the teenagers but also the little ones, as young as 3 to 4 years.

Playing games on the phone may have a few advantages like it increases creativity and helps build concentration but at the sameti-

peers. Higher screen time leads to mental ailments like depression, anxiety, ADHD, addiction and more. The addiction is as bad as being addicted to drugs. Everybody is well aware of its demerits and is willing to find a solution to this problem, emerging as an epidemic. Frederick Douglass once said, "It is easier to build strong children than to repair broken men. So the training on mobile/ screen time should start very young".

Children of today are the second generation mobile users. Its the elders who were exposed to this gadget and they found it helpful hence they got insanely addicted to it and the children aped their parents and elders.

Therefore, everybody irrespective of their age must use the mobile phones wisely by restricting the time spent using it. Do not ban all the gadgets at a go, do it one after the other and make some house rules. No entry to mobiles in the dinning or the bedrooms. Go on a holiday without phones, embrace your boredom for a while,

learn to live without doing anything. The 2nd generation of mobile user

wants to be connected to the world 24X7 and have a Fear Of Missing Out or FOMO develops.

Trust me you will not miss out on anything in a few hours. Go out embrace the nature, play in the open, read story books and articles, watch news and then have discussion on it, it will not only divert your mind but you will get to spend quality time with your family. Uninstall or hide the apps disturbing you, mute notifications and use time blocker to manage. Organise workshops in schools on digital detox.

To nurture and instill values in children, it's the habit of parents that needs to be checked, as children follow what the parents do. Restrict yourself from using the phone and make the child aware that you are doing so. Let them not miss the happiness in small things like a butterfly, flowers, listening to bedtime stories, spending with grandparents, cycling, running, time spent with friends and more.

(The writer is Chairman, SAI International Group)

SCHOOL BUZZ

SOUMYADIP SINHA

Unique mobile, TV ban in village for bonding

TUSHAR A MAJUKAR & C A ITNALMATH @ Belagavi/Athani

'NEED OF THE HOUR'

The initiative has drawn praises from various quarters. "Villagers of Vadgaon have taken a very wise decision. It is the need of the hour. Hope other villages and cities replicate it too," Sunil Cholekar, office superintendent of a local college, said.

EVERY night at 7 pm, a siren goes off in Vadgaon, a small village on Karnataka-Maharashtra border. On hearing it, people switch off their television sets and smartphones and step out of their homes to interact with neighbours. The use of television sets, smartphones and other gadgets is banned until another siren is heard two hours later — at 9 pm.

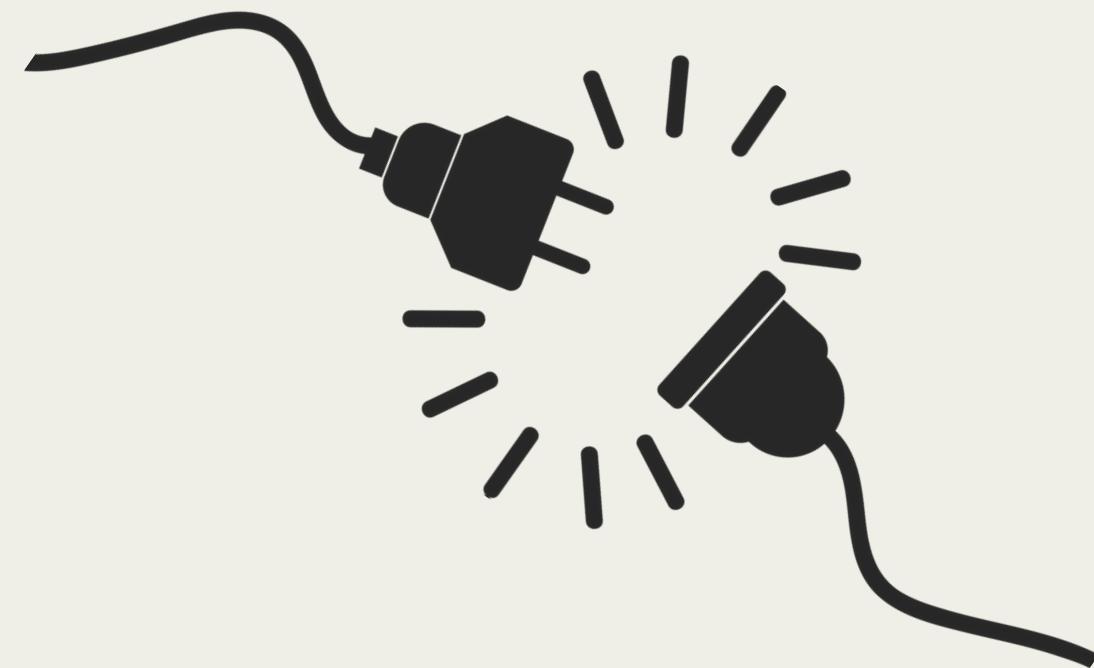
In the past, villagers used to spend a lot of time outdoors, meeting and talking with each other. Today, they spend more time indoors with their eyes glued to smartphone or television screens.

To nudge people to socialise, Vadgaon Gram Panchayat recently decided to try the novel idea of banning the use of electronic devices for two hours each night. Speaking to this newspaper, Vadgaon panchayat president Vijay Mohite said during the pandemic, parents were forced to buy smartphones for their children to let them attend online classes. This had the effect of making them addicted to gadgets, he said. Representatives of several gram panchayats in Karnataka and Maharashtra have visited Vadgaon to collect feedback.

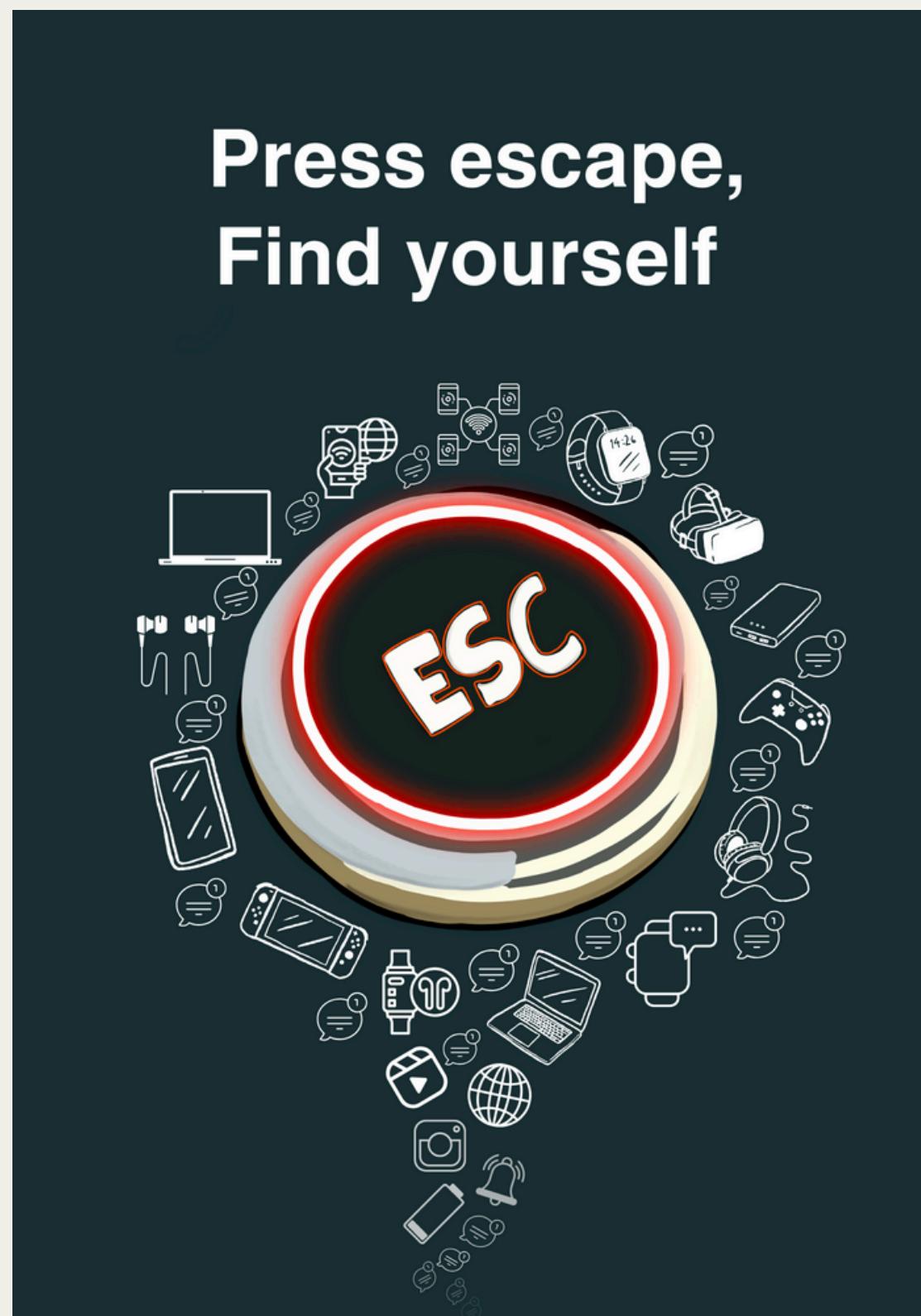
Solutions

SOLUTION BRIEF

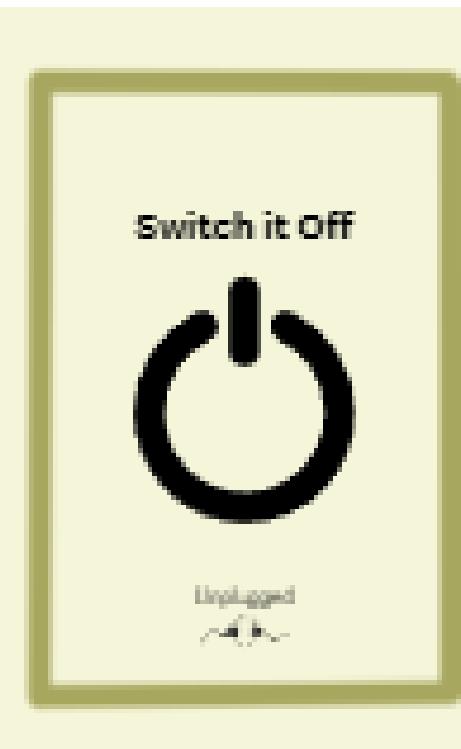
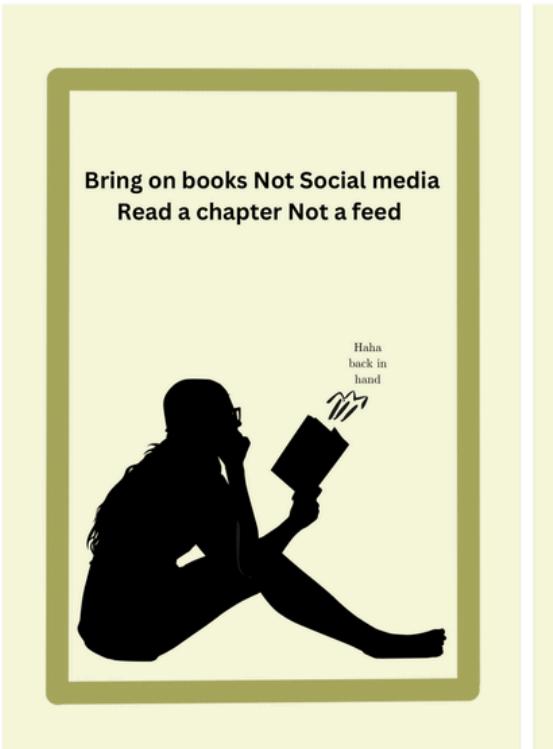
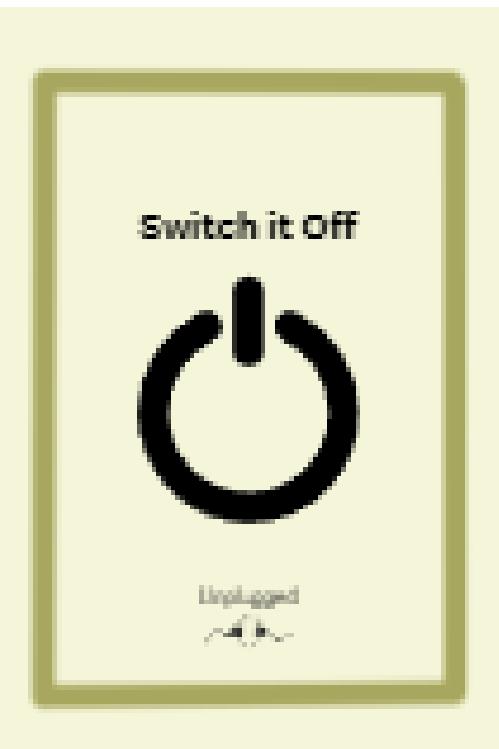
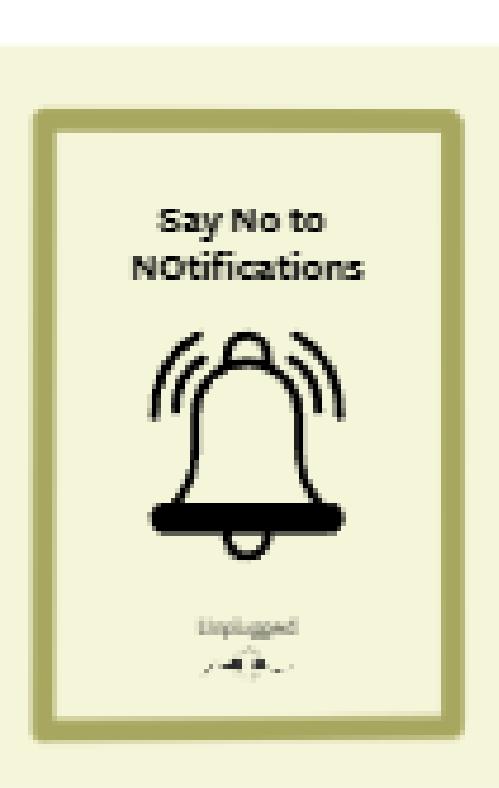
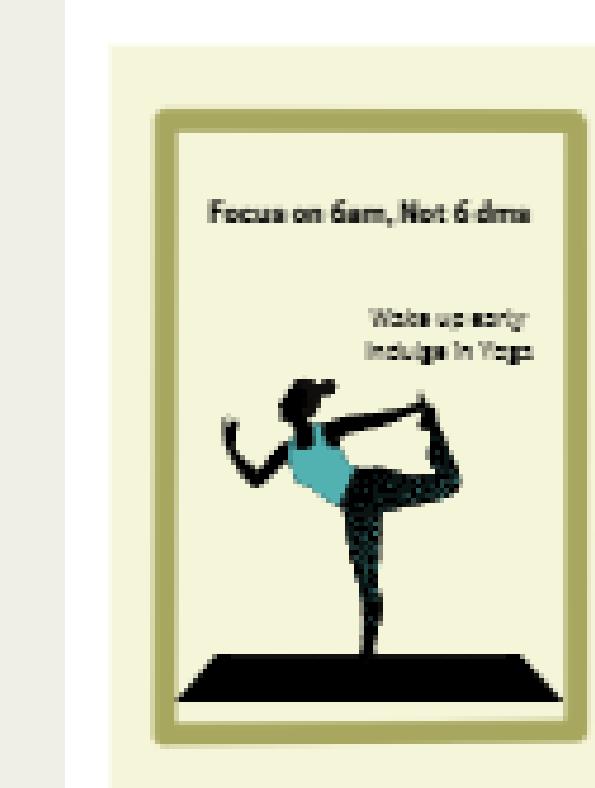
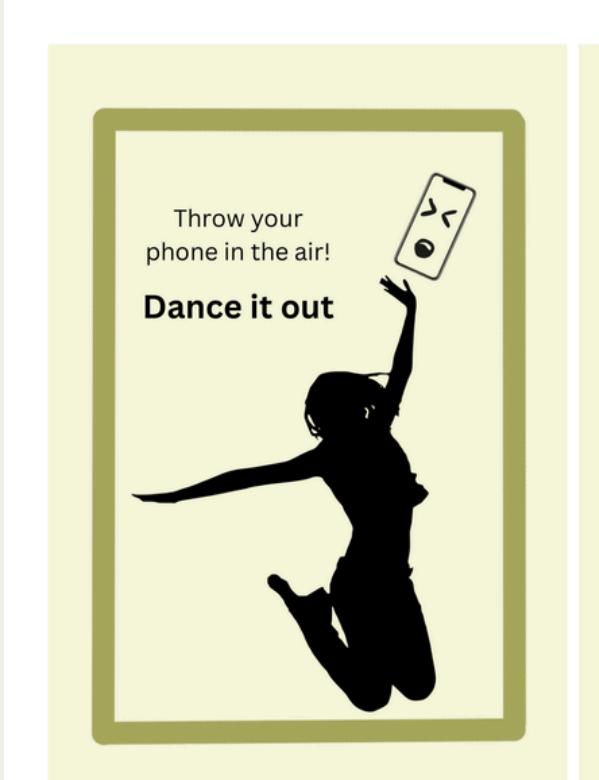
The solution idea for my design process project was making flashcards, posters and merch that have meaningful captions and illustrations that motivate people to take short breaks during an entire day with interaction with digital devices. It makes them wear their commitment towards doing digital detox



POSTERS



FLASHCARDS



Thank you!
