ART499BFA CAPSTONE

Process Book Spring 2024

THE ART WELLNESS EXCHANGE

THE ART WELLNESS EXCHANGE

Quinn Coyle

ART 499/498 BFA Capstone Project University of Tampa, Spring 2024



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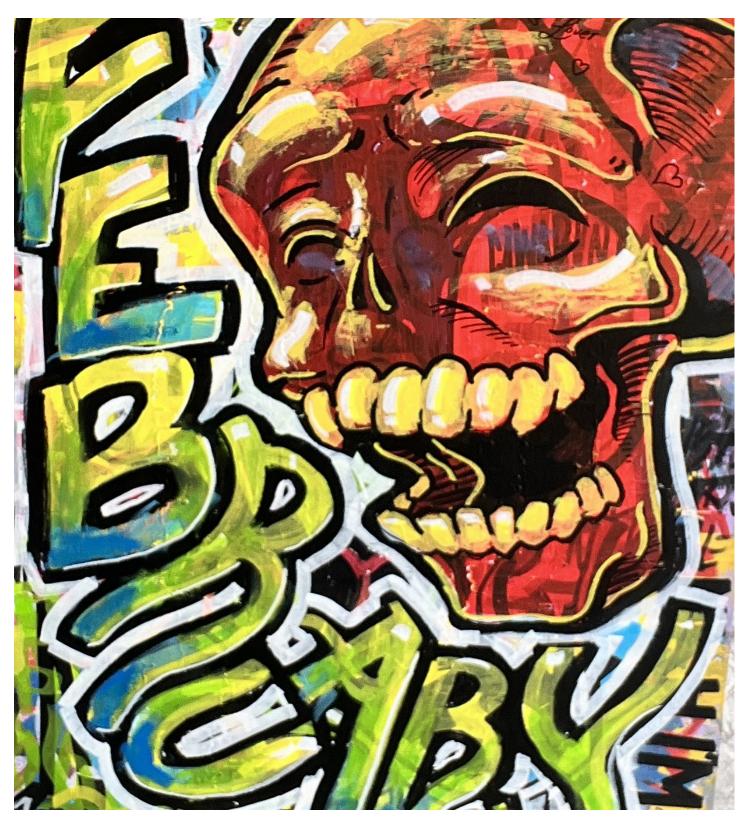
1. Designer Bio and Topic Statement

Discovering how graphic design can bring awareness to lesser known methods of improving mental health and wellness.

I'm Quinn Coyle, a graphic designer from right outside Philadelphia. I found art and design from a very young age through cartoons, CD covers, comic books, and my dad's talent for illustration. I wouldn't be where I am today if he didn't show me the way. Since then, I've developed my own knack for illustration and a love for showing people how anything can be art as long as you're passionate about what you make. Design has been my outlet for showing people that. If you can make a candy wrapper, a billboard, or a t-shirt into something that people would want to hang on their wall, then anything can be art.

In my professional career I plan to bring that mentality wherever I go and challenge traditional design strategies to create designs that truly stand out above the rest. On top of this, I want my designs to be able to help others and make a change. Being a designer means that we get to decide how the world around us looks. The bread on the shelves, the clothes you see on the street, the books you read, the cover art of the songs you listen to were all made by a designer somewhere. This is a great responsibility and it's our job to make sure that we make the right decisions, and that's exactly what I aim to do.

My greatest weakness as a graphic designer I believe also presents itself as one of my greatest strengths and motivators. I can be a little stubborn and hotheaded. I'm not one to be told what I can and can't do as a designer because I believe art and design are all about challenging the rules and making the impossible possible. This pushes me to prove those people wrong and that I can do anything I put my mind to. Don't get upset, get results, and then enjoy the silence of those who said you couldn't. I believe design to be both an action and reaction. It is something that can be done with an intended purpose or it can be done in response to a problem or change. Despite this, I also believe that design truly flourishes when done in response to something. Design is centered around thinking creatively and when faced with a seemingly impossible task, designers will find a way to respond. Pressure makes diamonds after all.



This is the february iteration of my "Months" project, a personal project I began in April of 2023. Each month I paint over the last with whatever I feel throughout the month; it has become a sort of pseudo-calendar and is one of the therapeutic art practices I use from a day to day basis. February was a particularly successful month that aided as inspiration for this project.



2. Vision Proposal:

Research, concept, and project objectives

Introduction

How can design be used to educate people on new ways of dealing with mental health and wellness? I aim to demonstrate this through a collaborative doodling event to bring awareness to therapeutic art methods and the benefits of creative expression for mental wellness.

2.1 How can art be used for therapy purposes?

Art therapy was something I had little to no knowledge about coming into this project. In order to learn more, I was going to need help from an expert on the topic. For this, I met with Professor Joe Scarce from the art therapy department here at UT to help guide my research and inform me of the right terminology to use. He informed me that Art Therapy is typically used by professionals to get a diagnosis and understand a patient's condition better and a project such as mine would qualify as a therapeutic art method rather than art therapy. This led me to research other therapeutic art methods such as neurographic art which will be expanded upon in 2.3.

2.2 How do collaborative murals create a sense of community?

Collaboration and community outreach in this project were two elements I was very eager to integrate. This project was born from my own desire to help people the way that I've learned to help myself through periods of stress. This led me to The American Mural Project, an organization that facilitates collaborative murals across the country for different purposes and communities. Through the exploration of several different projects, I learned that projects of this size need guidance and aid in facilitation. To address this, I decided to formulate prompt cards that would guide the participants in what they made and inspire them to not only think creatively, but also reflect upon themselves while doing so. When mentioned to Professor Scarce, He



Neurographic art uses "neuro" lines to help visualize a certain focused issue. It's a newer guided art practice that is used for stress relief in professional settings



The American Mural Project's Colorado state project at Red Rocks Amphitheater in Morrison. Participants painted chainlinks to create a 400 foot chain mural.



The AMP's Mid-city Dance project in Baton Rouge, LA. With feet covered in paint, members of the dance company performed "The Fading Line: Commemoration of the 1953 Bus Boycott" across a canvas, their footprints telling the story of the beginning of the civil rights movement.



The American Mural Project's Wisconsin project created two 22-foot axes out of recycled wood taken from the bottom of Lake Superior meant to honor Wisconsin's timber industry.

informed me that people are sensitive when it comes to things such as self-reflection, and to avoid bringing up harsh reactions to prompt cards, I should keep them vague and as positive as possible. This information was heavily considered when writing AWE's 83 different prompts.

2.3 What are the benefits of doodling for mental health?

Doodling has been extremely beneficial for my own mental health. When researching how it functions for others, I came across Neurographic Art, a guided art activity that uses abstract linework combined with meditative techniques to create beautiful images. I also came across a study done in 2009 that had participants listen to a long monotonous voicemail and attempt to remember as much information as possible. Half of the group was asked to doodle during, the other half was not. The group that doodled actually retained 29% more information than those who didn't. This led me to other findings that led me to understanding that doodling is beneficial for stress relief, focus, reduction of anxiety, and creative expression.

The March iteration of my "Months" project which served as the main basis for AWE, this month contained imagery related to my experiences from the month of March as well as my own thoughts and emotions along the way.





3. Concept Framework:

The underlying ideas that lead to Innovation, a.k.a. the design process

Defining the Stages of the Design Process

Designing the Right Thing:

Step 1: Discover (research)

Growing up I struggled with paying attention in school and getting work done on time; in doing so, I found the margins of my homework and assignments filled with doodles that related to either what I was learning or thinking at the time. It wasn't until very late into my college career that I got tested for ADHD and discovered that was the reason for my prior attention issues. Once I had done so I discovered that I could use doodling to help organize my thoughts. From here, I discovered that many others struggle with the same thing and began to think that the strategies that I had been implementing could possibly be beneficial to others. I then researched how ADHD and doodling are connected and how doodling can benefit one's mental health. I was able to find a great deal of data relating to these topics from which I based my project.





Despite the large existing ADHD population, I didn't feel that my concept should be restricted to helping one specific group, but the many people struggling with mental health and mental wellness issues. This is a growing issue that needs attention from a broader perspective, meaning I had to broaden my own and really understand what benefits come from my doodling. This led me to understand it as a creative outlet and the creative and critical thinking benefits that it could provide. Introducing these to a population that may not have been exposed to it prior could be beneficial to all kinds of people. This is where I decided to focus my project on how creative outlets can be beneficial to mental health and wellness in a way that was accessible to all.



Designing the Thing Right:

3. Develop · Ideation

Initially the concept started out as a personal initiative that would then be shared as a campaign, I would fill a large canvas with my own doodles to express myself and display it in hopes of inspiring others to do the same and attempt to discover creative outlets on their own. I parted ways with this initial concept because it would most likely only access the art world, an audience that has had a lot of prior exposure to creative outlets. The impact would be minimal. I then tossed around the Idea of a doodling workbook with drawing prompts that would aid in practicing creative outlets for mental wellness. However, this idea seemed flawed in the sense that the only people that would purchase such a book would already have some kind of exposure or understanding of how creative outlets could be beneficial. I needed to expose those who had not prior shown any interest or even knowledge of the benefit of creative outlets. I needed guerilla tactics. This is where I came upon the idea of a collaborative public mural with community outreach strategies so that I could reach people that previously had no knowledge or exposure to this kind of outlet. It would be placed in a public high traffic area and stick out like a sore thumb of sorts to attempt to grab the attention of any potential participants.



4. Deliver · Implementation

I developed this concept into what I called The Art Wellness Exchange or AWE. It was a collaborative doodling event arranged around prompts that would guide the participants through their exploration of creative outlets and the benefits they could provide. I had never arranged such an event before and discovered I would need assistance from someone who did. I pitched AWE to Live Well UT, an on campus organization focused on promoting wellness amongst the student body, who then helped me with getting the event set up and executed. I built a concept for a non-profit that would put together starter kits that would allow anyone to facilitate an AWE event and spread the message that I've been attempting to send. I then built the actual 4 foot by 8 foot canvas that would be used for participants to express themselves. The event itself was held on April 17th and was a massive success with over 50 participants leaving their marks in a 2 hour span.





4. Design Solutions:

Putting it together: aligning design goals with distinctiveness, efficiency, and clarity of message

The Art Wellness Exchange is designed to promote creativity and community, so when designing the brand, I wanted to make it seem like a call to arms and something fun that people would enjoy experiencing. I decided it needed to be bold, eyecatching, and most importantly, inviting to those who may not have access to creative outlets. To do so, I chose red as the main color of the brand, not only does it speak to the UT community as one of the school's colors, but it also acts as a reference to a stop sign to invite the participants to stop by and take a break from whatever they were doing to stop and take a minute.

Apart from this, a primary issue while addressing the brand design was the exclusion of the male population in traditional wellness brand design. Most wellness brands take a pastel approach with many soft serif typefaces that appeal strongly to a femal population. Don't get me wrong, that's an amazing strategy that I was very close to using myself; however, males tend to ignore this kind of thing, and my goal was to expose people who had no prior exposure to creative outlets (i.e. most non-creative major male college students.) I found that bold colors and typefaces were the solution to this. The tagline "Make Today AWEsome." also stemmed from this intention.

The doodles that I used to promote the event were done through one of my personal art wellness practices. I sat down with my friend Lindsay for about an hour while watching a movie and asked her to give me a new word every 2 to 3 minutes and I would doodle it down in my sketchbook. Once I compiled about 15 or so drawings, I organized them into a pattern which acted as the main brand imagery, demonstrating how the event works and is intended to function.

Primary logo design, meant to illustrate the creative and loose nature of the event as well as encouraging a welcoming and fun environemnt to practice wellness.



MAKE TODAY, AWESOMES

Motto logo design is meant to showcase AWE's catchphrase as well as the brand's initials, meant to appeal to both a male and female audience. Futura is a commonly recognized typeface among men due to brands like Nike using it as their primary typeface. Wellness brands primarily appeal to a female audience; attracting a unified audience regardless of gender was a key factor in the branding of AWE.

ART WELLNESS EXCHANGE

Secondary logo design also acts as a wordmark for the events. Meant to demonstrate the nonprofit nature with roughness to implicate the importance of hand-drawing.

AWE 1-shirt meant for any participants.

Showcases all of the brand doodles to make any participants really feel like part of the movement.

Tote bag design for any participants. Meant to be simple and fun as well as showcasing the doodling nature of the event. Designed to make people ask "Where'd you get that from?"

DID YOUR
ENJOY YOUR
ENJOY YOUR
EXPERIENCE &
EXPERIENCE &
TODAY?
TODAY?
It may have been a brief
that of your cament?

It may have been a summer to fyour day, but moment of your day, but moment?
was it a good moment?

Figma. Designed to be friendly, comforting, and easy to open up to. AWE is all about opening up, so when giving feedback, comfort was the main goal.









Webpage Prototype

Screenshots from the AWE webpage prototype that would be used to register an event, learn about the movement, and order merchandise.



Doodle Process

The doodles were constructed from an exercise that my close friend Lindsay aided me with. I had done it before for other art projects; it essentially was visual word association. Lindsay would say a new word every two or three minutes and I would add a new doodle to my sketchbook that related to each word.

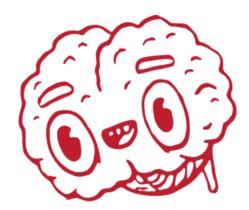


Unleash Creativity Doodle

This doodle was made outside of the initial "say the word, draw the word" exercise. This drawing was meant to illustrate how the creative mind works and how anybody can be creative given the opportunity

Happy Mind Doodle

This doodle was made outside of the initial "say the word, draw the word" exercis." It was meant to represent how this event is supposed to leave a positive impact on mental wellness. Keep your mind happy, keep your body happy, keep yourself happy.





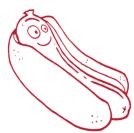
Paintbrush doodle. This doodle was made outside of the initial "say the word, draw the word" exercise. Meant to illustrate the artistic nature of the event.



Bird doodle. The word for this doodle was "bird." I drew a baby bird that took inspiration from Sesame Street's Big Bird Character. I grew up loving Sesame Street and even had an Elmo chair.



Smile doodle. This doodle was made outside of the initial "say the word, draw the word" exercise. Just a happy reminder to smile today.



Hot Dog Doodle. The word for this doodle was food. My friend Lindsay (who helped me with this exercise) and I were very hungry and couldn't decide what to eat. We ended up not eating.



Sun Doodle. The word for this doodle was happiness. I had recently seen my Aunt Tracy, who draws a smiling sun whenever she finds a drawing tool. It's weird and makes me smile.



Banana Doodle. The word for this doodle was banana. I think that Lindsay was running out of ideas and just started naming items in my kitchen.



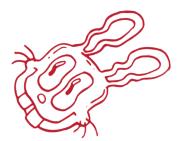
Piggy Doodle. The word for this doodle was "Goombus" which is the name of my dog. i didn't want to relate the brand too personally to myself. So I drew his nickname "Piggy" instead.



Pencil Doodle. The word for this doodle was "doodle." I drew a little pencil friend to illustrate the artistic nature of the event.



Unicorn Doodle. The word for this doodle was "unicorn." Fun fact: the closest thing to a living unicorn is a rhinoceros, but they're going extinct quickly. Save the unicorns!



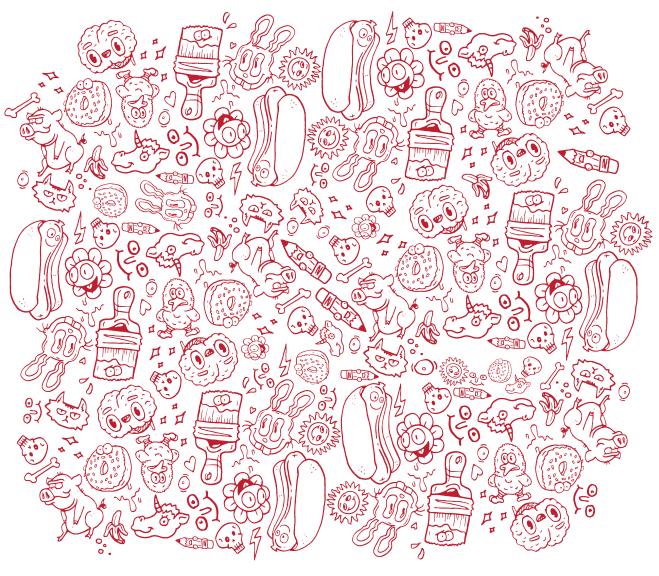
Bunny Doodle. The word for this doodle was "bunny." I took this drawing as an opportunity to show off my personal illustration preferences such as distorting cartoony characters.



Flower Doodle. The word for this doodle was "flower." I wanted to portray the fun-loving nature of AWE. Took inspiration from the muppets for the flower character.



Donut Doodle. The word for this dude was "breakfast." I had eaten a donut from Wawa the morning of this exercise. Strawberry frosted with jimmies.



MAKE TODAY AWESOME.

THE ART WELLNESS EXCHANGE | 4.17.24 | A CAPSTONE PROJECT BY QUINN COYLE



The pattern design made from these doodles along with some filler doodles such as hearts, skulls, bubbles, sparkles, and drips. This pattern would be used for the T-shirts, tote bags, posters, flyers, and the Figma website prototype.



5. Event Photos and Testimonials

Documentation of AWE and words from the participants.

The initial event was held on April 17th, 2024. The canvas was set up around 11:45am and was broken down around 2pm. Over the 2 hours that the event was held, over 50 people participated in the event and left their marks. The participants were not on ly students, but faculty and parents of students as well.

This section will document images from the event as well as anonymous testimonials collected from the feedback survey linked to each QR code. Thank you to all who participated and provided valuable feedback for AWE. This will all be taken into account if the opportunity arises to continue AWE. The feedback form remains open so feel free to shre how AWE was for you!





"It was so fun seeing what everyone else drew!" -Anonymous



"I really love the idea of students taking the time to de-stress and doodle something relaxing. Mental health is always important, and I'm glad I got to participate today!" -Anonymous



"Quinn was a great host and this is such a cool art project." - Anonymous



Passing out prompt cards at the event. prompt cards were used in guiding participants through the benefits of creative outlets.



The AWE laser-cut sign in action at the AWE event. Sign was used to bring attention to the canvas as well as emphasize the brand.



Explaining the event to newcoming participants, the benefits, the process, and the purpose.



As large as the canvas was, it only really allowed for three or four participants to draw at a time. Next time I'd really enjoy trying a larger canvas.



"When deciding what to draw, I thought of what was most important and personal to me and what had the most significance in my life and thats what inspired my drawing." -Anonymous



Seeing friends come out to support as well as meeting new people was what made this event such a cool experience. It was cool to see people take interest in AWE.



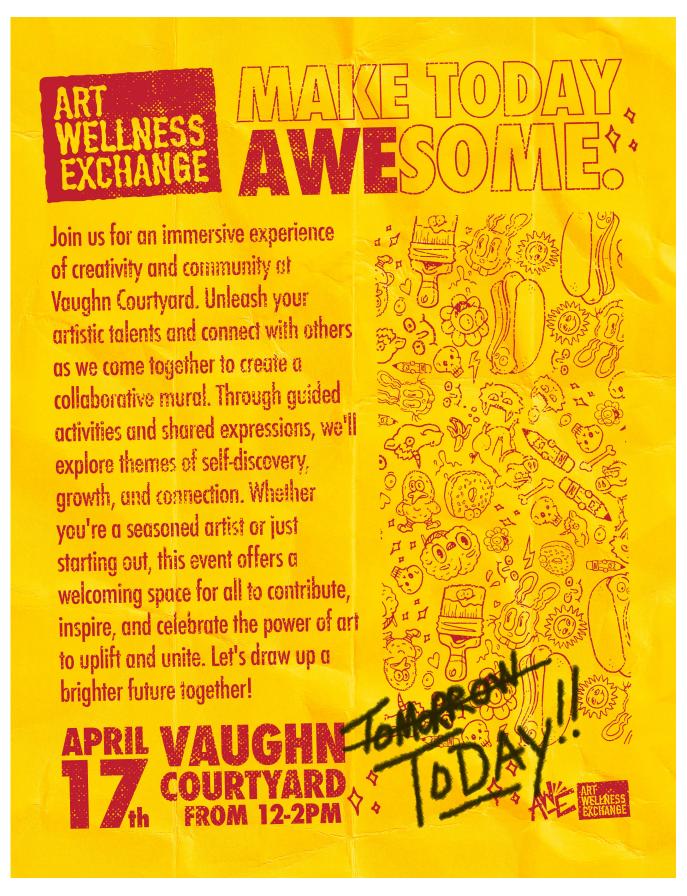
The AWE T-shirt in action at the event, worn by yours truly to demonstrate the brand of the event and emphasize myself as this event's host.



"I chose to draw my family because I am closest to them and I love them a lot, even if our relationship is kinda complicated." -Anonymous



"I wasn't having the best day today but that short time I was drawing I forgot about all of that. I really enjoyed that and sincerely, thank you." -Anonymous



Primary flyer used to advertise the event. This flyer was posted all over the school with the help of my classmate leighton, we posted this flyer in almost every building in school in a matter of 30 minutes in attempts to maximize turnout. Flyer was also used for social media advertising.

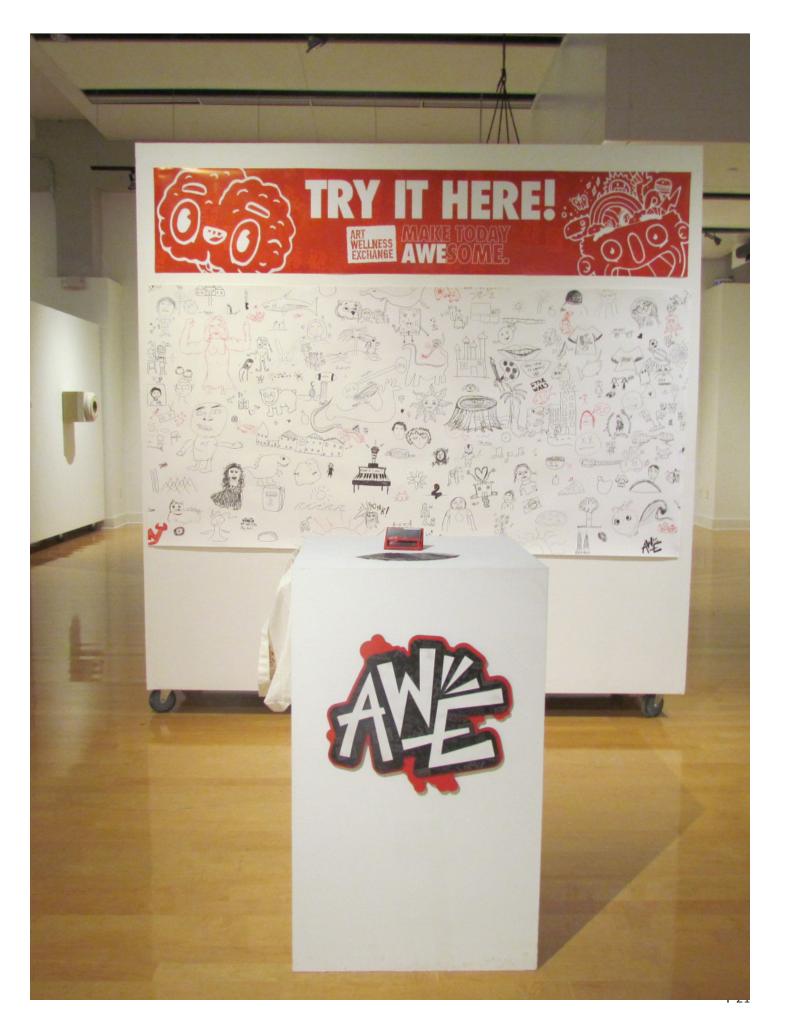


6. Gallery Exhibit: Integrating Theory and Practice

The Project Exhibit at Ferman Center for the Arts

The gallery installation was meant to demonstrate to the public how the event would work in a real life setting as well as offer them an opportunity to participate in the event themselves. This was done by making an in-depth display of the research done to build the event, portraying the concept for how the event could be mass-produced, and displaying the canvas, prompt cards, and markers so that the public would be able to participate. It also displays designs printed on merchandise to show how the event would be branded and promoted.

I hope you learn something, draw something, and make today awesome.





Laser-cut wooden display sign with adhesive paper pattern.



Vinyl-cut branding on the AWE canvas



T-shirts front and back displayed, personally screenprinted.



Research display organized by relevance to understanding the event.



AWE is a collaborative doodling event designed to help people explore creative outlets and the benefits that they can provide for one's everyday mental wellbeing.

The idea was born from my own experiences using doodling as a creditive outlet to focus in school and better guide my own learning process. Growing up, I would fill in almost the entire margin of my notes with small drawings relating to what my teacher was saying or what I was thinking at the moment. These doodles eventually evolved and begon to act as farm of mental release that vastly improved my own mental health and acuity in recent years. I wanted to give others an opportunity to try to find their own creative outlets that benefitted them in ways similar to the ways mine do.

Creative outlets can be an important tool for improving mental wellness and acuity. They provide the brain with an opportunity to relax certain regions and exercise regions that typically go less utilized on a daily basis. This can lead to stress reduction, improved critical thinking skills, improved focus, and increased creative skills.

Some art practices can even have therapeutic effects on the mind and improve overall mental health. Art Therapists have been using strategies such as these to allow people to express buried emotions that can aid in diagnosis as well as providing a healthy outlet for said emotions.



NEUROGRAPHIC DRAWING

The guided drawing exercise used in Art Therapy practices that inspired AWE.

Neurographic art simply explained is drawing ("neuro") lines on a page to create various shapes. It's used to promote mindfulness and reduce stress in those participating. Developed by Pavel Piskarav, an architect, in 2014, this mediatorive art technique transforms stress into works of art using only a piece of paper and a marker. This was the basis for the instructed style of AME.

"This technique links our conscious with our subconscious and serves as a source of energy for our brain. This is a great exercise to let go of the things you can't control or to help you work through change and fear, but also to call upon what you would like in your life," - Cheri Hunf, Northwestern Medicine



THE IMPORTANCE (IMAGINATIO



DO IT WELL EXCHA

Collaboration is a fundamental principle of the Wellness Exchange. It's built around the idea of ostering creativity through community.

Trying something new can be scary and when trying to get people to participate in something new in a very public place, one might face challenges. To get around said challenges this event was designed to be a collaborative mural that emphasizes the importance of every contribution.

AMERICANS PARTICIPATE INCOMMUNITY EVENTS

This was done by implementing strategies from multiple other collaborative murals facilitated by the American Mural Project. The most important of these strategies being the use of prompts to kickstart the creativity of the participants in a way that doesn't pressure them to think of something themselves.

When generating the prompts for the event, I consulted an Art Therapy professional to see how I could maximize the effectiveness of the prompts and received the advice to remove prompts that could dredge up potential negative experiences, this event is meant to provide a positive tool for mental wellness after all.





Yaval Nooh Harani argues in his book Sapiens: A Brief History of Humankind, that the ability to imagine false realities is one of humanity's strongest tools for survival. To imagine something that has not occurred or does not physically exist in our world has led to some of humanity's greatest impovertions, the judicial systems, corporation, scientific theories, and art. Creativity is a subset of one's imagination and to exercise your creative muscles is to exercise your ability to imagine new possibilities.

Creative expression allows for one to make their imagined realities exist in the real world, to manifest your imagination on a canvas. Seeing this imagination with one's eyes can allow for breakthroughs and incredible realizations about one's own thoughts or event themselves.







Why should people doodle and how does it function as a creative outlet?

Doodling is a tool for focus. It's a common misconception that doodling means someone was not paying attention, when more often than not, it's actually a means of keeping oneself focused. Doodling acts as a way of enterally a mind even organizing the mind in a time of boredom.

It can also act as a type of visual journaling. Taking time out of one's day to just mindlessly doodle can act as a way of processing one's thoughts on paper and documenting emotions.





HOW IT WELLINESS EXCHANGE WORKS

AWE is a collaborative doodling event that focuses around the creation of a collaborative mural that represents the collective experiences of the Ulampa student body. This is done in a public space (for this occurrence of the event: The Vaughn Courtyard) where participants are asked to take a moment out of their day to draw on a 4 foot by 8 foot carvos. Those that choose to participate are given a prompt card at random that will contain a drawing prompt from one of four categories (Addressing the Past, Personal Growth, Personal Relationships, and Creative Expression.) as well as a QR code for collecting feedback through a short survey.

Participants are free to participate as many times as they'd like to helpfill the carivas. The feedback survey allowed for documentation and data collection regarding the effect one one's mentality through the duration of the day, as well as any other personal feedback.

Category 1: Addressing The Past

Draw a time you felt happy
Draw a drailenge you overcome
Draw where you come from
Draw a try you loved
Draw a try you loved
Draw a nowle you worked growing up
Draw a monit you worked growing up
Draw a growing up
Draw a growing up
Strawt or growing up

Drow your fractite place to play as a led
 Drow your fractite arimal growing up
 Drow an outility our residence from when you'v
 Drow a first time for sampting you love now
 Drow a first you fet ground if yourself
 Drow a first you fet ground if yourself
 Drow a first you fet ground in yourself
 Drow a game you played growing up

- Draw o time you enjoyed nature
- Draw o time you wased a new place
- Draw of time you wased a new place
- Draw wast you wasted to be growing up
- Draw wast you wasted to be growing up
- Draw as trange fring you would do

Category 2: Personal Growth

trave an exhibit you'd like to try
trave in price you'd like to try
trave in price you'd like to not
trave in price you'd like to not
trave in make you'd like to look
trave in make you'd like look to
trave in make you'd like look
trave in make you'd like
trave in trave in traveling pool
traveling you'd
traveling like
traveling you'd
traveling like
traveling you'd
traveling like
traveling you'd
traveling like

Down character you're behary worded in by
Down a pixer you'd bis to fire to
Down a pixer you'd bis to fire to
Down a sametim you'd lies to make
Down a sametim you'd lies to make
Down a sametim you has a sametim to form
Down a sametim you has a sametim you had you

Category 3: Personal Relationship

Draw sometine you look up to
 Draw sometine you love
 Draw sometine you dilke to meet
 Draw sometine you dilke to meet
 Draw sometine who tought you
 semething you won't forget
 Braw sometine from your dilkhood
 Draw a family disember

is someone who makes you laught is someone who chees you up is someone who chees you up is someone from a movie is your brown or maked a chist is your hero. I would not someone you wis off the someone you was one one who makes you smile in your hero.

Draw someone who was there for you in a hard fit Draw someone who you helped cheer up Draw someone from bislony Draw someone who you can rely on Draw a freather from grade school Draw a freather from grade school

Category 4: Creative Expressio

Draw your fractions and man - Draw yourselving that it has some color on your fewards color - Draw your fewards color - Draw your fewards parts - Draw your fewards parts - Draw yourselves that it programs on the parts - Draw yourselves - Draw yourselves

- out your mem par or asset

out of the control of









Through research I discovered that my experiences with doodling increasing my focus were not unique and were in fact quite common. Doodling and other forms of drawing have been proven to increase productivity, enhance focus, and increase information retention.

In 2009, psychologist Jackie Andrade asked 40 people to monitor a $2\frac{1}{2}$ minute dull and rambling voice mail message. Half of the group doodled while they did this (they shoded in a shape), and the other half did not. They were not aware that their memories would be tested after the call. Surprisingly, when both groups were asked to recall details from the call, those that doodled were better at paying attention to the message and recalling the details.

Those that doodled retained

more information from those who didn't doodle









Gallery Display

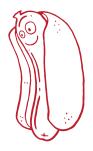
You can show a detailed drawing and then a picture of it at the gallery. Make sure to include a brief description of the artwork or design piece. Include technical specifications, size, medium, etc.



7. Reflective Writing

This project has truly been an emotional journey for me. I've always been one to put others needs before my own, sometimes to the point where it's self-destructive, but in this case my needs had already been met. Meaning that I could freely make an effort to help those who may be struggling in a way that I once was. An opportunity to use my own personal struggles and experiences and put them to good use. I actually got to help make people's day better and there's no better feeling than that. I don't believe I've ever been more motivated to complete a project than I was with this one.

As I stated earlier this idea stemmed from my experiences growing up with ADHD, this made this project extremely personal and close to my heart. It allowed me to really analyze my own experiences and realize that I'm not alone in them, something that I didn't understand before. It's crazy, but I think that through researching art therapy I actually came to understand myself a lot better and why I think the way that I do. I feel like I've grown as a person. A large part of this was due to the support I had from my friends and classmates through this process. My friends kept my spirits high and always made sure I remembered to take breaks and enjoy life throughout this process, something that I frequently was forgetting to do. My classmates were there for me at every roadblock, all-nighter, redesign, and urge to just give up and quit. I'm so grateful for every one of them and even more grateful that I can confidently call them my friends now. I also want to give the biggest thank you to my parents. Before this semester, I'd call them pretty infrequently. I felt that calling them would just add more to their plate as I'm the oldest of five kids and I now live 1000 miles away from them, but I came to realize that













I'm still one of those five kids and it's okay to ask your parents for help sometimes. I must've called them about a hundred times over the last few months and they're probably the only reason that I didn't drop out from the pressure. Thank you mom and dad.

The process itself was probably the most difficult challenge I've faced thus far. My time management skills were put to the test on a daily basis. I needed to scratch entire sections of my project and restart on multiple occasions. I had to develop my professional demeanor to interact with the art therapy professionals, campus organization executives, and the participants who took part in the event. I stayed awake for 56 hours straight working on this project at one point. Despite how challenging it was, it taught me patience, perseverance, and how to ask for help. I feel confident in saying that there's not a challenge that I can't face after this and not a single person who can stop me from being the best I can be.

AWE was an enlightening experience, and one that I definitely wouldn't mind taking another stab at down the road. It opened the doorway to learning about art therapy; something that I've discovered I quite enjoy learning about. On top of all that, I had a great deal of fun meeting new people, talking about their experiences, and encouraging them to try something new. I'd love to share that once again.

From here, I aim to take my talents somewhere that helps people and makes an impact. A non-profit or charity would be the ideal scenario, but I also wouldn't mind freelancing or working at a design firm to help small businesses get the branding they need to be successful. I knew before that on a small scale, helping my friends was something that I loved to do, but now I've discovered that I can help others the same way. This could be my opportunity to help the dreams of others come true. I could potentially make a real difference if I put my mind to it. Illustration is also becoming a prevalent factor in modern design trends, to be able to use these skills in a professional setting would be my own dream coming true.



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MAKE TODAY AWESOME.

Leave your mark here!

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