

YOUR VOICE NOW

Process book

FREEWRTING

Leaving home is a challenging time in almost everyone's life, filled with conflicting emotions and needs: a strong desire for independence and autonomy coupled with a fear of failure and a constant sense of dependence on parents and others who have authority over one's life. **Homesickness** - defined as pain or impairment caused by actual or expected separation from one's family - carries the unique characteristic of preoccupation with one's family and attachment objects. Patients often report depression, anxiety, withdrawn behavior and intense homesickness are especially problematic for college students. It can exacerbate pre-existing mood and anxiety disorders, trigger new mental and physical health problems, and sometimes lead to dropping out of school.

Research

Prevalence: Homesickness is a common experience for college students. Studies have found that between 30% and 80% of college students report experiencing homesickness, with the highest rates in the first few weeks of the semester (Thurber & Walton, 2012; Fisher et al., 2020).

Causes: Homesickness can be caused by a variety of factors, including separation from family and friends, adjusting to a new environment, and feeling disconnected from familiar routines and activities. Other factors that can contribute to homesickness include cultural differences, academic stress, and social isolation (Zhang et al., 2020; Yeh & Inman, 2007).

Effects: Homesickness can have negative effects on students' academic performance, mental health, and social adjustment. Studies have found that homesick students may have lower grades, higher levels of anxiety and depression, and fewer social connections than non-homesick students (Fisher et al., 2020; Thurber & Walton, 2012).

CONCEPT

Audience:

A college student living away from home for the first time

The project is a personalized homesickness diary for college students. Through visual elements such as mirrors, trees and water waves, college students are encouraged to record and express their inner feelings and growth process to help them better overcome the period of homesickness and adapt to the new environment. The journal also provides a range of guidance and encouragement to help college students learn to **think independently** and explore themselves, to **make friends with themselves**, and to chart their own growth paths and goals.

The name of the brand is "Retreat" : a time and space for quiet and contemplative thinking.

Encourage homesick college students during this time to learn about themselves and become friends with themselves/learn to be independent

Ways to make friends with themselves: Write a diary

The book uses poetry to encourage them to learn about loneliness and self-exploration through the process of homesickness

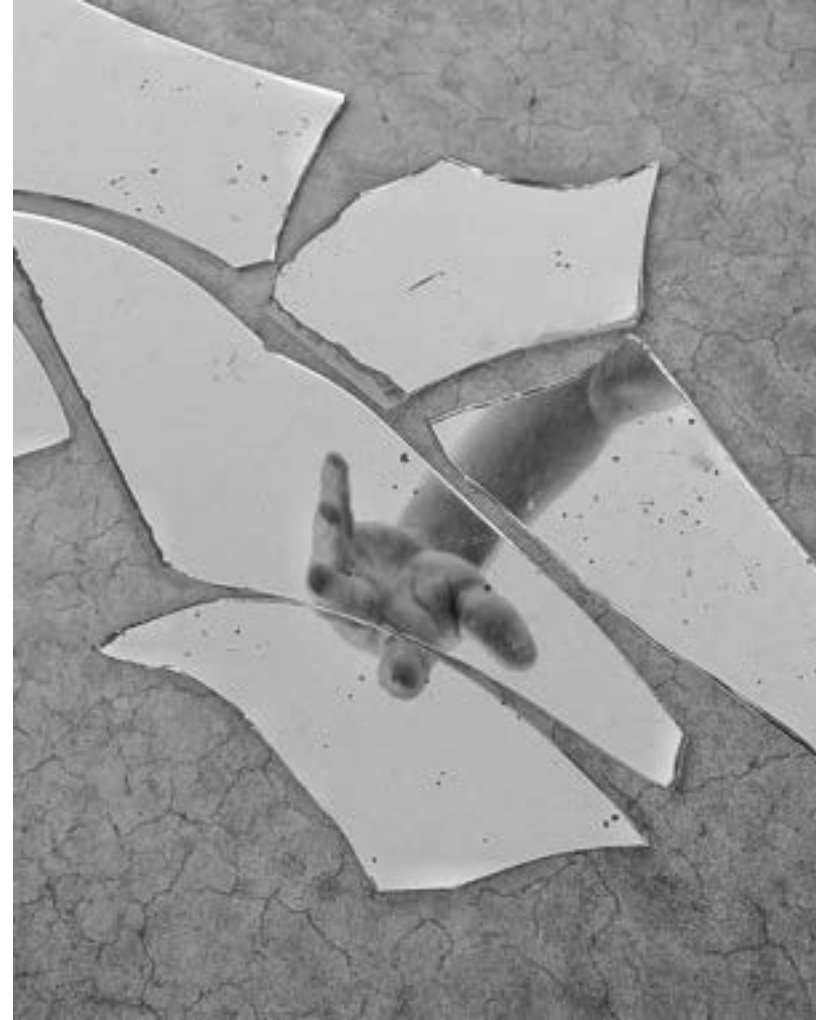
Three Deliverables

Book

Diary

Canvas Bag

PROJECT CONTENT



Self-reflection
and self-exploration



Self-growth
and self-pursuit



Self-exploration and emo-
tional release

Through visual metaphors such as mirrors, trees and water waves, an overall visual content is designed to encourage college students to freely express their thoughts and emotions

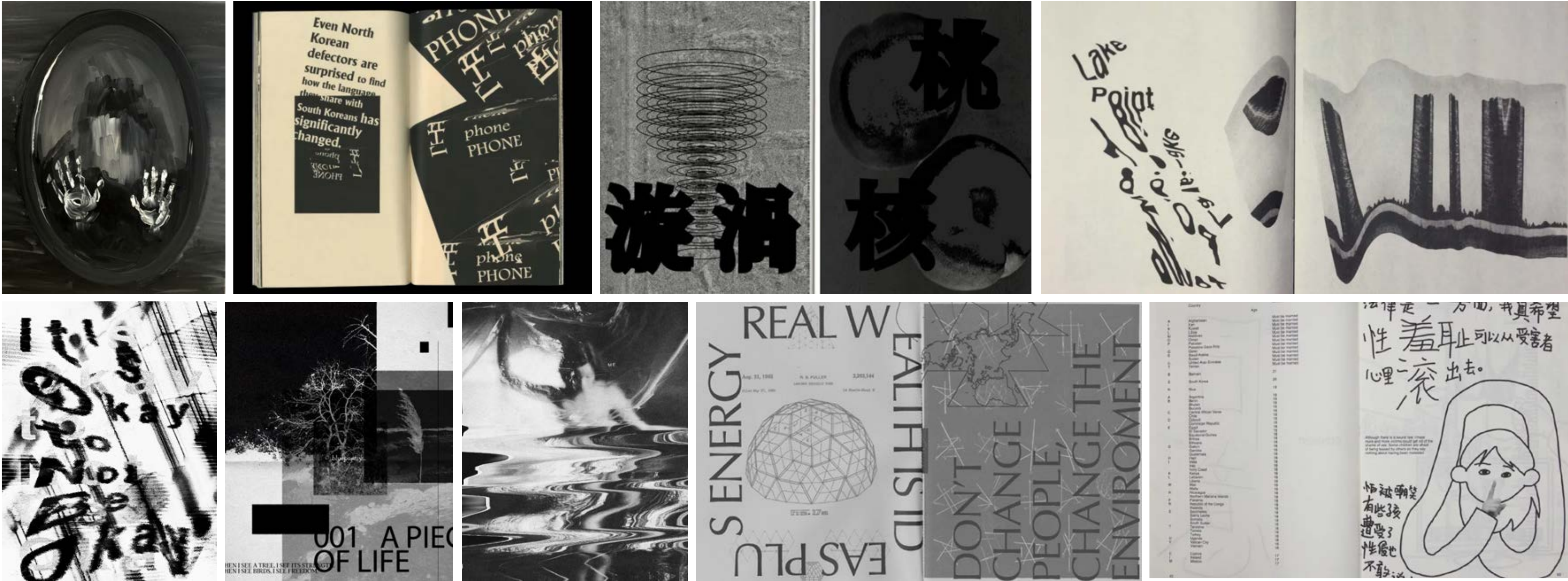
PHRASES AND POEMS

Mirror, mirror on the wall, Reflect the image standing tall, Show me who I am inside, Reveal the secrets I try to hide.
Mirror, mirror, please be kind, And show me what I long to find, My strengths and weaknesses both, Let me see them, nothing to loathe.
Mirror, mirror, do not lie, Guide me as I try to fly, Teach me to embrace my flaws, And to love myself without any pause.
Mirror, mirror, you show me truth, And help me grow as a youth, I thank you for your introspection, And for guiding me in self-reflection.

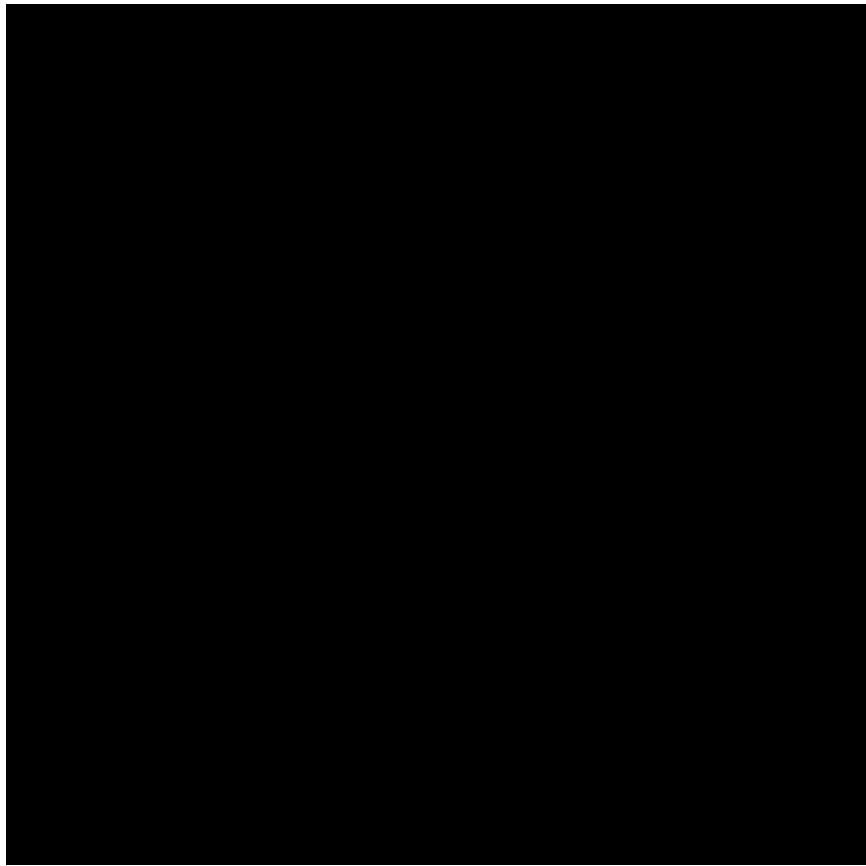
In the waves, I find my peace, As the water ebbs and flows with ease. The movement soothes my troubled mind, And leaves my worries far behind.
The waves, they dance and play, A beautiful sight that brightens my day. Their constant motion reminds me to grow, To embrace change and let my spirit flow.
In the waves, I see my emotions, Reflected back with gentle motions. Their rise and fall a reminder to me, To stay calm and centered, and let my soul be free.
So let the waves wash over me, And carry me to a place of tranquility. For in the ebb and flow of life, I find the strength to thrive.

Amidst the forest, tall and proud, Stands a tree, with roots well-bound, Its branches reach up to the sky, A symbol of strength, that never dies.
With each passing year, it grows, A testament to life's ebbs and flows, Through storms and winds, it stands firm, A beacon of hope, that will never burn.
For those who wander far from home, And feel lost, in this world alone, Take heart in the tree's steadfast gaze, And know that growth comes in many ways.
So let the tree be your guide, As you journey through life, with stride, May its resilience and power, Inspire you to grow, each day and hour.
For just like the tree, you too can thrive, In the face of adversity, and strife, With roots that run deep, and a heart full of love,
You will find your way, to your dreams above.

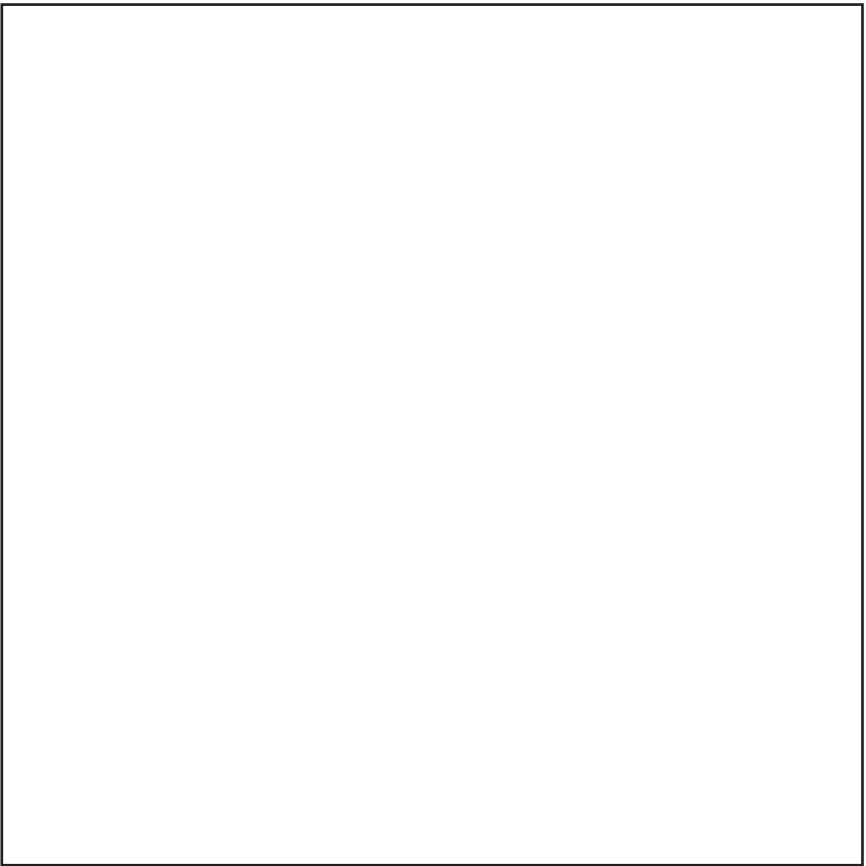
MOODBOARD



COLOR



#000000



#FFFFFF

neutral colors for men and women, representing composure and calm

LOGO



"Retreat" : a time and space for quiet and contemplative thinking.

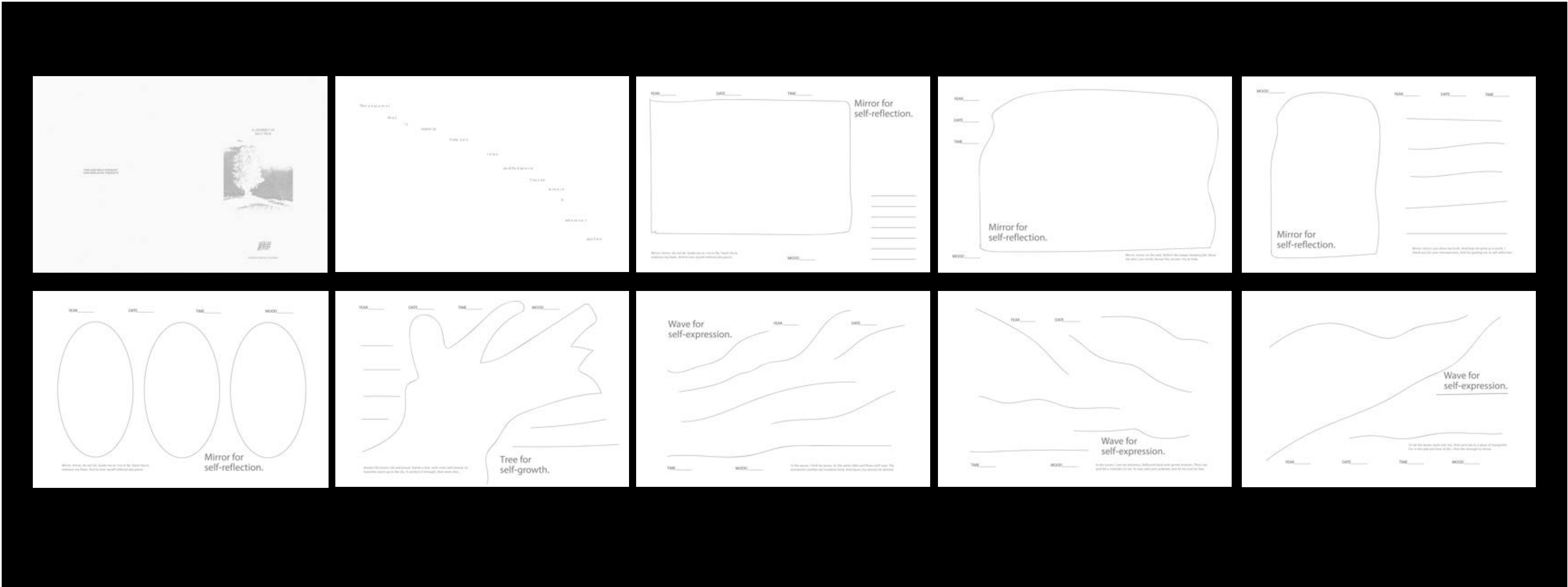
Twist: Add water ripples to express emotion

BOOK



The calm poetry book form encourages comforting them

DIARY



The typography of organic images allows them the freedom and relaxation of writing diaries.

CANVAS BAG



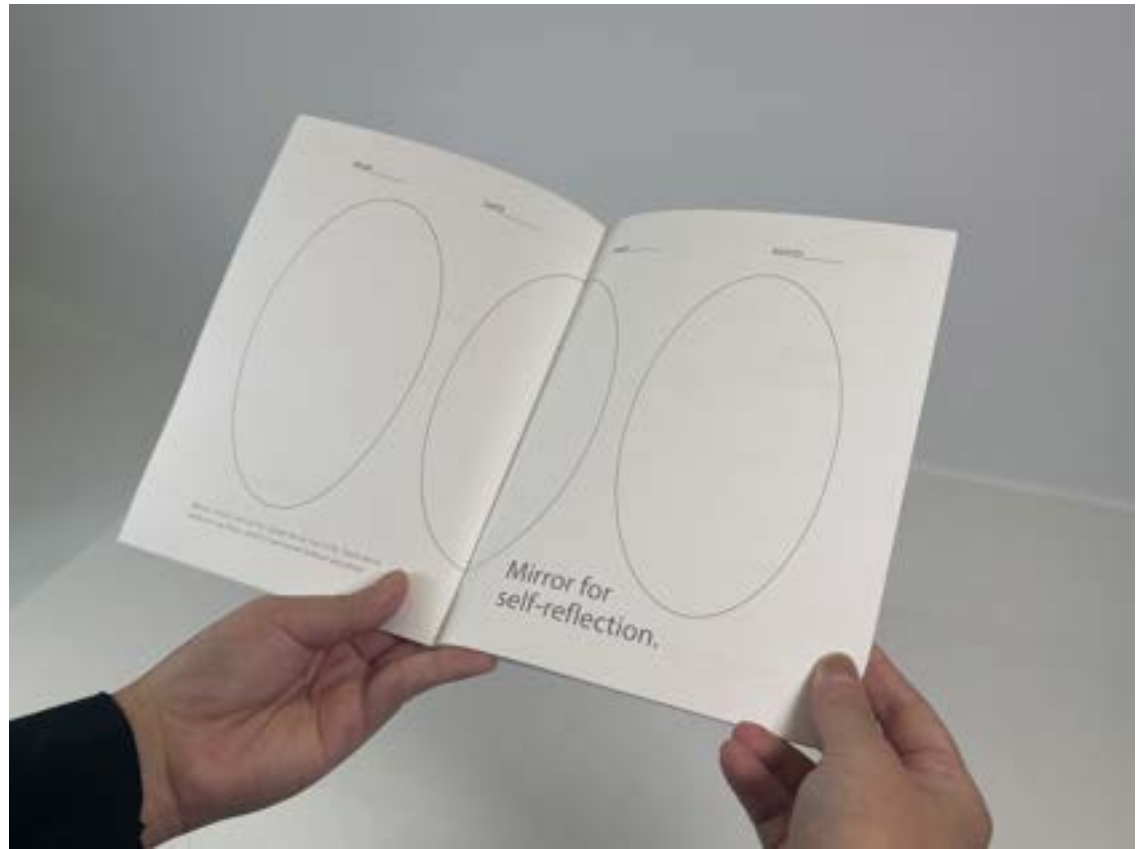
Your Voice Now

outcomes + hero shots

FINAL







HERO SHOT

