

Fortitude

BY DESIGN

AN ART THERAPY
AWARENESS
SOCIAL MEDIA
MARKETING
CAMPAIGN

DRESS
THE
MESS

FOR
YOUNG
ADULTS
DEALING
WITH TRAUMA
BY VICTORIA ALBA

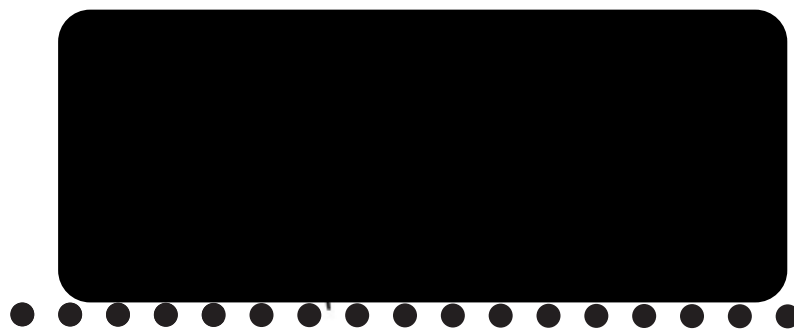


Fig. 1

Dress The Mess:

An Art Therapy Awareness
Social Media Marketing Campaign
for Young Adults Dealing with Trauma

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF FINE ARTS IN
STUDIO AND DIGITAL ARTS WITH A CONCENTRATION IN GRAPHIC DESIGN AT LIBERTY UNIVERSITY



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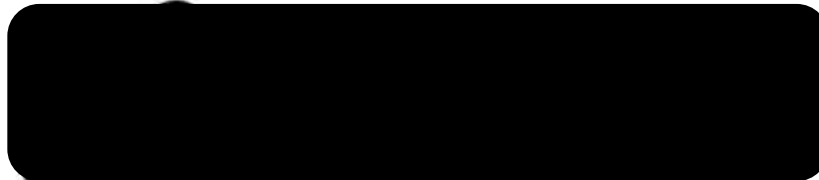
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"1 in 3
young adults
between
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will experience
mental and
emotional trauma."

National Alliance on Mental Illness (2020)



ABSTRACT

This research analyzes the effects of art therapy on young adults between the ages of 18-29 dealing with emotional trauma. The research includes an in-depth exploration of various types of art therapy: visual art, dance, music, photography, and visual journaling. Furthermore, the study explores the lack of awareness of art therapy and how, through a social media awareness campaign, the narrative can be advanced to promote art therapy awareness. Finally, this paper aims to provide insight and practical strategies through a social marketing guerilla campaign, "Dress the Mess," by incorporating photography, graphic design, and the social media platform Instagram to inspire awareness and the holistic healing properties found within art therapy.

CHAPTER ONE: THE PROBLEM

HOW CAN YOUNG PEOPLE DEALING WITH MENTAL AND EMOTIONAL TRAUMA

BE SUPPORTED THROUGH ART THERAPY AWARENESS?

According to the National Alliance on Mental Illness (2020), 1 in 3 young adults between 18 and 25 will experience mental and emotional trauma, with 1 in 10 dealing with a severe mental illness. Mental health is the fifth most significant contributor to global disease. Yet, over 80% of those with mental illness have never received treatment due to being confused over mental health information hindering mental health awareness (Latha, Meena, Pravitha, Dasgupta, and Chaturvedi, 2020). To make an impact on young adults who are seeking answers to emotional trauma, it is vital to promote information through resources they are using daily. Young adults prefer to obtain health information, insight into social values, and improving understanding of complex issues from the internet and through electronic means (Seymore, 2018). Social media can be a positive tool for promoting messages allowing social networking and enabling people to connect through reinforced information (Latha et al., 2020). Seymore also suggests in a short period, social marketing campaigns, including online campaigns, can influence individual behaviors (Seymore, 2018).

The purpose is to bring awareness to young adults dealing with mental and emotional trauma and point them toward alternative and holistic healing. The “Dress the Mess” social media awareness campaign will serve as an advocate for art therapy in its various forms. The visual solution for the research thesis focuses on young adults between the ages of 18 and 29 concerning the options of art therapy and healing from mental and emotional trauma. Therefore, a comprehensive brand awareness campaign was produced to solve the lack of awareness of art therapy. The process for the visual solution was discussed with the committee to determine the best way to bring art therapy awareness to the masses. After finding a solution that was determined would work to solve the problem, the awareness campaign began to have a life of its own.

The brand Fortitude By Design launched the “Dress the Mess” campaign through Instagram posts, reels, and the creation of t-shirts that encouraged individuals to paint on the shirt how they are feeling emotionally to resolve the problem. Through vivid photos, following a rich pattern of clouds, textural illustrations, clever quotes, statistics, and information concerning the various forms of art therapy and emotional healing, the campaign acknowledges the direct connection between art therapy and emotional recovery from trauma.



A significant part of what is considered complementary medicine is art, dance, and music therapy. Although the research is limited, art therapies are expanding within health care practices in the twenty-first century (Pratt 2004). The author continues to note that creative arts therapies are used in many areas of health care and psychological illness (Pratt 2004). In the article “How Can Dance be Beneficial and Healing?” the author points out that rhythm and dance connect people to themselves through self-expression, others, and nature, especially during stress and trauma (Son 2021). For individuals to have a greater understanding of how something as simple as dancing, painting, or taking photographs can be beneficial for stress relief and healing from emotional trauma, they first must be aware of how to become involved with these therapeutic practices.

Young adults with emotional trauma on social media platforms can create awareness from the conversations they generate once they connect to a brand. Fortitude by Design is the brand the thesis builds upon to promote these creative arts therapies. Kopp (2022) notes that most Millennial and Gen Z audiences discover brand awareness through Facebook and Instagram Social Media platforms. As a brand ambassador, Fortitude by Design will be used to generate conversations connecting stakeholders to emotional healing through art therapy.



Fig. 3

As an advocate for art therapy, the final deliverables worked together to bring awareness to the various forms of art therapy, providing information on how they relate to emotional healing. The “Dress the Mess” awareness campaign is a call to action. It brings to the viewer’s attention that they are not alone. They are a living canvas of emotions, and by addressing personal trauma, they can find healing through art therapy.

Art therapy is a type of self-motivated emotional therapy that allows an individual to develop insights and create change through the use of art materials, creative process, and the creative product, which serve as means for self-expression and self-inquiry (Zeevi 2). Social media has become an established way for young people to share their thoughts, beliefs, and attitudes within a public forum (Lith 2). The world is changing the way they receive news and build relationships with brands and each other. Today’s youth spend more time with unconventional forms of news and rely on a combination of social media platforms (Geers 332). Social marketers, managers, and artists use multiple scientific disciplines designed to work on a large scale to influence human behaviors (Smith 38). It is through the use of social marketing that changes can be facilitated, and awareness of brands is made to consumers.

Social media creates a near-ubiquitous ability for corporations, small businesses, and health agencies to target adolescents and young people, engaging in unprecedented ways to bring awareness and exposure to promotions and marketing campaigns (Dunlop, Freeman, and Jones 35). When addressing art therapy through social media, there is a link between the awareness of health and creativity. Arttherapy.org (2022) speaks of art therapy as being integrative in mental health and the human service profession that has evolved through creative processes, applied psychological theory, and the human experience.

**“A SOCIAL MEDIA CAMPAIGN THAT
PROMOTES ART THERAPY THROUGH
INFORMATION, DESIGN, AND FASHION
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THAT WOULD ALLOW THE CONSUMER TO
CONNECT TO A COMMUNITY.”**



THE PROBLEM WITH LACK OF AWARENESS

The significance of this research is found on many levels. The first and most important is that very little information is available promoting art therapy. Second, when searching, one must know what they are looking for to realize that art therapy is more than just painting or sketching on a notepad. Lastly, social media has limited marketing for art therapy and little to none for young adults dealing with trauma in their lives. This makes it difficult for individuals dealing with mental health issues to find alternative therapeutic healing methods.

A social media campaign can help to connect young people to the right online community. A place that connects them mentally and emotionally with the story of the brand through transparency. Lawrence (2022) makes the statement “Books are not read by the cover for the covers are only the persona of what is inside.” Art therapy allows individuals to uncover the persona and reveal their story like a book. Art therapy is the transparency of raw emotion vulnerably exposed, which helps to lead to an individual’s healing (Woolf 90). Art therapy, story branding and marketing go hand in hand. Jeannie Mullen points out in her book “Using Experiences for Storytelling in the Era of Digital Distraction” that for companies to succeed in marketing, they must create the right story (Mullen 6). Chip and Dan Heath, authors of the book *Made to Stick: Why Some Ideas Survive and Others Die*, offer insight into the emotional connection of marketing, stating research has shown that it is not the promise of riches, magnetic personalities, or sex appeal that intrigues consumers but the benefits people imagine themselves enjoying that create successful brand connections (182). The thesis points young adults to art therapy through social media marketing to find answers to traumatic experiences. Art therapy is a resource that allows individuals to imagine and heal. A social media marketing campaign is an outlet for young adults to tell their stories to understand, interpret and resolve mental and emotional conflicts through artistic expression and resolutions (Christiansen 2018). Through social media, young adults can connect their stories with others and find a sense of belonging and community.



THE INSPIRATION

The “Dress the Mess” research thesis project is a resource of advocacy for the healing properties found within art therapy. As a survivor of Lyme disease as a young adult, the mental and emotional trauma that was experienced has led to a passion for helping others find hope in their healing journey. As the research shows, art therapy gives individuals a voice in the darkness through creative outlets of self-expression. It was terrifying when my body turned on itself and began to attack the immune, muscular, and nervous systems. An outlet to release the trauma was vital to my healing success. I discovered no matter the root of the trauma a person experiences, the feeling, fear, and insecurities they are dealing with have the potential for improvement when there is a resource outlet. Art therapy inspired me to walk through the door of healing.

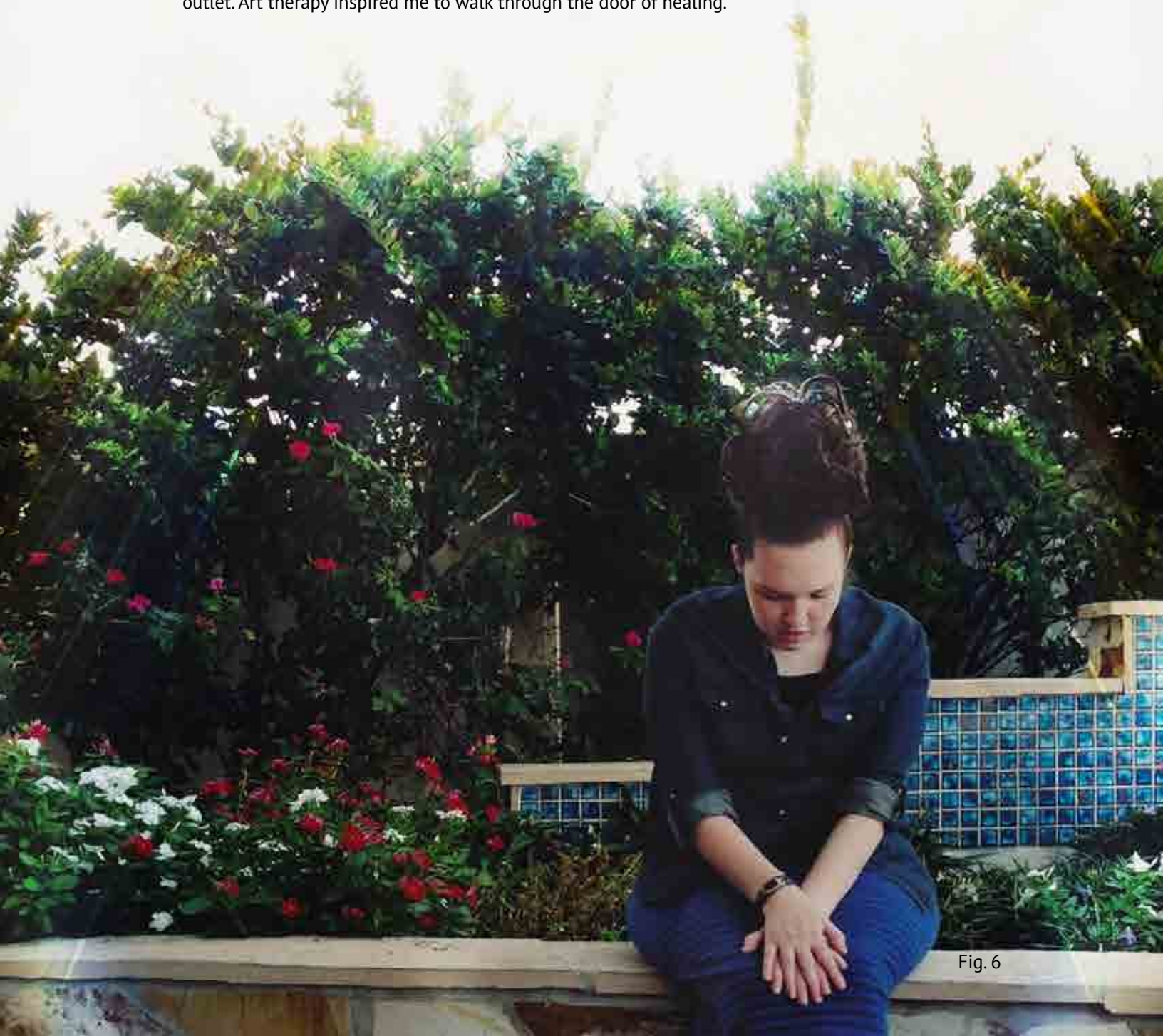


Fig. 6

“IF YOU’RE NOT MAKING MISTAKES, YOU’RE PROBABLY NOT EXPERIMENTING ENOUGH.”

NOAH KAGAN

Considering the problem, I desired to resolve through my MFA thesis, there was no question about the area I wanted to focus on within this paper. As a two-year-old toddler, I drowned in melted snow on the top of a swimming pool cover. I had to be life-flighted to a Children’s hospital in Virginia. At the age of thirteen, I sat in a doctor’s office in Texas, and I was told that I had Juvenal Rheumatoid Arthritis; the symptoms could include the loss of all my hair from methotrexate, a chemo drug, the loss of the ability to walk, no children in my future and the possibility of early death. It was traumatic for a girl who had just made it to her prime years of becoming a teenager. Add a private Christian school teacher whose sole mission it appears to a young girl was to destroy her faith in her creative side through harsh words of “you will never be an artist”, “you are retarded” and “you have no creativity.” Words are harsh, adding to the emotional trauma I was dealing with; I was losing hope for a bright future.

At the age of sixteen, the methotrexate was no longer working. The immune system had turned on itself, and I began having allergic reactions to everything, including sunshine and shower water. I could only eat grapes, chicken, and green beans and drink pure raw cranberry juice. Turning to Holistic medicine, I soon discovered that arthritis was a symptom of Lyme disease. However, since Lyme disease was not addressed in the early stages, it became chronic and debilitating. My elbows locked up like a barbie doll, and over the next couple of years, my knees would begin to lock, placing me in a wheelchair and making it very hard to get out of bed.

It was here that I as a young adult, turned to art and graphic design and found hope, healing, and restored faith in my creativity. The emotional scars that the many traumatic events through my developing years had left on me found an outlet for healing. The passion behind this thesis aims to educate on the benefits of art therapy. The research has inspired me and allowed me to work as an advocate of healing through art therapy. It has given me a better understanding of the need for art therapy. Social media campaigns and guerilla marketing has shown me I am not alone and that there is an interest among young adults seeking solutions to healing from their traumatic experiences.



Fig. 7, Fig. 8, Fig. 9

CHAPTER TWO: THE RESEARCH

Art can permeate the very deepest part of us, where no words exist” (Miller 2008). Eileen Miller’s daughter Kim was an autistic girl who used art and pictures to speak and express how she viewed the world. In her book “The Girl Who Spoke with Pictures: Autism Through Art”, Miller states, “Art is a powerful healing tool that is more than just a drawing. It comes in many shapes and sizes and has a way of pushing boundaries mentally and emotionally so that individuals can connect with the root cause of their problems” (3). Creative expression is a resource of power and a healing outlet. The concept of art therapy is not a new one. It is an area that looks beyond the benefits of modern-day medicine into the holistic wells of healing.

Art therapy can be effective for those dealing with traumatic experiences and mental and emotional health. The common thread for all these is the need for awareness of the many different types of therapy that can be applied to their situation. Art therapy can be found in art, dance, music, photography and writing. The drive behind these alternative approaches is to take the individual from a place of frozen emotion to a place of healing by giving them a creative outlet (Stuckey and Nobel 2010). It is a way for individuals to express themselves. To provide them with a voice to fight back against the trauma. Therefore, by bringing awareness to art therapy many lives could be impacted for the better.

Unfortunately, the research on branding art therapy is limited. Most of the research on the subject focused on how to become an art therapist or art classes offered within the art therapy program. For this research, the focus is on creating a social media campaign that will bring awareness to various types of art therapy and the emotional healing connected to young adults who are dealing with mental and emotional trauma. Through the incorporation of art therapy, individuals have the potential to positively address how they view themselves by participating in mindfulness practices that bring self-compassion and acceptance to their circumstances (O’Malley 1). For patients to find the healing benefits they must be educated and made aware of available therapeutic and creative alternative healing methods.



“ART CAN
PERMEATE
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WHERE NO
WORDS
EXIST”

(MILLER2008)

THE SOCIAL MEDIA MISSION

The mission of the thesis topic explores ways to increase awareness of art therapy through social media, customer education, promotions of art therapy, fashion, and exposure to art therapy through an awareness campaign that builds community.



Fig. 10

ART THERAPY AWARENESS PROMOTION

The marketing world has revolutionized over the past decade, allowing companies to reach potential customers through creative storytelling. The beauty of using marketing to tell your story is the vast potential to reach a broad audience through images, text, social media platforms, and billboards. The world is transforming socially, and with technological advances such as smartphones and the internet, the way society connects and finds information worldwide is rising. Huang, Su, Cheng and Tan note that traditional human interaction has changed over several years. New bridges of communication have been developed through forms of an online social presence that is more efficient. The authors go on to say an online social presence allows communities to form through connections to a specific brand which suggests that individuals are not just interested in what they are being sold or told; they want to create an experience that can be shared within a community of like-minded people (2021). These online communities are the source which art therapy communities can thrive.

It takes more for an organization today than just having a website. Personal recommendations and an online social media presence allow consumers to build trust in a brand. The more followers a brand has, the more social proof it cultivates, which attracts potential customers to trust the product offered. Therefore, companies must identify the factors needed to drive consumers to participate in communities that are being advertised (Huang, et al. 2021). Popular pages will also receive more views based on search engine results and formulas derived from algorithms. Within the world of art therapy, there are many different and diverse communities. There is potential for each of the communities to be connected through social media, creating an online social circle of their brand, overall enlarging the reach of the therapeutic groups. Hou notes a possible influence on consumer choices and decision is the demographics and psychographics of the social media platform used to promote brand clientele (9).

As an advocate for art therapy awareness the thesis, focus is on individuals between the ages of 18-29. Research shows Instagram as the highest used social media resource for individuals within this age group with 49% being male, and 51% female” (Khoros 2021). Additionally, 71% of Instagram users are business platforms, and 83% of Instagram users note it was through the Instagram app that they discovered new services and products (Khoros 2021). The psychographics of hashtags connect Instagram users to people and businesses, creating community and giving the consumer a voice. Through the consumer’s influence on social media, the business regulates the motives and attitudes of the stakeholder’s participation, directly reflecting the direction of the business’s marketing endeavors (Tuten 2021). Through a social awareness platform, the brand can advertise and interact with young adults dealing with trauma through art therapy promotion. Once individuals connect to the community, the consumer experience can be interacted with through photos of activities and other visuals that promote art therapy awareness.

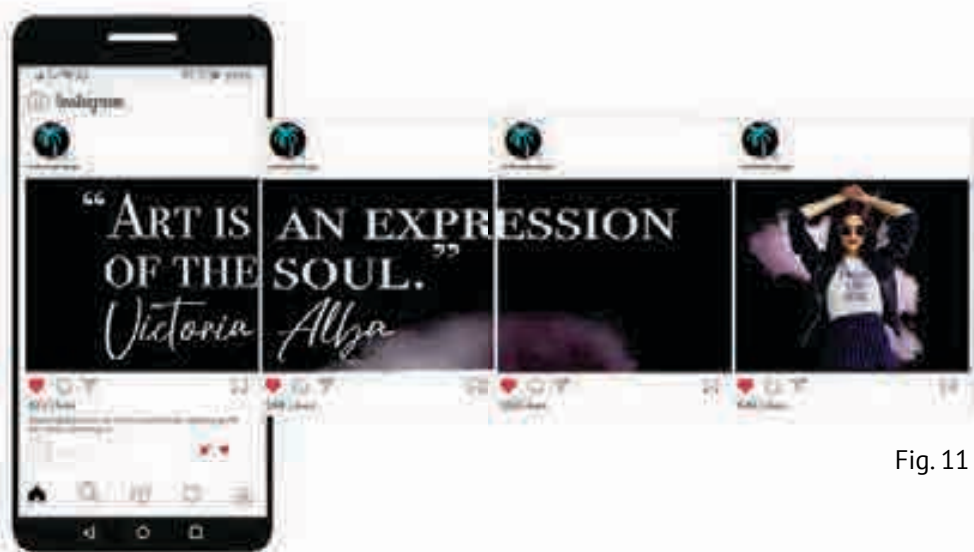


Fig. 11

ART THERAPY AWARENESS VISUALS

The visuals that promote art therapy are as important as the communities themselves. So many visual platforms are effective within the social world, from video clips with catchy music to informative quotes and photos. Visual promotions are vital to a successful company brand, and knowing what attracts stakeholders is essential to the success of a brand awareness campaign. MacFarlane and Samsioe (2020) suggest that hashtags, emoji usage, and post-construction are ways in which influencers refrain from directly posting about the brands they are endorsing, allowing image and personality work to visually attract followers to the campaign they are supporting (409). It is all about information, knowledge, and connecting visually.

Some visuals vital to a successful platform are infographics, photo albums, lives, and reels.. Geyser notes the top graphic design trends for 2022 consist of loads of textures, tones, colors, shapes, and objects considered excessive, dramatic, and loud. Inclusive imagery increases the equality and diversity market, while flat icons and illustrations are great for storytelling (2022). These are essential aspects of creating a social media awareness campaign for eye-catching visuals allow consumers to be interested in your page visualities such as infographics which communicate the brand's messages about a particular community. Nisa observed that Instagram is so popular because there is no need for words; instead, posted photographs share the stories of individuals creating a visual platform (74). Other essential tweaks for visual brand awareness are the memes and quotes that make entertaining impacts. The one crucial element to note when focusing on visuals within the research is most brands have a small-time frame to catch the viewer's attention (Vermeri and Gudrun 2). Therefore, it is vital to make each post exceptional.

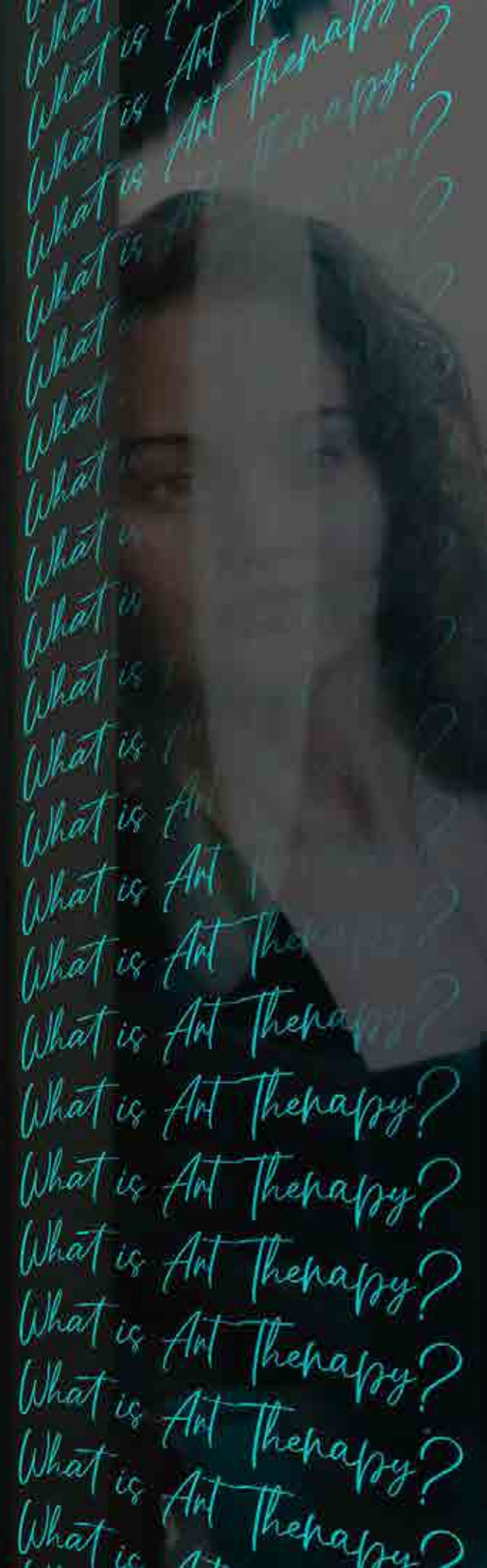


Fig. 12

The introductory chapter is a view into the initial inspiration of the thesis topic by communicating the key problem while presenting overall objectives. The mission of the thesis topic explores ways to increase awareness of art therapy through social media, customer education, and fashion, through an awareness campaign that builds community. Lee and Borah point out positive self-presentation gives young adults a sense of self-consciousness and independence within the online social networking world (531). However, at times what is presented on social media is hidden behind filters, fake smiles and mental health issues. Young adults who are in college often fall within the group of anxiety, mood disorders and chronic daily stress (Beerse, Van Lith and Stanwood 419). By using social media to market an art therapy awareness campaign it would allow young adults to have a greater understanding of programs that are available to them within art therapy to deal with these symptoms. Art therapy integrates art making, applied psychological theory and the creative process to establish Mindfulness-based Art Therapy (MBAT) which is a combination of art therapy and stress reduction practices (Beerse et al 419). By branding art therapy awareness through internet marketing smaller specialized audiences can be pursued (Lalaounis 2022). Overall, it is the lack of awareness of art therapy that leads the thesis research to apply, test and visually communicate the need for art therapy in young adults dealing with mental and emotional health issues.

Fig. 13





WHAT IS ART THERAPY?

The website arttherapy.org defines art therapy as: “an integrative method that engages the mind, body, and spirit in ways distinct from verbal articulation alone. Kinesthetic, sensory, perceptual, and symbolic opportunities invite alternate modes of receptive and expressive communication, which can circumvent the limitations of language. Visual and symbolic expression gives voice to experience and empowers individual, communal and societal transformation” (arttherapy.org 2022).

Art therapy is derived from a creative process from multiple artistic outlets that assist in healing when applied to psychoeducational theory. Professional art therapists and other licensed counselors and therapists use art therapy techniques to work with individuals dealing with physical, mental, emotional, and behavioral issues to improve cognitive behavior, emotional resilience, sensory-motor skills, and cultivate social skills (arttherapy.org 2022). Flynn defines art as a subject mixed with religion, healing, magic, and an individual's culture interlaced within every aspect of human interaction and self-expression (2019). Many successful art therapists implement art strategies into the client's program to identify root problems that the individual may have buried and, therefore, cannot heal.

While many factors point individuals to choosing an artistic program finding the proper creative outlet is essential for effective healing. Individuals from diverse populations, cultures, and situations may respond differently. Art therapy is a psychotherapeutic approach that allows the individual to look outside themselves and connect with others, nature, and simple self-expression (Poulos, Marwood, Harkin, Opher, Clift, Rhee, Beilharz, and Poulos 2019). The authors also state that many art therapy programs are referrals from therapists, health practitioners, and hospitals and can be found in community centers, libraries, churches, and private practices. However, these programs must be known for individuals to connect to an art therapist or community. Through knowledge, people can find the answers they seek in their healing journey. Classes that are thought to be effective therapeutic practices consist of the arts of painting and drawing, photography, dance, music, and visual journaling.



Fig. 14

ART THERAPY: ART

Art therapy programs would not be complete without a basic form of creative visual art as an outlet. Heginworth and Nash (2019) state that indigenous art is found in children playing outside in the environment, awakening something vital and primal within themselves. Individuals on a healing journey are often trying to find a way to express themselves with the freedom of a child playing outside. There are many creative techniques found within art therapy. For example, painting, collage, coloring, drawing, and sculpting are a few ways a patient can find healing in art therapy. White notes the definition of art therapy, according to the American Art Therapy Association, is an integrated therapy within physical health, emotional health, mental health, and human services that use active art-making, applied psychological therapy, creative processes, and human experiences within the healing journey (White 2020). The author goes on to say that the primary goal of art therapy is to provide a feeling of well-being for the patient (White 2020). There is healing in viewing colors and expressing emotion through drawing and abstract that connects to an individual on a level that medication cannot do alone. The simple act of self-discovery and the ability to safely express feelings often bring the most significant benefit to an art therapy session.



**THERE ARE MANY
CREATIVE TECHNIQUES
FOUND WITHIN ART
THERAPY.**

Fig. 15

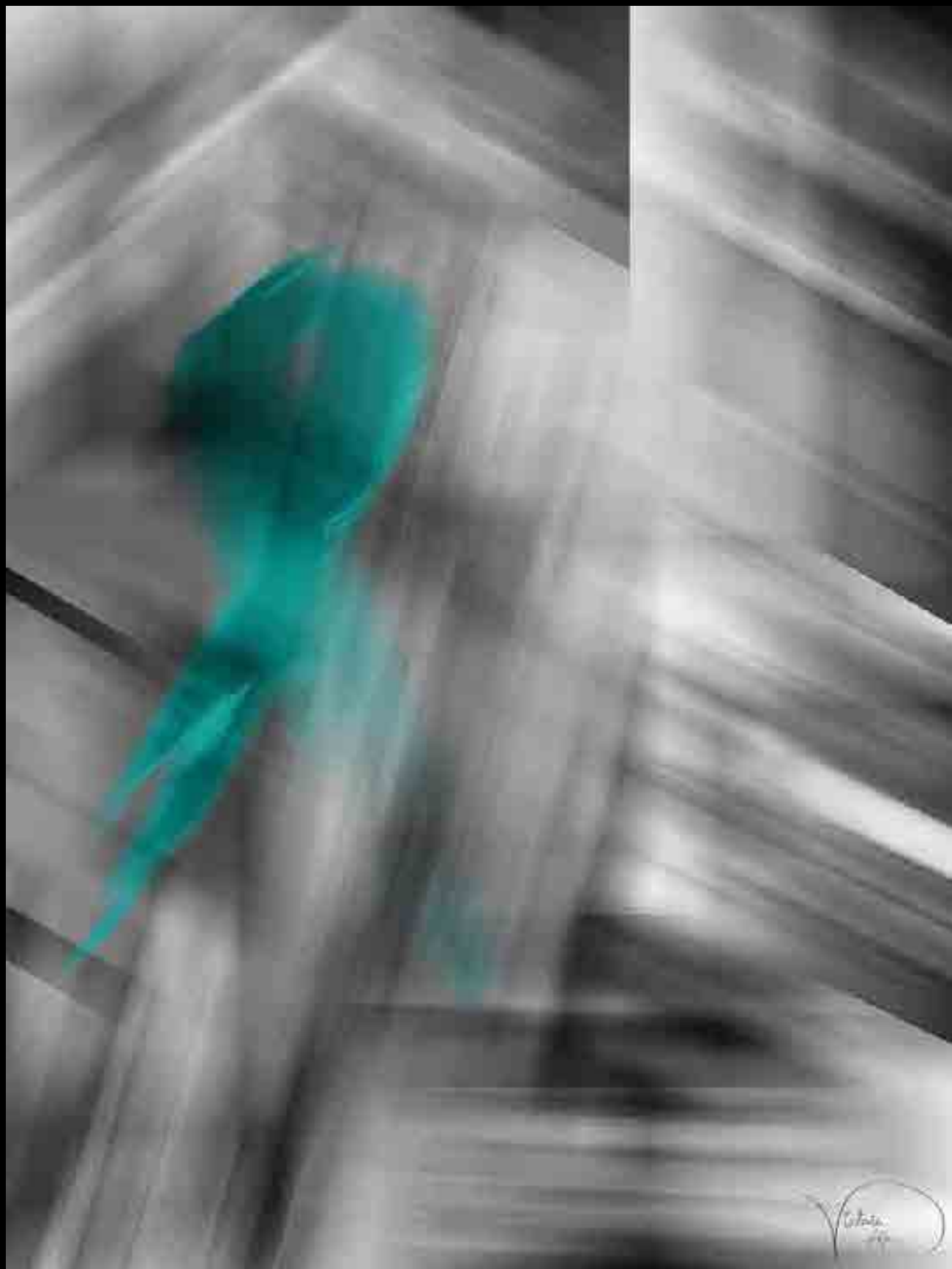


Fig. 16



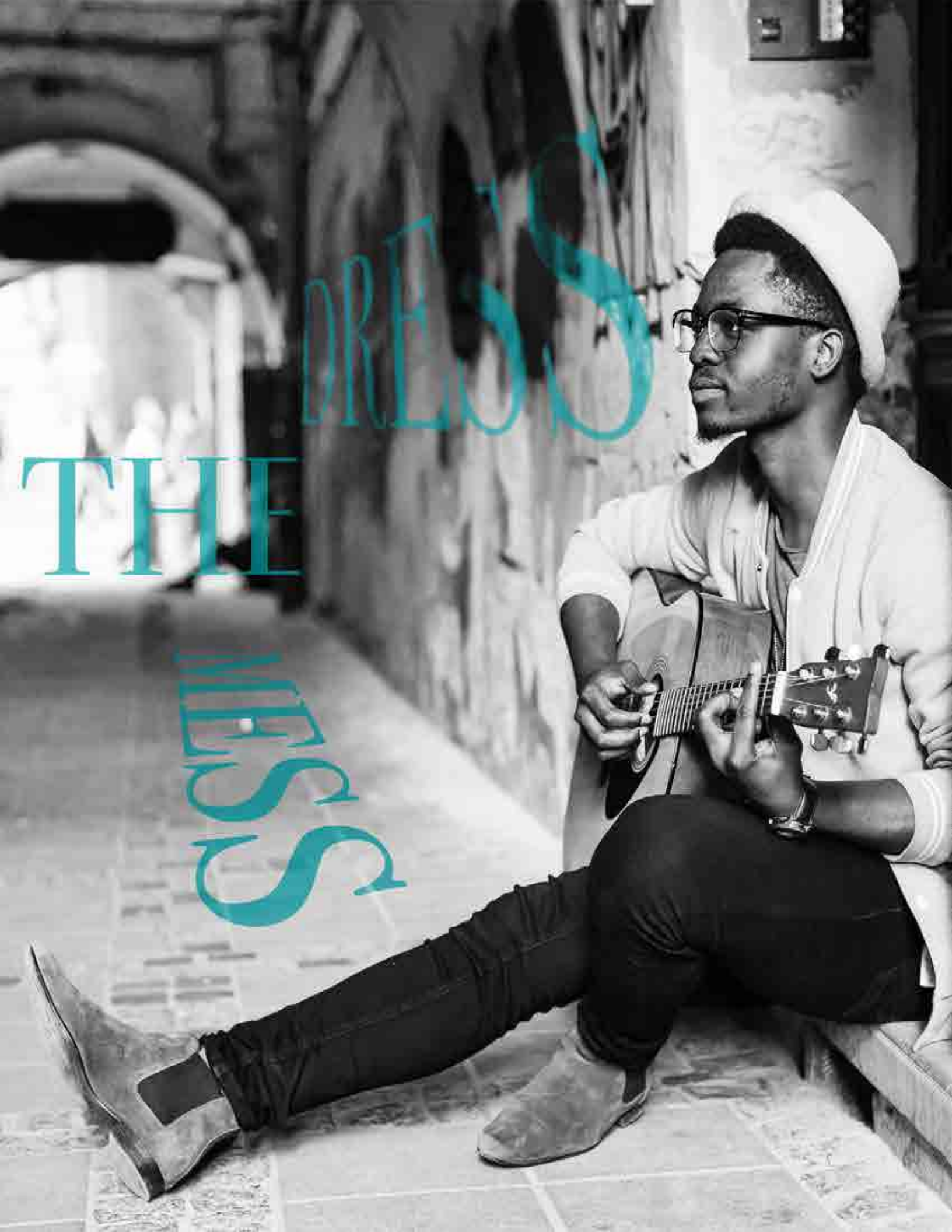
Fig. 17

ART THERAPY:DANCE

The art therapy experience of dance falls under many different styles. Some see it as a performing art; however, it is so much more in the world of healing. Through the sequences of movement that have no rhyme or reason, one's body can begin to demonstrate an outlet of emotion that can help an individual heal physically, mentally, and emotionally. Herman points out the healing benefits of dance within art and therapy through synchronous movement to rhythmic auditory stimulations (RAS) and music through organized activity with the body (Herman 2019).

In the story of Anne Halprin, who lived to be 100 years old, the power of dance and emotional healing from trauma can be explored. Halprin, a dancer, began the "Circle the Earth" dance program. She started it in the late Eighties, a program geared toward individuals dealing with HIV/AIDS. The dance was not choreographed; it was a dance of expression and movement. Each song was a dance by the individual's interpretation of their feelings about the disease and the trauma they faced (Lee 2017). When music, action, emotion, and belief are intact, dance's healing factors can be profound. Body psychotherapists provide patients with the ability to know they are there with unconditional presence, support during times of terrifying experiences, and comfort, which can lead to healing (Lee 2017). Dance therapy does not replace conventional medicine; however, physiotherapy serves as a supplement that is a profound part of an individual's healing process (Lee 2017). Halprin's ability to work with people through self-expression exemplifies how pushing individuals toward impossible goals inspires them to reach for the miraculous.

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THE

DRESS

VES



ART THERAPY: MUSIC

For some, the ability to heal comes through music. It can be playing an instrument, singing a song, writing a sonnet, or listening to music that is intentional through frequency and medley. Kievisiene, Jautakyte, Rauckiene-Michaelsson, Fatkulina, and Agostinis-Sobrinho suggest music therapy creates emotional support by focusing on ways to express psychological distress and feelings, thoughts, and challenges that are a part of tricky situations when an individual is going through treatments. The authors say that music therapy is a complementary health approach directed toward the physical, cognitive, mental, emotional, and social needs of an individual who has experienced anxiety, pain, depression, or other symptoms related to illness (Kievisiene et al. 2020).

The beautiful thing about music therapy is that you do not need experience in the field of music to participate. A music therapist will discuss their background with music and identify goals that will benefit the patient. In the article *Music therapy: What is it, types and treatment* by the Cleveland Clinic, it is noted that the physical results of musical therapy are changes in heart rate, improved motor development, better sleep, and relaxation while also reducing asthma and pain. The article says spiritual music can open the door for the patient to explore spiritual beliefs while cognitively increasing coping skills through an added sense of control (2022). Music intervention is an essential resource for it is convenient, noninvasive, highly applicable, and can be done anywhere without the high cost or the need for advanced technological equipment.

Fig. 19

ART THERAPY :PHOTOGRAPHY

An area of art therapy that works for clients as a potential deep self-examination is photography. Photography reveals what is protected in the psyche (Killick 2019). Although photography may not fix an individual's problem, it certainly is an effective way of allowing people to work through trauma and other mental and emotional issues they may be facing. For example, phototherapy can help clients working through family issues by viewing personal snapshots, pictures of others, and family albums, bringing to the surface thoughts, feelings, memories, and beliefs that are awakened and communicated through the deepened insight that occurs during the therapy session (Phototherapy 2022). Photographs hold stories and create meanings allowing the individual to work through trauma through a methodical and decisive process (Killick, 2019).

For some, the therapeutic process comes from viewing the photos; for others, taking the photographs brings healing. It allows individuals to express themselves. Herndon and Gallimore write about dealing with the trauma and how photography brings emotional, mental, and physical healing. Telling one's story is a powerful commodity when dealing with trauma (Herndon and Gallimore 2019). Therapeutic filmmaking that covers videography, digital, or even videos taken on a mobile phone are all therapeutic applications. When the individual is filming matters that explore more profound levels of symbolism or is expressing and communicating through photographic images, the deeper meaning of the client is healing within their journey (Phototherapy 2022). The beauty of phototherapy is that the individual decides who will share their experience. The therapeutic value is not in what others see but in the rawness of the personal holistic experience that others may never understand.



Fig. 20



Fig. 21, Fig. 22

ART THERAPY: VISUAL JOURNALING

Visual journaling, like photography within art therapy, is part of an individual's interpretation of their emotional feelings or trauma. Journaling and writing down thoughts and personal struggles have been popular tools in psychology. In art therapy, visual journaling or art diaries are often used to help patients explore feelings and experiences (Malchiodi 2010).

The beauty of this style of art therapy is that there is no right or wrong. Visual journaling can be collages, words, drawings, paintings, or whatever form of artistic self-expression that gives a voice to mental, physical, and emotional healing (Malchiodi 2010). Keeping a visual log of thoughts and feelings could help pinpoint emotional and trauma triggers.

A great example of visual journaling can be found in the story of Danny Gregory. The YouTube channel "SketchBook SKool Danny's Essays" delves into the inspiration of why Gregory took up an art diary. When tragedy struck, Danny's wife was paralyzed; he left a 9-5 job to become her caretaker. He felt helpless. As the months passed, nothing changed in his situation, although he believed he had turned over every stone looking for answers to help his wife. Finally, one-day, feeling overwhelmed looking at the endless bottles in the medicine cabinet, he just began to sketch what he was seeing. Hours passed as he sat and just drew his surroundings. As he drew, he began to feel the stress lift off his shoulders; for the first time, he started feeling peace. The next evening he walked into the living room, and seeing his wife sleeping on the couch, he began to draw his wife. He felt as if, for the first time since the accident, he could see her and not just the tragedy. Visual journaling and sketching helped Gregory to find emotional healing from trauma, exemplifying the whole point of art therapy.



Fig. 23



ART THERAPY AND TRAUMA

Healing from trauma is a process. Some traumatic events include losing a loved one, sexual abuse, childhood neglect, natural disaster, violence, car accidents, and even combat or war. Identifying the root cause of a patient who has been traumatized can require some extra effort. *The Center for Substance Abuse Treatment (US) Trauma-Informed Care in Behavioral Health Services* notes how trauma affects each individual differently. Once a person has experienced trauma, it becomes all-consuming, impacting each part of the individual's life. Many will not be able to focus or complete school, work a job, stay in a relationship, or function in society (2014)

In addition, the traumatic event that was experienced can often trigger PTSD (Post-Traumatic Stress Disorder), resulting in panic attacks, survivors' guilt, anxiety, codependency, and even drug and alcohol addiction (Schouten, Hooren, Knipscheer, & Kieber 2018). The authors also point out that more than 30% of patients with post-traumatic stress disorder (PTSD) do not respond well to the evidence-based protocols such as Trauma-Focused Cognitive Behavior Therapy (TF-CBT) or Eye Movement Desensitization and Reprocessing (EMDR) therefore treatments such as Art Trauma Therapy are beneficial.

Art trauma therapy is a technique that is still thought to be experimental. The goal is to allow the person to have an outlet for expression through creativity. The use of art therapy gives a voice to the person who often cannot speak of the experience. Therefore, although wordless, the nonverbal expression becomes visual by helping the patient relax and externalize memories and emotions through the artwork (Schouten et al. 2018). The authors also note that an individual can say in the form of creativity what they cannot speak about concerning the traumatic experience. By having a way of self-expression promotes socialization, being cooperative with others and overall results in the individual becoming more caring (Schouten et al. 2018).

An abstract artwork featuring a large, textured, purple and grey shape that resembles a cloud or a splash of paint, set against a light background. The shape is elongated and has a rough, painterly texture.

LABEL ME THIS ?
LABEL ME THAT?

“NO ONE CAN
MAKE YOU FEEL
INFERIOR
WITHOUT YOUR
CONSENT.”

ELEANOR ROOSEVELT



Fig. 24

CASE STUDY

In the case study *Trauma-focused Art Therapy in the Treatment of Post-Traumatic Stress Disorder: A Pilot Study* by Hooren Schouten, Hooren, Knipscheer and Kieber explore twelve patients over the age of eighteen with PTSD who were offered eleven trauma-focused art therapy treatments. Each session lasted sixty minutes and was broken down into three protocol areas. The first focused on stabilization and symptom reduction; the second phase is trauma exposure focused; the third phase is used to work through the integration process and meaning-making. By the end of the first phase the client was asked to make a list of five memories, both good and bad to determine if they are in a stable state of mind to move to the second stage. The second stage focuses more on the present and memories, with the client ending on a positive memory in the last session. Finally, the third phase focuses on the integration and meaning-making of the traumatic experience. It uses the artwork to focus on the past, present, and future and encourages the patient to reorganize, integrate and finally have some closure on the emotional experience with a farewell art experience of the memory. As a result, patients reported decreased stress, less worry and anxiety, fewer intrusive thoughts, more relaxation, and an increased ability to feel confident about the future. Overall, it was noted that traumatized patients could benefit from trauma-focused art therapy due to addressing the avoidance of the experience through the progressive exposure in symbolic form that stimulates emotions associated with the traumatic experience (Schouten et al., 2018). Studies such as this one point to the powerful impact art therapy can have on a trauma patient.

TRAUMA IS NOT YOUR FAULT,
BUT
HEALING IS YOUR RESPONSIBILITY.

UNKNOWN

Although in this study, the focus was primarily on drawing, painting, and coloring, there are many ways an individual who has dealt with trauma may find a creative outlet. For example, dancing, music, and pottery are all influential creative outlets for those dealing with trauma to express themselves and regain confidence. Herdon and Gallimore point out that those who had suffered from genocide in Rwanda were able to find healing factors in artwork after the trauma they had experienced. In art therapy, it's the story the individual tells that help them to find answers to their pain (Herdon and Gallimore 76). Through art therapy, traumatic experiences and memories can be laid to rest for an individual to have a brighter future.

ART THERAPY – MENTAL AND EMOTIONAL

Individuals dealing with mental and emotional situations can address the psychological issues by finding outlets in creative ways. Alban and Alban point out that some therapists recommend crafting hobbies such as beading jewelry to increase dopamine that naturally occurs within the body when the focus is taken off a problem and switched over to a problem that can be resolved. The authors also note that the brain creates a connection with brain cells easily changeable due to the brain's plasticity or neuroplasticity and psychological and emotional resilience. It is through these connections that individuals are resistant to stress (2022).

Furthermore, the research also found that the process of creating art benefits the individual; it is not the quality of the art but the process; therefore, the process itself is therapeutic (Alban and Alban 2022). Just the simple act of creating enhances problem-solving skills and how the brain communicates. When dealing with mental and emotional healing, an individual's state of mind plays a significant role in how the body physically responds to a thought process of well-being. Therefore, art therapy is given to these patients to reduce stress, anxiety, depression, and pain perception due to the positive impact on a person's mind resulting in a greater quality of life and, for some, a road to complete healing.



Fig. 25





Fig. 26

THE HOLISTIC APPROACH

There are many ways to deal with mental, emotional, behavioral, traumatic, and physical issues. For some, it is simply going to see the medical professional of choice for a physical. However, for others, it takes a holistic approach to deal with all areas of the body, mind, and spirit to find fulfillment in their healing journey. Suzan Walter, MBA, wrote in the book *The Illustrated Encyclopedia of Body-Mind Disciplines* education on how Holistic Health is the method that describes the way an individual approaches life instead of focusing on an illness or a particular part of the body it focuses on the person as a whole and their environment (Holistichealth, 2022). People suffer from mental, emotional, traumatic, and physical tragedies. It is just as painful when a person has to deal with psychological hurts. Spiritual hope is one way individuals gather strength to get through these tough times in life.



ART THERAPY: SPIRITUAL

Although the definition of spiritual strength may come in different forms depending on the individual's religion or spiritual connection, it is that connection that brings strength and comfort to an individual on a healing journey. For the Christian, the Bible encourages "Fear not, for I am with you; be not dismayed, for I am your God; I will strengthen you, I will help you, I will uphold you with my righteous right hand" (Isaiah 41:10, English Standard Version). For many, when disaster strikes, the first thought is physical survival and prayer. Spirituality within art therapy brings human experiences to a place where emotions can be explored, acknowledged, and understood (Bell 2015). While many individuals see "spirituality and faith" from different worldviews connecting to that faith or belief is part of the healing journey. When spirituality is applied through art therapy, it has the potential to add a deeper level of healing and connecting to oneself as the individual receives strength from a higher power.

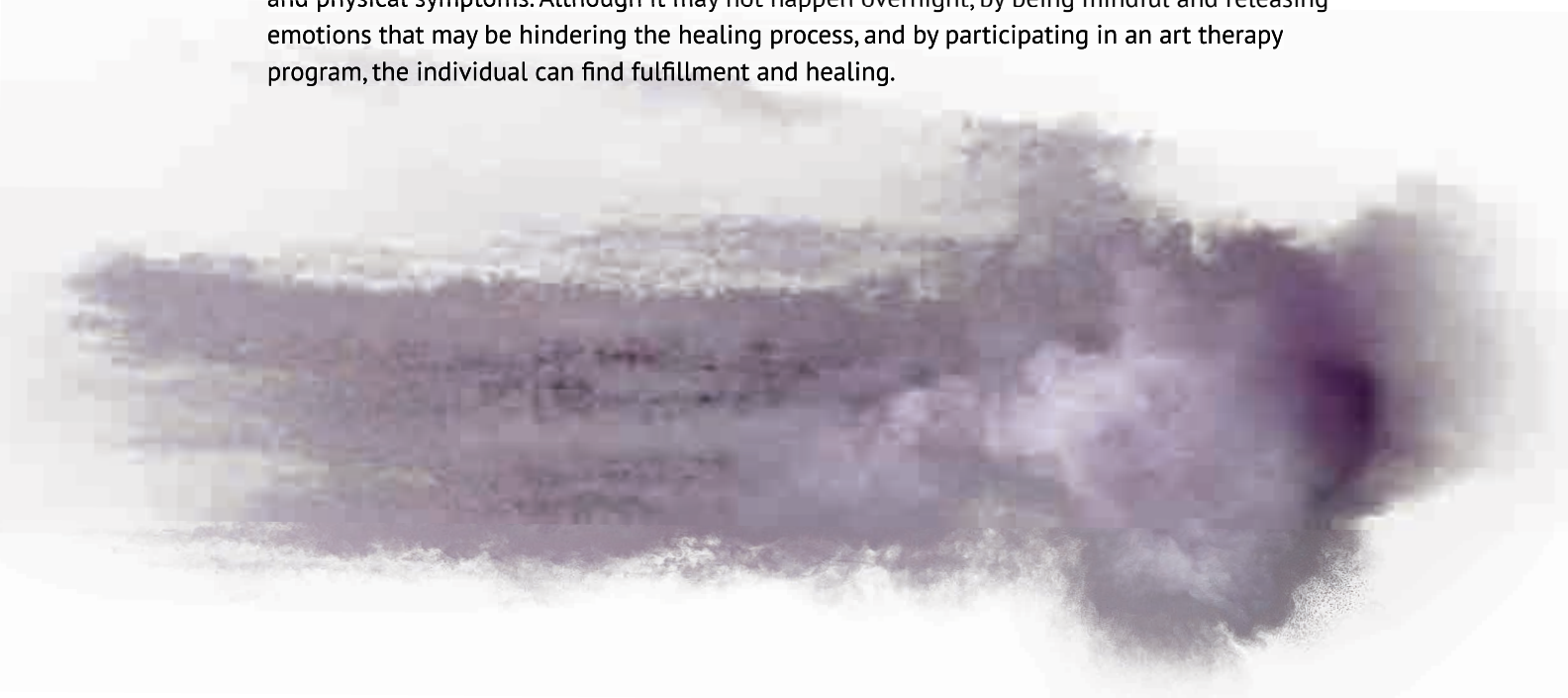
In the Christian faith art can be seen as spiritual. The Bible gives examples that God is a creator. "In the beginning, God created the heavens and the earth" (Genesis 1:1 King James Version). Genesis 1:27 notes God created man in His image. Job 9 speaks of God creating the Big Dipper and telling the sun and stars when to shine. As a Christian seeing God as a creator inspires art as a whole.

ART THERAPY & HOLISTIC MEDICINE

Many turn to holistic medicine to find total healing in the same vein as spirituality, for medicating symptoms is not the answer they are seeking. When a client uses holistic medicine within their healing journey, it will include lifestyle changes. It becomes a personal commitment to finding a level of health and well-being that moves the individual toward a state of wellness. Clarke points out that Holistic healing can cross-cultural divides and focus on bodywork, energy work, and nutrition practices that are healing in nature (2020). Holistic medicine uses herbs, flowers, bitter roots, and other natural things to create supplements that promote healing.

Christian biblical tradition finds Holistic medication is found in Ezekiel 47:12, which reads, “and on the banks, and on both sides of the river, there will grow all kinds of trees for food. Their leaves will not wither, nor their fruit fails, but they will bear fresh fruit every month because the water for them flows from the sanctuary. Their fruit will be for food and their leaves for healing” (English Standard Version). Herbalists and functional doctors treat hundreds of physical and emotional conditions. Jones addresses how physical and emotional issues are effectively treated with plants, non-plant materials, and rituals such as prayer or a combination (2020).

Art therapy, in general, could be seen as a holistic approach to healing. One area that is as vital to an individual recovering physically is healing emotionally. People who have gone through traumatic experiences may look healthy, yet on the inside, they are crying out for help. Due to emotional stress, which is connected to depression, an individual's immune system attacks itself, resulting in autoimmunity issues and systemic inflammation (Heir 2019). Holistic medicine encourages healing these emotional issues through affirmation statements and plant and flower-based remedies. According to Dr. Edward Bach, the key to overall health is through emotional well-being by supplementing with different trees, leaves, herbs, flowers, and plants (Bach remedies 2022). The individual can become emotionally healthy by adding these treatments to the healing protocol. When working with a licensed therapist in art therapy, the client is better able to connect the dots and identify the triggers that set off emotional, mental, and physical symptoms. Although it may not happen overnight, by being mindful and releasing emotions that may be hindering the healing process, and by participating in an art therapy program, the individual can find fulfillment and healing.



ART THERAPY & SOCIAL MEDIA AWARENESS

Through graphic design connecting to individuals holistically can bring more awareness to art therapy. Not every program is suitable for each person; therefore, it must be personalized yet broad enough to captivate the individuals attention. Many in the beginning may feel that participating in an art therapy program is a waste of time, for it holds no “scientific” merit. Consequently, the art of persuasion and testimony is often what will motivate an individual to look into a form of alternative medicine to find the root cause of their issue. Peek explores the study of consumer behavior and how it allows organizations to know how to support certain brands through the analysis of psychological factors, personal factors, and social factors (Peek 2020). The author emphasizes that consumer marketing drives an emotional response from the audience, which can be derived from brand imagery and messaging and how personal memories influence the stakeholder’s feelings (2020). Hence creating focused resources and experiences that the stakeholder can identify with encourages the consumer to take action.

ART THERAPY IS A POWERFUL HEALING METHOD FOR YOUNG ADULTS DEALING WITH MENTAL AND EMOTIONAL TRAUMA.

As the researchers suggest, art therapy is a powerful healing method for young adults dealing with mental and emotional trauma. Taking the research to the place of understanding through a social media campaign is a vital step for art therapy awareness. Christensen assesses that with the increasing popularity of social media use, some varied benefits and experiences offer positive emotional results for the user, which is a possible explanation for why social media is continuing to grow across the globe (2018). It is crucial to develop a brand awareness that generates brand equity that produces consumer confidence through consumer brand awareness and brand image (Lalaounis 2021). Companies like Burberry have created a strong equity brand by associating the brand with luxury and status, which connects the brand with quality within the consumer’s mind (Lalaounis 2021). Therefore, when creating a brand, it is essential to attach the customer’s mind between the value of a product and a positive brand image.

“A PICTURE IS A SECRET
ABOUT A SECRET, THE
MORE IT TELLS YOU
THE LESS YOU KNOW.”

Diane Arbus



Fig. 27

When branding art therapy for young adults dealing with mental and emotional trauma connecting on a level of behavioral characteristics is vital to the program's success, a call to action is the centerpiece of a good social marketing campaign (Smith 39). This raises the question of what does producing a post on Instagram mean to the stakeholder and the producer? How does posting on Instagram change how an individual dealing with mental and emotional trauma connects to art therapy? Studies show that messages spread by posting, hashtags, and captions influence how consumers relate to the brand (Bashari and Fazi-Ersi 2020). Consumers interested in mental and emotional healing can look to a social media campaign through hashtags that address topic-based Instagram pages.

Hashtags are a great way to incorporate awareness on the Instagram social media platform. Using hashtags co-creates value and enhances the engagement process of raising brand awareness while helping to reach a broader audience (Celuch 966). Using hashtags creates an online community while making the post more discoverable (Hays et al. 2013). Moreover, applying hashtags to a social media campaign can create and maintain the user experience with the social community (Leonhardt 2015). The research on the use of hashtags on Instagram is still in the infant stage, and Instagram only allows 30 hashtags per post, therefore making the visual appeal critical for the social media campaign process (Krsystof 968). Thus, by creating content that connects the stakeholder to the art therapy experience visually and through hashtags, the user has increased exposure to the social media campaign.

Interestingly, Instagram posts, emojis, and captions connect relevant social issues through advocated messages that reflect the followers' interests (McFarlane and Samsioe 2020). Consumers are constantly changing and evolving as they are aware of new information. Media richness theory uses real-life communication through various cues such as bold images, graphical symbols, physical presences, texts, and a focus on the personal interest of the stakeholder (Lee and Borah 58). By creating a storyline of vivid and dramatic frames that draw individuals into the emotional connection of each post, there is more than just a media presence being developed; it is working to build community and awareness.

BRANDING

OVERVIEW

The “Dress the Mess” brand was inspired by the emotional trauma in individuals’ lives that can be addressed through art therapy. Each individual is a walking canvas of emotions, thoughts, and feelings derived from personal experiences. Art therapy is an outlet of creativity that gives a voice to mental and emotional trauma. Therefore, in working on a brand that would stand out on social media and connect to young adults between the ages of 18-29, it was important to create a brand that could stand alone or evolve as the campaign grew on social media.





YOU'RE THE CANVAS



Fig. 29

It is not enough to create an awareness campaign of a topic; there must be elements that connect the audience to the brand to incite success. Senthil connects the customer to the brand through rational and emotional appeal by the involvement relevant to the experience (Senthil 93). In connecting to the experience, guerrilla marketing is a way to employ cost-effective techniques within advertising. Guerrilla advertising is different than traditional advertising due to the creativity of promoting a product that allows for the maximum turnover while spending the least amount of money through innovative strategies that delivers a tactical promotion (Bige 2022). Guerrilla marketing within the social media platform has the potential to go viral however it can be risky for the brand if the campaign message is misunderstood by the audience (Gokerik et al.1224). The authors also point out that information supplied is validated through the usefulness and adoption of knowledge toward the consumer and has a direct connection between attitude and behavioral intentions toward the brand (Gokerik et al. 1227). By incorporating the link between mental health and art therapy, the social media campaign has the potential to reach a larger audience by incorporating an element of guerrilla marketing.



THE CONCLUSION

The connection between art and mental and emotional health for young adults dealing with trauma is undeniable. The research in healing through creative arts such as dance, visual art, music, and photography are forms of expression that allow individuals to be intentional with their emotional needs. Finding the benefits of using art therapy to heal is a growing arena, and there are still areas yet to be explored. Being creative is a powerful prescription in an individual's healing journey allowing them to heal emotionally, mentally, physically, and spiritually in areas medicine cannot touch. Art-based programs and therapy include various forms of activities from dance, music, art, and photography. Art therapy programs are diverse by design, for not all individuals will respond to the same types of therapy. However, art therapies are beneficial and encourage clients to work through creative outlets to heal mental, emotional, and physical issues. The therapeutic benefits are a way for patients to express inner feelings, cope with trauma, deal with behavioral problems, and build therapeutic relationships. The visual aspect of art therapy programs is designed to bring knowledge and awareness to individuals seeking a more holistic approach to their healing journey. Creating a social media awareness campaign using creative visuals can help advertise art therapy programs. Guerrilla marketing creates community by developing the brand. By using the Instagram media platform, the brand has the potential to connect individuals who are seeking these types of treatments and therefore develop a community. A social media awareness campaign has the potential to reach a broader audience by connecting the therapeutic components to the positive outcomes of art therapy.

CHAPTER THREE :THE PROCESS

It all began with a conversation about the importance of finding a way to bring awareness to art therapy and how it can help individuals with emotional trauma heal. I was told, “yes, addressing emotional issues is vital to healing.” I replied, “we have to “dress the mess,” and the rest, as they say, is history.

“THE THESIS IS AN EVOLUTIONARY
PROCESS THAT BEGINS WITH AN IDEA
THAT EVOLVES OVER SEVERAL WEEKS
AND ENDS WITH AN IMPACTFUL VISUAL
DESIGN SOLUTION”

VICTORIA ALBA

I am an auditory and visual learner; therefore, the process for me involved finding ways to visually take the problem of the lack of awareness surrounding the various forms of art therapy and emotional trauma and let imagery tell a story. I am a member of Adobe Creative Cloud, and it gave me many resources that I needed to work on developing graphics that would work within the “Dress the Mess” social media campaign.

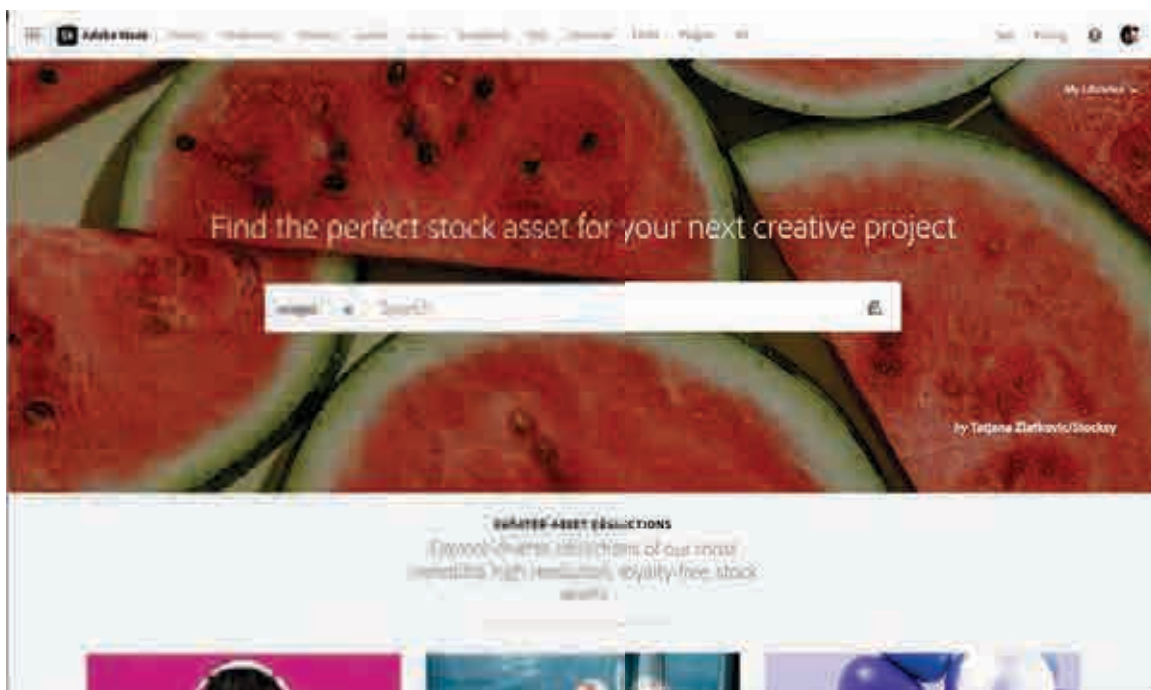


Fig. 30

POWDER

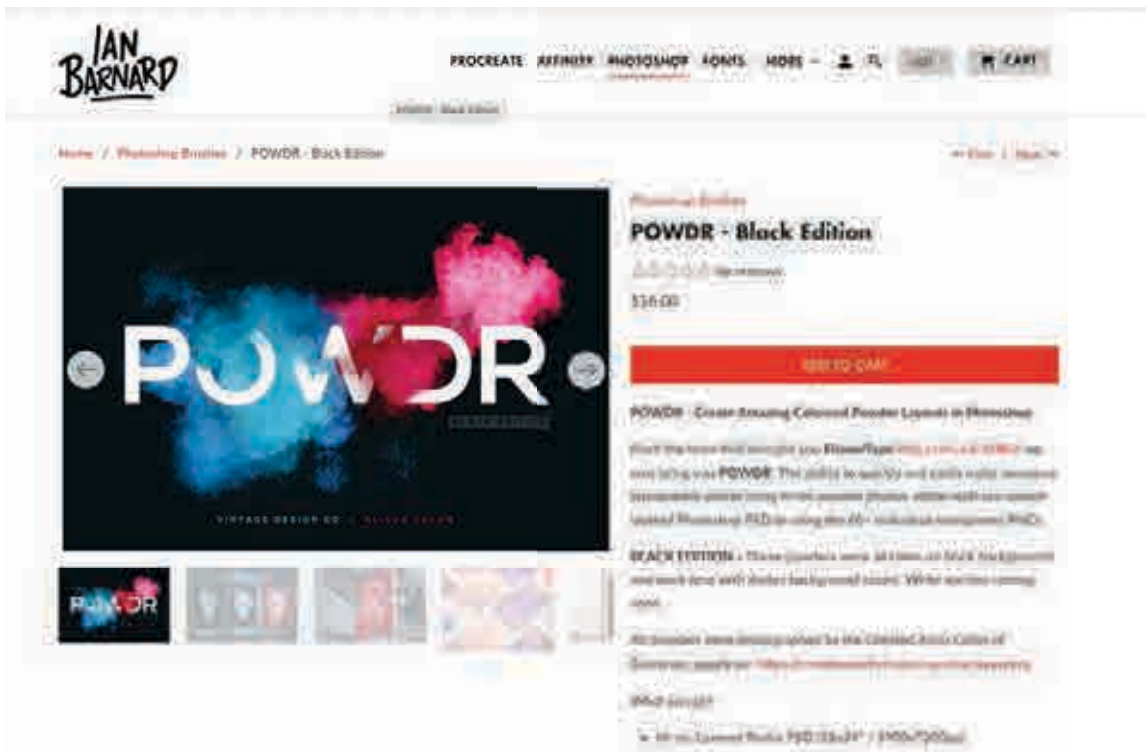


Fig. 31

Additionally, I began to explore personal resources within my graphic library that would work in developing a brand identity and create a flow throughout the thesis paper and on Instagram.

An example of this is the clouds or powder effects that are seen throughout the research resources. I purchased the powder graphics off the website ianbarnard.co. The subject of emotional healing can be heavy; in my opinion, the powdery clouds gave an airy feeling of freedom, an emotional release for the viewer.



TYPOGRAPHY

OVERVIEW

Typography is an essential step when addressing the need for art therapy awareness within both the research paper and the social media deliverables. Throughout the heart of the research thesis, I explored complementary typography. The website that I used was www.typ.io.com. It is a great resource that allows you to see how different types work within the paper's flow.

The logo was developed from the Small Caps Bondoni type adapted to present a bold statement, a call to action. This typeface is universal in its ability to work with varied type weights throughout the campaign.

The primary type is a Sans Serif type that is visually pleasing and easy to read. In generating a feeling of unity through the social media campaign the same fonts were also used for it allowed complementary and exciting contrast in pairing with the other typeface. The other type that was used is Strings. This was chosen for its flair for the dramatic.



Fig. 32

HASHTAGS

A search of the top art therapy hashtags on Instagram, pointed to #arttherapy, #arttherapylife, #arttherapyforkids, #arttherapyheals, and #arttherapiststudent (Instagram 2022). These hashtags led to sites that informed the viewer of information about services provided for individuals with mental health issues within the field of “art,” failing to address the other aspects of art therapy such as dance, music, or photography. This reiterates the need for an awareness campaign of the benefits of multiply facets of art therapy for mental and emotional healing. In evaluating cultural differences, the focus has been on the difference instead of the similarities that creates community within the context of art (McNiff 162).

Through the use of Instagram an art therapy awareness campaign can be generated by using hashtags pointing to the various forms of art therapy. Saxton, Niyirora, Guo and Waters point out that hashtags, phrases, or short words that follow a pound or hash on social media platforms are a significant way to advocate a brand campaign (2015). Hashtags such as #arttherapy, #emotionalhealing, and #awareness are used for brand advocacy, archiving messages of the movement, and for individuals to personally connect to a user or community (Burns and Burgess 2011). Therefore, a community can be built by taking this knowledge to a social media awareness campaign and bring brand awareness.

Hashtags are a great way to incorporate awareness on the Instagram social media platform. Using hashtags co-creates value and enhances the engagement process of raising brand awareness while helping to reach a broader audience (Krzysztof 966).

Using hashtags creates an online community while making the post more discoverable (Hays et al. 2013). Moreover, applying hashtags to a social media campaign can create and maintain the user experience with the social community (Leonhardt 2015). The research on the use of hashtags on Instagram is still in the infant stage, and Instagram only allows 30 hashtags per post, therefore making the visual appeal critical for the social media campaign process (Krsystof 968). Thus, by creating content that connects the stakeholder to the art therapy experience visually and through hashtags, the user has increased exposure to the social media campaign.

#FORTITUDEBYDESIGN

#ARTTHERAPY

#EMOTIONALHEALING

#MENTALHEALTHAWARENESS

#AWARENESS

#DRESSTHEMESS

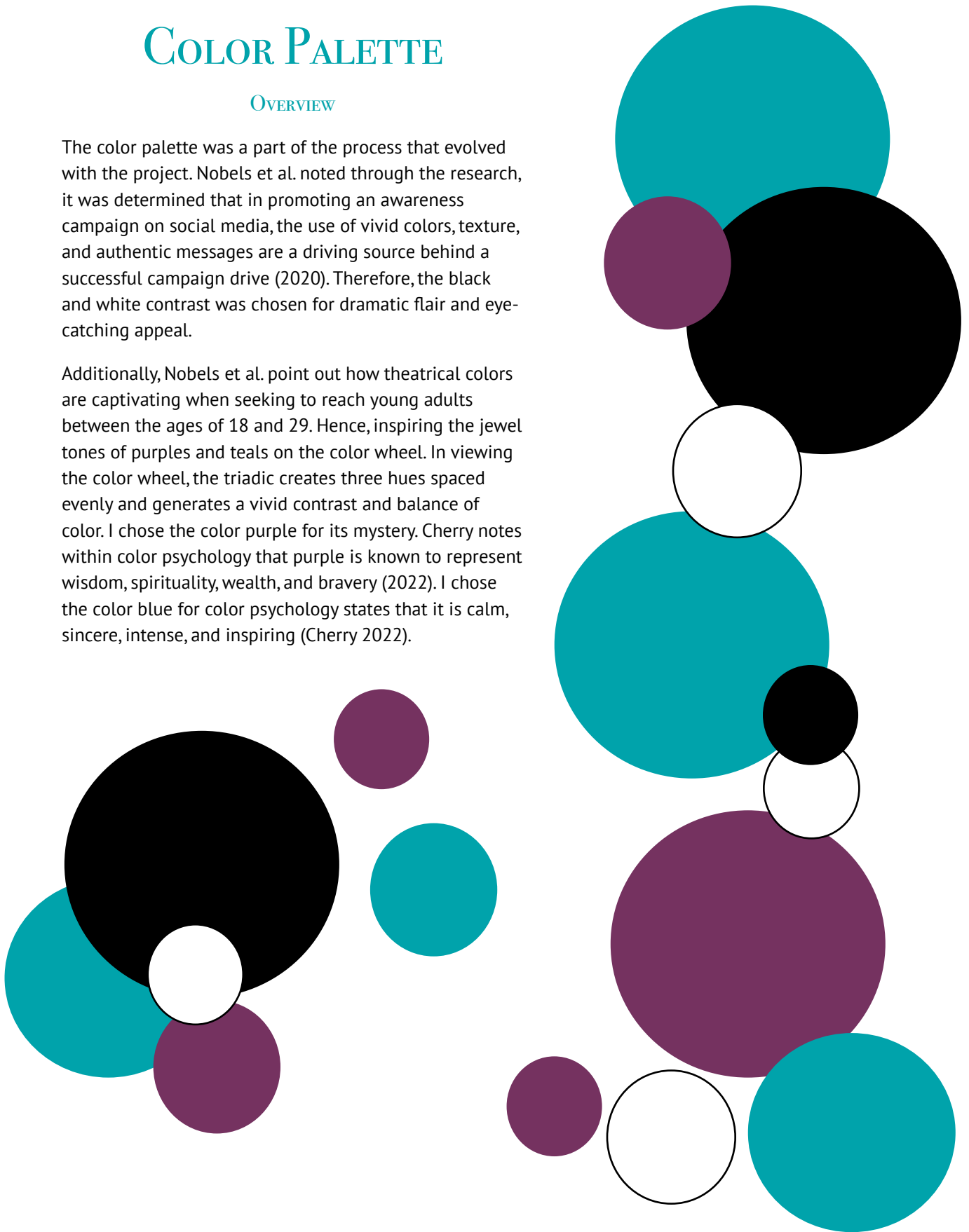
#HAVECOURAGEANDBEKIND

COLOR PALETTE

OVERVIEW

The color palette was a part of the process that evolved with the project. Nobels et al. noted through the research, it was determined that in promoting an awareness campaign on social media, the use of vivid colors, texture, and authentic messages are a driving source behind a successful campaign drive (2020). Therefore, the black and white contrast was chosen for dramatic flair and eye-catching appeal.

Additionally, Nobels et al. point out how theatrical colors are captivating when seeking to reach young adults between the ages of 18 and 29. Hence, inspiring the jewel tones of purples and teals on the color wheel. In viewing the color wheel, the triadic creates three hues spaced evenly and generates a vivid contrast and balance of color. I chose the color purple for its mystery. Cherry notes within color psychology that purple is known to represent wisdom, spirituality, wealth, and bravery (2022). I chose the color blue for color psychology states that it is calm, sincere, intense, and inspiring (Cherry 2022).



VOGUE COLORING BOOK

Also, when looking at older Vogue magazines, I loved the glamour and vintage feel of the visuals. I wanted to incorporate that same style throughout my thesis. The pages' black and white contrast was designed to integrate the dramatic flair. Iran R. Webb wrote the Vogue Coloring Book which includes coloring sheets and fashion history (2016). This was a great source of inspiration and a way to practice art therapy and reduce stress while writing a research paper.

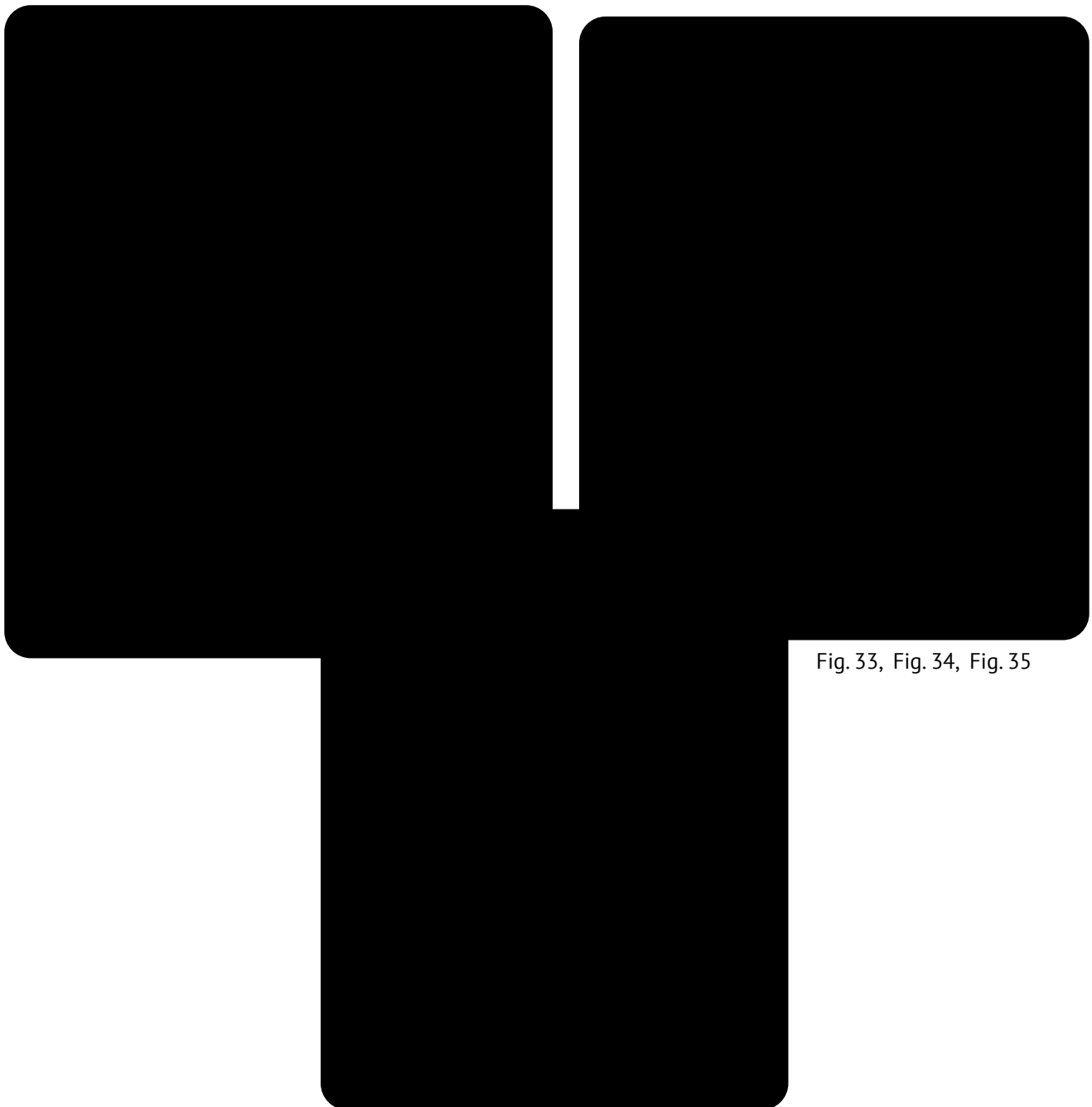


Fig. 33, Fig. 34, Fig. 35

“What is the best
way to bring
awareness to



art therapy for young
adults dealing with
emotional trauma?”

CHAPTER FOUR :

VISUAL SOLUTIONS

From the beginning finding ways to connect awareness for mental and emotional healing to art therapy has been the goal. Looking for the “why” certain graphics, fashion, and quotes united the two was the passion for bringing more awareness.

In working on the visual solutions portion of the thesis, it was fun to see how the research and the projects began to come together to answer the question, “what is the best way to bring awareness to art therapy for young adults dealing with emotional trauma?”

The answers came through the development of texture, color, and emotion, as noted by Geyser within the research that allowed illustrations and storytelling to be the foundation of the visual products promoted on Instagram. Photos, graphics, and quotes were selected based on style, color, and the vivid detail that each one brought to the emotional healing message.

With the core stakeholders of Millennials and Gen Zers being the focus, finding quality visuals that would entice the potential consumer to view not only the grid they were seeing but to continue to look through more of the content was the goal. Additionally, the desire was for the projected final deliverables to set the tone of emotional healing that would generate conversation and point the viewer through hashtags to art therapy. With that in mind, inspiration came through many different areas of viewing emotional healing from personal experiences, blogs, movies, and other mental health pages on Instagram and art therapy communities. However, while finding connections between emotional healing and art therapy exist, the content is limited and reiterates the need for the research thesis.

Fig. 36



THE MARKETING PROCESS

For the marketing process I looked for expressions on faces, angles, textures, and colors when using the Adobe stock images program to purchase photos. It was vital that I could connect what I was writing about in the research paper to the graphic design and that it would hold its own story through imagery on Instagram. Once I discovered a graphic that would work, the next step was how can I manipulate it through design to make it personal to the “Dress the Mess” brand. Finally, I would download the image into Adobe Photoshop 2022 and change the color schemes and lighting, add the logo or pull images out until the results were either utterly different than where I started or subtly enhanced.

During this part of the process, seeing the paint on the faces that showed so much raw emotion, it dawned on me, “You’re the Canvas.” So, going to my photos, I began to play with paints and colors creating a piece of expressive art that stated: “You’re the Canvas,” representing emotional trauma and the freedom of expressing oneself through artistic creativity.



Fig. 37



Fig. 38



Fig. 39



Fig. 40, Fig. 41



Fig. 42

Some of the most successful marketing campaigns are found in t-shirts. For example, the article "16 Awesomely Creative T-Shirt Marketing Campaigns to Learn From" on the blog "TeeSpy.com" notes how companies like Hard Rock Café promote the restaurant through t-shirts. In addition, Marc Jacobs promoted cancer awareness with a t-shirt campaign that stated "Protect the Skin You're In," and brands like Under Armor's "I Will What I Want," which used the empowering stories of females who had overcome adversity and found success were all derived from a t-shirt campaign (teespy.com).

Therefore creating "Dress the Mess" t-shirts was a call to action to address the emotional trauma and find healing through art therapy. This was promoted through both Instagram, the guerilla marketing painting event, and through individuals wearing the "Dress the Mess" t-shirt while being active in art therapy such as dance, music, painting, and photography. Theoretically, based on the history of brands like the ones mentioned by teespy.com, the "Dress the Mess" t-shirt campaign aims to start a conversation that will lead to healing emotional trauma through art therapy.



YOU'RE
THE
CANVAS

GUERRILLA MARKETING

The call to action of the “Dress the Mess” art therapy awareness was by far the best part of the research thesis experience. A simple white t-shirt with the “Dress the Mess” logo provided a canvas for people to use art through painting to become the voice of their emotions. It allowed them to address emotional trauma without having to verbalize feelings that could not be expressed.

In addition, it provided transparency through the community of those who participated, bringing awareness to how easy it is to use art therapy to address emotional trauma. The research noted that positive self-presentation gives young adults the independence to express themselves on social media. The call to action connected individuals as advocates of art therapy. The models used for this campaign were encouraged to post their t-shirts on Instagram with the hashtag “#dressthemess”. In addition to the white canvas t-shirts, I created black t-shirts with the “Dress the Mess” logo to connect different forms of art therapy such as dance, photography, and music to the campaign.

The process involved using the Cricut Maker cutting machine, heated iron-on vinyl, a heating press, and a little time and effort. This part of the project was taxing and relaxing at the same time. Yet, the results are rewarding. therapy #dressthemess #fortitudebydesign #emotionalhealing. The research noted that hashtags are a key to bringing awareness to users on the Instagram platform.



DELIVERABLE PROCESS

How does the process of creating deliverables defend the problem of young adults dealing with trauma? First, it gives a foundation, a physical canvas in which to express emotion or “Dress the Mess.” Secondly, each t-shirt went through a process to get to the final result of the message:

1. Using the Cricut Cutter machine, the Bodoni font was used to generate the “Dress the Mess” logo.
2. The heat-activated vinyl was cut to size with the result displaying the logo, which had to be slowly pulled off the paper and applied to the t-shirt. This part can be tricky if you want to ensure that each logo is placed straight and in the same area on each shirt.
3. The shirt was placed on the Vevor heating press at a hot temperature of 310 degrees for 15-second intervals.

Fig. 46

Fig. 45



The shirt had to be moved several times to ensure each section received the same heat. The stressful part is pulling the vinyl back, praying the logo stuck to the shirt. Due to the humidity in the air, there was a couple of time the shirt required more heating time; however, the end results turned out amazing.



Like this shirt's development, individuals dealing with mental and emotional trauma have gone through some heated times in life. They have felt the cuts that have torn at their spirits. And yet, through the endurance of the process, hope has the opportunity to grow within the spirit and allow healing from trauma to be the final beautiful result.



Fig. 47, Fig. 48, Fig. 49



Fig. 50



Fig. 51

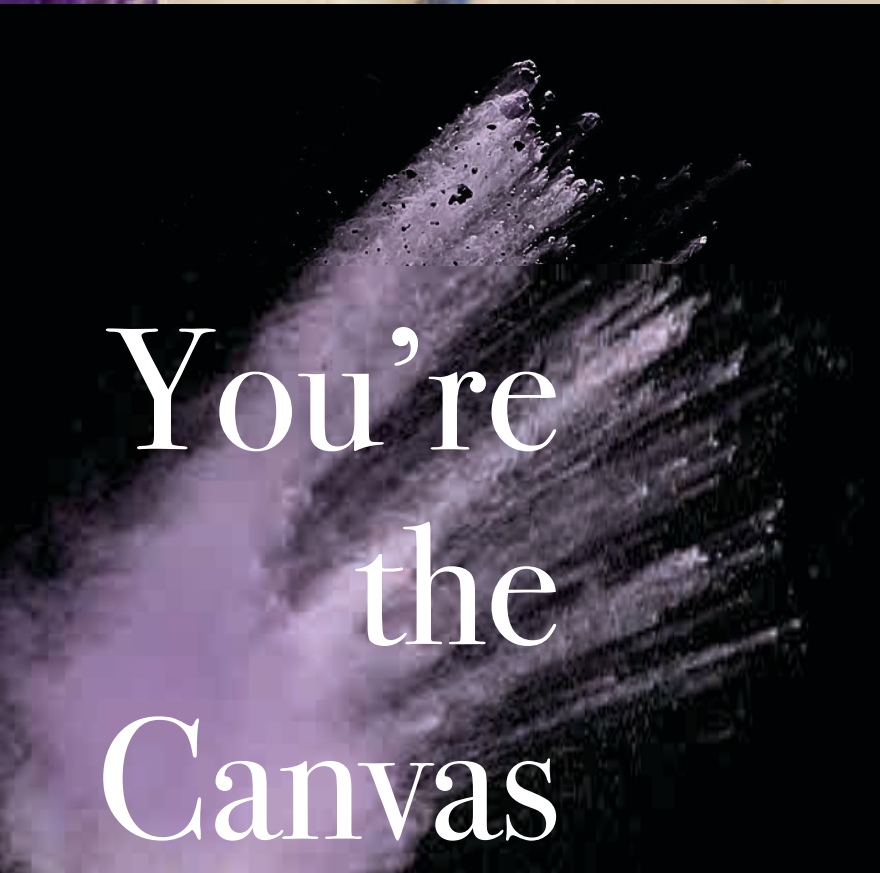


Fig. 52

GUERILLA MARKETING

What is the “Dress the Mess” guerilla marketing campaign? It is a hands-on approach, a call to action in a fun, relaxed environment that allows individuals to express themselves through painting in any way they want to display feelings and emotions. For this thesis mock-up event, a group of volunteers gathered together and were instructed: “This is a social exercise that allows you to use art as therapy to express emotion. Think of an event or time in your life that inspires you. Some people have experienced trauma through relationships, grief, abuse, or illness. Trauma for each person is personal. For this session, pull from emotion and release it onto the shirt to “address the issue” or, as the shirt reads, “Dress the Mess.” There is no right or wrong, have fun through the healing process. GO!”

What was observed throughout the session as I took photos was for some, they started timidly, and then even without speaking, the energy in the room began to feel lighter. The nature of humanity came alive, and chatter evolved. It happened quietly at first, as one would ask for a particular color of paint, and then the smiles and laughter sparked as the art on the shirts began to tell a story. Without the group even realizing it, they began to share their inspiration naturally through conversation. For one person, the release of stress promoted the creative bops of paint. For another, it was the death of a family member that the colorful strokes were in remembrance of while painting. Overall, at the end of the event, the group picked up their shirts and modeled them for each other. A couple of the girls took their shirts to work the next day. They were telling their co-workers about the experience and how oddly beneficial it was to just think of a memory and then paint with no rhyme or reason, with the sole purpose being just to release the emotion and not bottle it inside. I have had inquiries about doing this for older adults, which I may explore for future research.

Fig. 53



PHOTOGRAPHY

OVERVIEW

For the “Dress the Mess” awareness campaign, it was essential to focus on the emotional aspect of art therapy. Art therapy is the voice of healing from traumatic experiences. As an advocate who understands firsthand the value of discovering your voice through art therapy, it was important to showcase photos that inspired mental and emotional connection in young adults dealing with trauma.

Many of these photographs were chosen for association with how the creator believed the individual was expressing emotion or experience they associated with a particular trauma. Some photos were used as part of the foundation of the guerrilla campaign displaying the “Dress the Mess” t-shirt in experiencing different forms of art therapy.



Fig. 54



Fig. 55

Looking back at the research, Killik (2019) noted that photographs create meaning and allow an individual to tell their story while working through the healing process of trauma through a systematic and decisive approach. Lee (2017) pointed to dance therapy as physiotherapy that is a profound part of an individual's healing journey. The American Art Therapy Association expressed that art-making is a part of the human experience through the creative process and integrated physical, mental, and emotional health therapies. Furthermore, in looking back to the research Alban and Alban (2022) found that it is not necessarily the art but the therapeutic process. These visual deliverables allow the individual to connect to the healing process by (ad)ressing the mess associated with their emotional healing journey.



Fig. 56



Fig. 57



Fig. 58

SOCIAL MEDIA



Fig. 59

aesthetic that boosts engagement leading to more profile views and followers (2022). Therefore, the visual pattern and imagery were created to bring a modern graphics feel to the stakeholder.

The social media awareness campaign was designed to interact with guerilla marketing to show that art therapy is more than just drawing or painting a picture. Instead, it is an expression of emotion that maximizes the experience of healing for the individual through alternative holistic healing of mind, body, and spirit.

Fortitude by Design launched the “Dress the Mess” campaign through Instagram post & reels

Understanding that on social media, people follow friends and hashtags that lead them to pages that promote social awareness campaigns, the vision was to create a page that would generate conversation. The research by Heath and Heath noted that storytelling within a campaign drive is important for it incorporates brand awareness (2008). Through the Instagram platform Fortitude by Design, used the narrative qualities found through graphic designs. Instagram was chosen for it was noted through the research presented by Pew Research Center that it is the largest platform for young adults 18-29 and therefore applied to the target audience of the “Dress the Mess” awareness campaign. In addition, Instagram provides the resources for 24-hour interactive opportunities to reach the stakeholders.

Through dramatic, theatrical, and brilliant coloring, the graphics were designed to captivate the attention of young adults scrolling through social media. Nitu notes that the future of Instagram grids is to create art through the whole grid giving an



Fig. 60

Instagram is so popular for posted photos tell stories!”

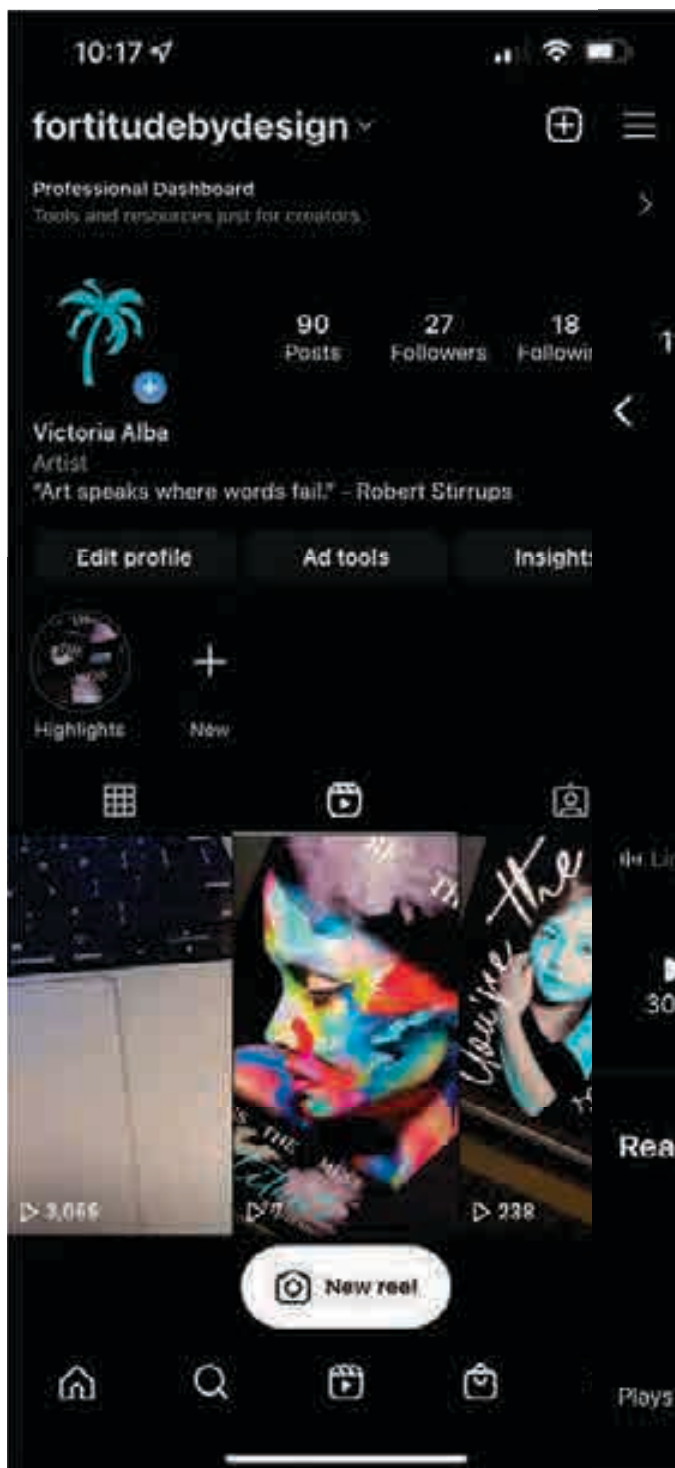


Fig. 61

Eva Nisa

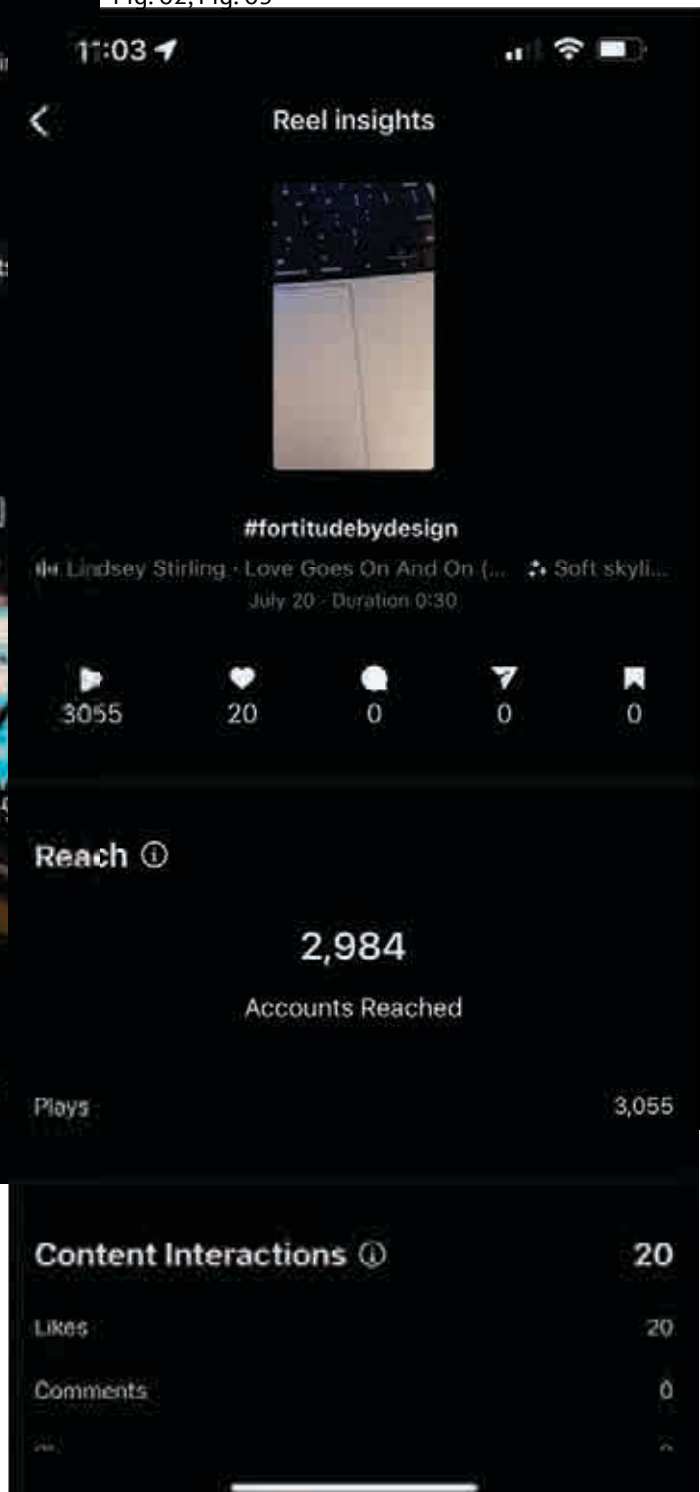
This is why using a social media platform such as Instagram to promote awareness is a key to connecting young people to the “Dress the Mess” campaign. According to the research, Seymore expresses how young adults prefer to obtain health information, insight into social values, and improve their understanding of complex issues from the internet and through electronic means. Each visual deliverable created was designed to bring insight to individuals and communities within the Instagram platform looking for answers to mental and emotional health. The answer points to the call to action to (ad)dress the mess or issue through art therapy. By branding art therapy awareness through internet marketing, smaller, specialized audiences can be pursued (Lalaounis 2022). Awareness starts with one individual and grows through the conversation; the “like” and the connections generated by #hashtags all point to art therapy awareness.

Consequently, by breaking down therapeutic processes through a social media campaign on Instagram, areas of emotional and traumatic experiences can be addressed. Each post has the potential to have a dramatic and impactful result. Social media producers should encourage, share images, and address social psychological issues (Nobels et al. 2020). By selecting Instagram as a platform to generate images and not rely solely on the heavily focused written content within an analytic media consumption strategy, the viewer can be captivated, developing a connection to the community emotionally (Nobels et al. 2020). The promotor will have a knowledge-based social media campaign by exploring a deeper understanding of art therapy from a mental and emotional health aspect derived from trauma.



THE EXPERIENCE NOTED
MORE TRAFFIC FROM REELS
THAN TIK-TOK

Fig. 62, Fig. 63



TAGGING THE ARTIST OF THE
SONG ON INSTAGRAM REEL
GENERATED “LIKES” FROM
OTHER COMMUNITES.

REEL'S & TIK-TOK

let's take it to the "gram" and post a reel. Reels are a great Instagram feature that, like Tik-Tok, allows individuals to record and share short video content to enhance their Instagram feed and stories. Santora notes that using Instagram reels and TikTok help get more followers and boost engagement within the social media site with people who do not already follow the page (2022). Reels allow the producer to select the music for the clip, play in either slow-motion or fast-forward, choose backgrounds and fillers, and add effects and the time needed per each reel section.

From a business and social media campaign aspect, reels promote and build community. Interestingly, I noticed when creating reels that I did not receive as much traction when I used suggested songs from the list provided. However, when I added my music to a reel, it generated more views. This was true for both the Instagram reels and the TikTok that were produced for the "Dress the Mess" awareness research campaign. The Fortitude by Design platform as an advocate for "Dress the Mess" worked hard to resonate with the target audience of young adults dealing with emotional trauma. As an experiment in social marketing, I tagged the artist of the music used in the reels and TikToks, resulting in captivating a more extensive audience from song and artist recognition. These videos were fun ways to share content and explore other avenues of connecting to the shareholders while not limiting the campaign to just mental health and art therapy awareness.

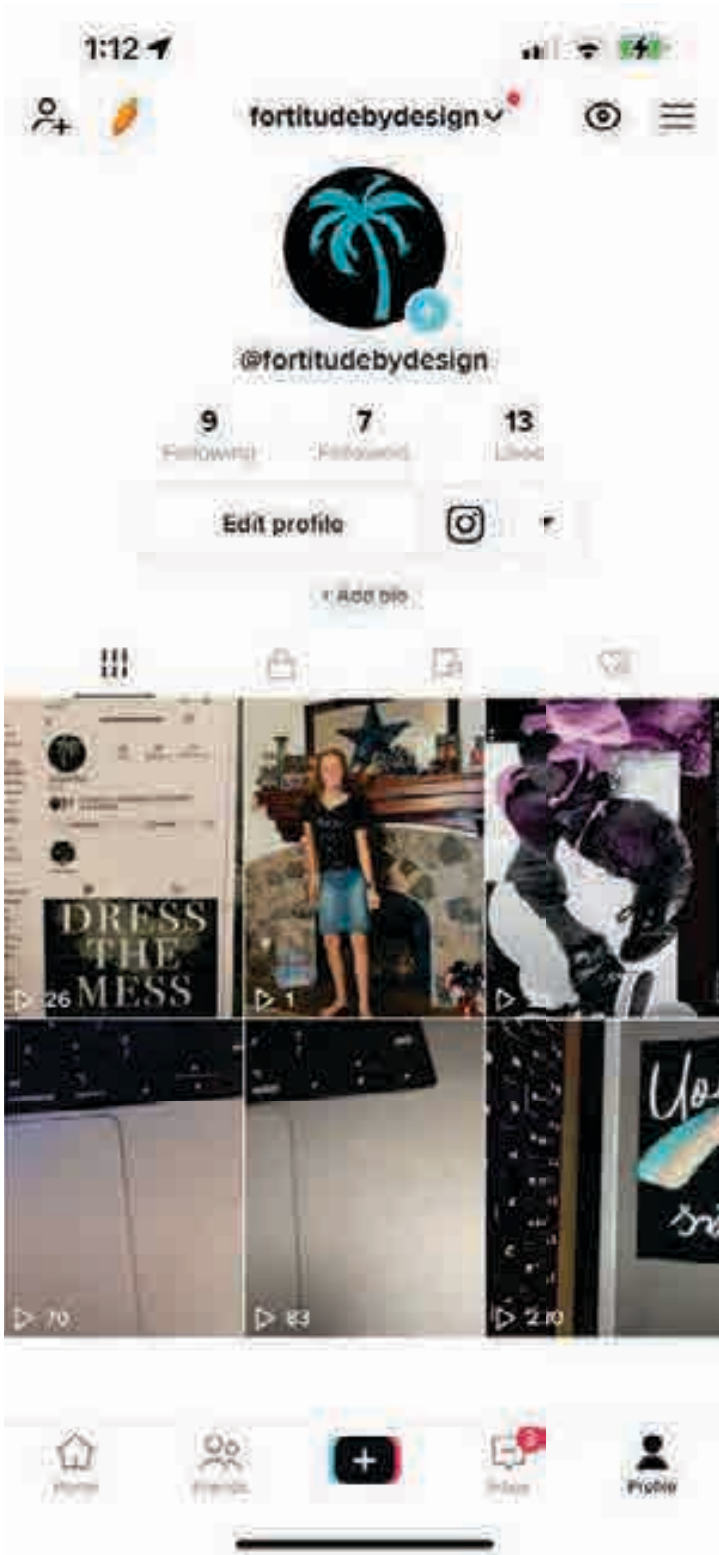


Fig. 64

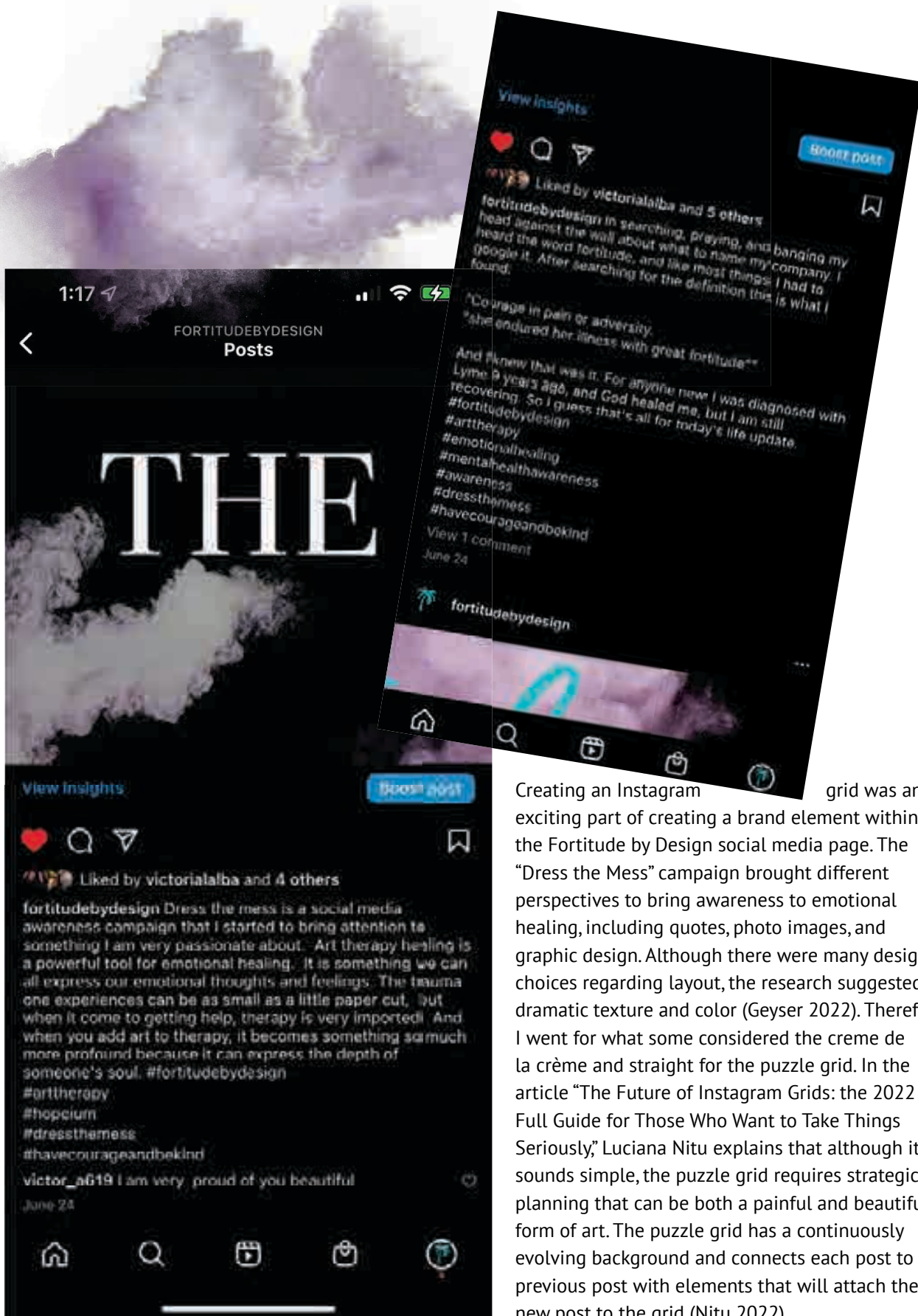


Fig. 65, Fig. 66

Creating an Instagram grid was an exciting part of creating a brand element within the Fortitude by Design social media page. The “Dress the Mess” campaign brought different perspectives to bring awareness to emotional healing, including quotes, photo images, and graphic design. Although there were many design choices regarding layout, the research suggested dramatic texture and color (Geyser 2022). Therefore, I went for what some considered the creme de la crème and straight for the puzzle grid. In the article “The Future of Instagram Grids: the 2022 Full Guide for Those Who Want to Take Things Seriously,” Luciana Nitu explains that although it sounds simple, the puzzle grid requires strategic planning that can be both a painful and beautiful form of art. The puzzle grid has a continuously evolving background and connects each post to the previous post with elements that will attach the new post to the grid (Nitu 2022).

For this campaign, the grid had a continuous color scheme of a black background. The connecting element that helped me stay on brand was using the powder clouds. The accent colors were the purple and teal blues found throughout the project. Each post would take 9 to 12 squares of the grid to create a dramatic piece of art.

Although this is a stunning way to promote a social media campaign, it does not come without some drawbacks. First, each photo had to work within the grid and flow into the next piece of content posted. Finding ways to stay on brand while incorporating activities such as the guerilla marketing paint party was challenging, for it did not have the same ascetics as the rest of the graphics. I resolved this by using the black squares and powder clouds as transitional pieces to keep an ongoing rhyme and flow to the page. Secondly, were how the tiles appeared on the main feed wall. Due to each tile being a piece of the puzzle, it creates a unique way for people scrolling to connect to content. Either they do not understand what it is and keep scrolling, or it captivates their attention, and they go to the main page to discover what the mystery post is all about. Therefore, it was hard to regulate the number of stakeholders that did not view the content due to the flow of the puzzle pieces. Overall, the feedback was positive and created an entertaining way to draw attention to the “Dress the Mess” campaign.

Through vivid photos,
textures, statements
and color the
campaign points the
viewer to art therapy
and emotional healing
from trauma for
young adults seeking
answers through
social media sources.

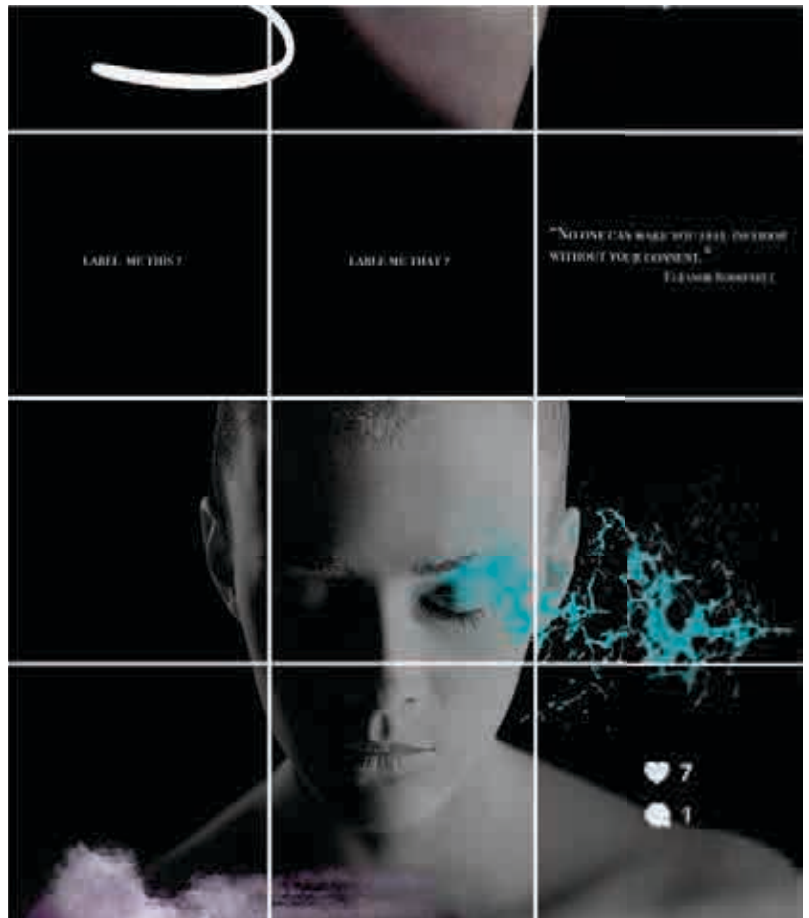


Fig. 67

GRAPHIC DESIGNS

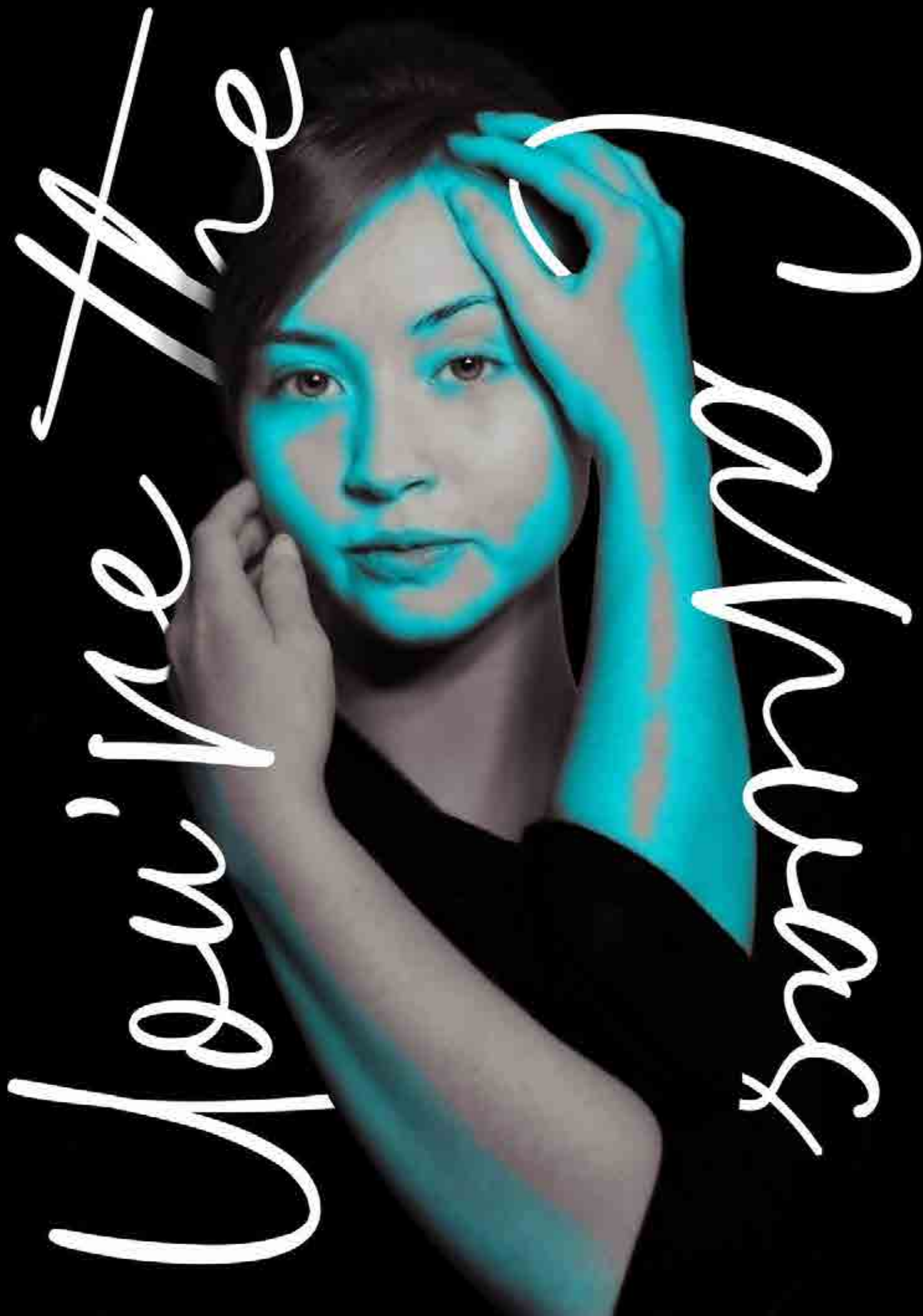
OVERVIEW

The graphic images were used throughout the “Dress the Mess” campaign, offering a good balance between type, photography, and visual imagery. Each illustration was produced to help visualize the core message of how art therapy directly relates to mental and emotional trauma and healing.

The visuals were created to be dramatic, theatrical, and vibrant. The graphics are used throughout the social media campaign and throughout the research working together to unify the overall project. Finding a resource that promotes art therapy could be a vital part of the healing journey for young adults dealing with emotional trauma. Graphics of the various forms of art therapy allow consumers to become educated visually. Regarding the visual solutions for this project, it is essential to create visually stimulating content. Additionally, it needs to deliver a message of emotional connections to clearly understand how the campaign connects art therapy to emotional healing.



Fig. 68, Fig. 69, Fig. 70



CHAPTER FIVE : CONCLUSION

The “Dress the Mess” campaign brought awareness to art therapy for it incorporated the brand with the various forms of art therapy on social media, such as dance, music, painting, and photography. With young adults being the primary target audience, the thesis affirms that awareness of various forms of art therapy could have an optional impact on individuals dealing with emotional trauma. Background research reveals that art therapy has a presence on social media but is limited. Additionally, art therapy is relatively new within the field of counseling and therefore adds to the limitations of awareness. The deliverables work together through the combined efforts of the written research thesis content, the visual deliverables found on social media, and the guerrilla marketing campaign of “Dress the Mess” to defend the problem. These concepts work to fill the knowledge gap between the individuals seeking help from emotional trauma and the art therapy platform through the visual application of social media. Using various journal articles, case studies, and books concerning the marketing strategy and concept demonstrates an understanding of the stakeholder experience found within the foundational concerns of branding, social media, and guerrilla marketing. The principles within the awareness campaign were created to help visually solve the problem of lack of awareness by pointing back to academic and visual research.

The main programs used to generate visual solutions were Adobe Illustrator, InDesign, and Photoshop. The guerilla marketing portion of the campaign also used Cricut and the heat press to create the “Dress the Mess” t-shirts. Each part of the brand campaign worked together to bring greater awareness to the various forms of art therapy and how they relate to emotional trauma. Awareness was generated by showing young adults a real need for honesty and transparency through statics, quotes, visuals, and a call to action on social media. Throughout the process, the narrative worked to affirm the research thesis and the need for intentionality when young adults are seeking help for healing from emotional trauma.

The campaign’s goal was to bring education and awareness to young adults between 18-29 of the alternative therapies offered through art therapy. In addition, the social media and guerilla marketing campaign were concisely used to showcase not only the various forms of art therapy but to invite the consumer to experience a relationship with the brand by participating in the “Dress the Mess” guerilla campaign in a fun way to address emotional issues visually without ever verbally having to speak.



Fig. 71





Fig. 72



Fortitude
DESIGNS

DRESS
THE
MESS



Fig. 73



Fig. 74

DRESS THE MESS

GUERRILLA MARKETING

PAINT PARTY

The guerrilla marketing “Dress the Mess” paint party brought together a group of individuals whose only instructions were to paint what they were feeling. The research completed by Alban and Alban (2022) stated that art therapists recommend individuals dealing with mental and emotional situations find creative outlets to take the focus off their problem or give the person an emotional outlet. This increases dopamine, a naturally occurring hormone in the body that is associated with pleasure and happiness (Alban and Alban, 2022). In the case study completed by Schouten, Hooren, Knipscheer, and Kieber (2018), the research suggested that individuals with PTSD who are working through trauma-focused art therapy benefit from the integration process and meaning-making of both good and bad memories. Therefore, completing an activity such as painting a t-shirt however a person likes it gives the individual the outlet to express either good or bad memories or both simultaneously. This art therapy activity did not require a person to verbalize their feelings out loud, yet the freedom of emotional expression spoke volumes. The final product of the guerrilla marketing campaign was smiles, laughter, conversation, and increased dopamine due to the “Dress the Mess” paint party.



Fig. 75



DRESS
TIME



“ADVOCATE FOR

SOCIAL MEDIA



As an advocate for the “Dress the Mess” social media awareness campaign, it was essential to present mental and emotional healing visuals on the Instagram platform to bring awareness to the various forms of art therapy. Interestingly, I feel this part of the research was successful, for, on several posts, I received comments asking me to promote the campaign on other Instagram pages such as @_mentalhealth_community and @world.of.mentalhealth.

In addition, in one of the grids on Instagram, the post stated, “YOU’RE NOT ALONE.” Other platforms connecting with Fortitude by Design and the “Dress the Mess” campaign proved that statement true. In dealing with emotional trauma as a young adult, it is easy to feel as if you are alone fighting a battle that can be physically, mentally, and emotionally challenging. I wanted to connect people and communities to each other and point those experiencing emotional trauma to the healing benefits of art therapy.



Fig. 76, Fig. 77, Fig. 78

WHAT INSPIRES YOU”

VICTORIA ALBA

“If we wait until
we’re ready,
we’ll be waiting
for the rest of
our lives”
Lemony Snickett

Each area of art therapy has the potential to play an essential role in an individual's healing journey. Finding the right form of treatment is vital to the success of an individual who finds it hard to express themselves while sitting in a chair staring at a counselor or therapist. The "Dress the Mess" t-shirts worked by connecting emotional healing to art therapy through photos and graphic design. For example, photography within art therapy allows an individual to "Dress their Mess" by telling their story through pictures. Music and Dance bring healing through rhythm, movement, and song. Art and journal therapy that occurs by picking up a paintbrush or a pencil allows a person to voice emotional healing without speaking a word. There is power in the silence of released emotions for young adults dealing with trauma. The author hopes that by using social media to bring awareness to these forms of creative therapies, the 1-3 young adults dealing with emotional trauma will find hope and healing.



FOLLOW ME @ FORTITUDEBYDESIGN



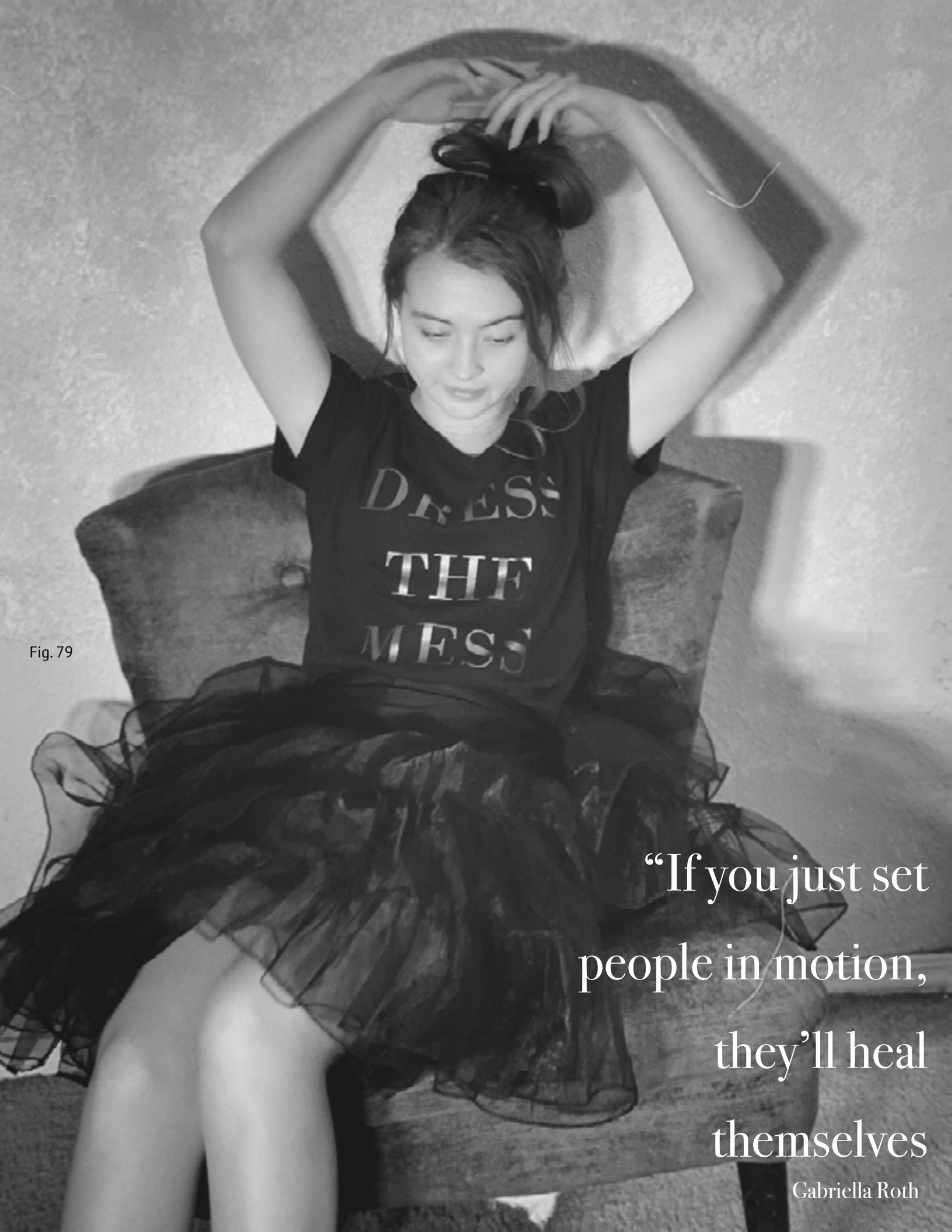



Fig. 79

“If you just set
people in motion,
they’ll heal
themselves

Gabriella Roth



Fig. 80

A photograph of a person's arm and hand reaching out towards the ocean. The arm is light-skinned and extends from the left side of the frame towards the right. The hand is resting on a dark, textured surface, possibly a wooden railing or a piece of driftwood. In the background, the ocean is visible with gentle waves, and the sky is filled with soft, white clouds. The overall mood is contemplative and serene.

The guerilla marketing t-shirt portion of the campaign was also a success. The shirts were designed simple yet eye-catching, so those passing could read the model's message. Conversations were started with individuals desiring to know the meaning of "Dress the Mess." Although for this research, the primary subjects were young adults between the ages of 18-29, the t-shirts prove there is no age limit for people desiring to be transparent and take ownership of their emotional trauma. There has been a request for the sale of the t-shirt along with paint parties for older adults.

Although more research needs to be completed within the field of art therapy awareness, it is a growing community. As an advocate, there is a future in pointing people in a positive direction to find emotional healing. Social media platforms are proving the low cost of advertising, and the high volume of views and shares from viewers is certainly a positive direction to begin a social media awareness campaign.



over time just dance

Throughout the research thesis, the holistic approach to healing from emotional trauma through art therapy has pointed to a positive connection for young adults. The forms of art therapy expression that are found in dance, music, visual art, photography, and journaling create transparency of intention when an individual is seeking to heal. Although the information concerning the various form of art therapy is limited, it is a growing area of interest. The more awareness the field brings, the quicker it can become a valuable healing area for many individuals. Art therapy allows individuals to heal emotionally, physically, spiritually, and mentally in areas medicine cannot address or meet the person's needs. Art therapy is unique through its diversity, allowing patients to find what area they thrive in to heal. Through these therapeutic benefits, clients can express inner feelings, cope with trauma, and deal with behavioral problems while building therapeutic relationships. Each visual solution pointed the stakeholder to art therapy and emotional healing. The message suggesting "it is ok to have issues and not feel ok" the power for healing is in each individual's hand, and only by taking the first step to "Dress the Mess" can a healing journey begin. By promoting knowledge and awareness through the social media platform Instagram by using hashtags, graphics, and quotes, a community was formed of potential individuals seeking an alternative treatment for themselves, family, or friends. The research suggests that a social media awareness campaign has the potential to reach a broader audience by connecting the therapeutic components to the positive outcomes of art therapy.

WITH GRADITUDE

I want to thank my professors who helped make this research thesis a success.

Professor Joseph Wright, thank you for countless hours critiquing the areas I needed to change throughout this process and for showing me how to fix particular areas and art pieces. You did more than be the Chair of a project or a reader, you were a teacher, and I am very thankful for your sacrifice and wisdom.

Professor Sarah Hoyt, thank you for taking time out of your busy schedule to talk to me about the ins and outs of social media, the importance of staying on brand, and the best way to promote through guerilla marketing. Your suggestion of having the brand flow through the models wearing the "Dress the Mess" t-shirt was just what I needed to help me connect the areas of art therapy to the campaign in a more inspiring way, and I am thankful for your sacrifice and wisdom.

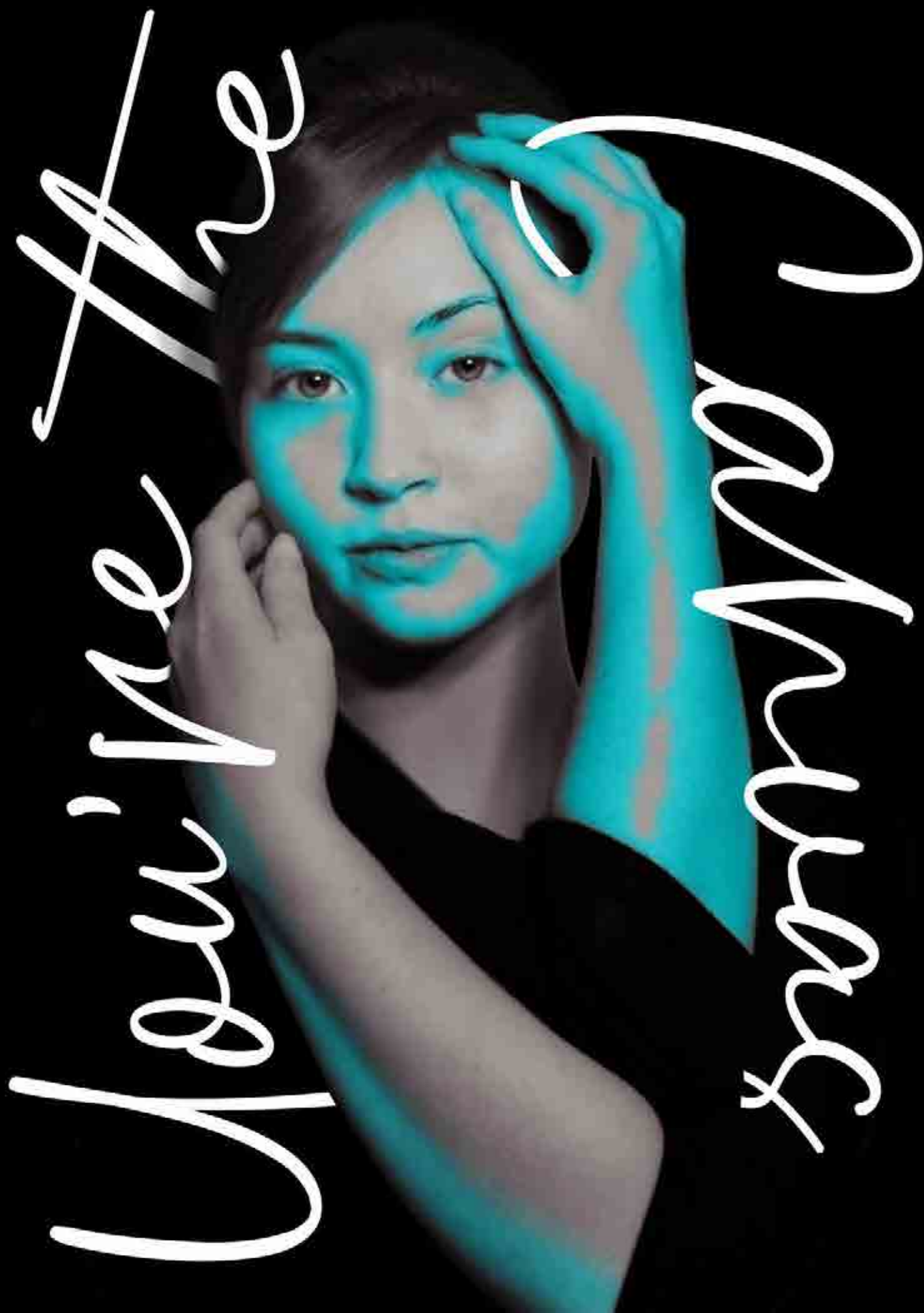
Professor Joshua Wilson, I want to thank you for being with me through this entire journey. I appreciate your help in getting me going in the right direction for the thesis research and for encouraging me when it felt overwhelming at the beginning, which now seems a lifetime ago. I appreciate all your sacrifice and wisdom.

To my mom and dad, thank you, I would have never made it this far without your love, encouragement, and support.

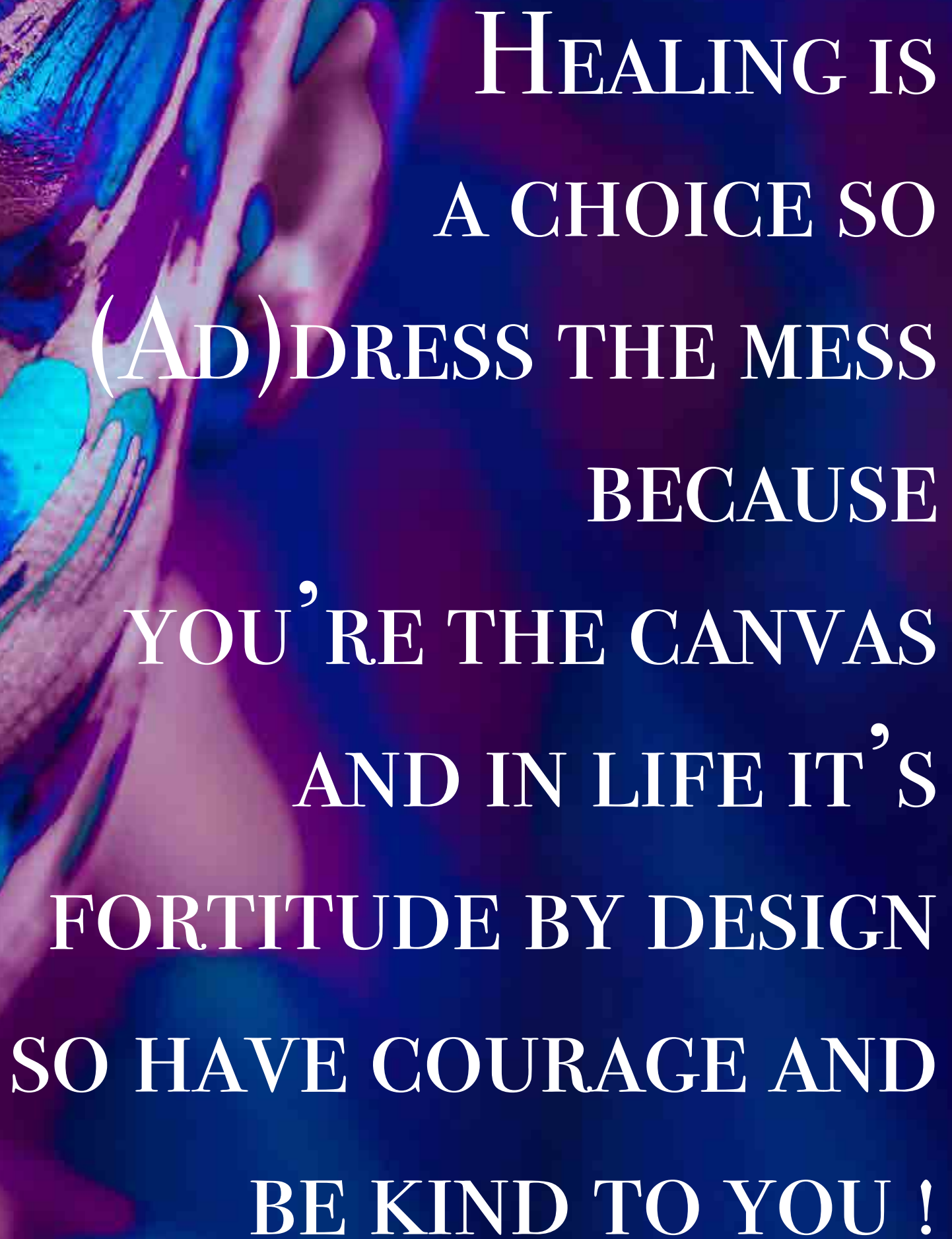
To Redonia my first art teacher thank you for spending all those hours teaching me Photoshop.

To the reader of this thesis, thank you for taking the time to share my journey of creating a social media awareness campaign for art therapy in young adults dealing with emotional trauma. I hope there is something in here that will help you on your academic journey.

Lastly, and most important, thank you to the source of my creativity Jesus Christ for using art as a way to help me learn, heal, and grow.







HEALING IS
A CHOICE SO
(AD)DRESS THE MESS
BECAUSE
YOU'RE THE CANVAS
AND IN LIFE IT'S
FORTITUDE BY DESIGN
SO HAVE COURAGE AND
BE KIND TO YOU !

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