

ABCs of Emotion

Cassy Smithies

F, G, Z

Anger

Is

u

Zen

Guilty

ABC OF EMOTIONS

Age 6-8

This set of alphabet cards will give your child new vocabulary for how they feel.

With fun characters and simple story descriptions, young children will be able to put words to their often very complex emotions.

Goal

Our team's goal was to help develop the ability to identify and understand emotions in one's self and others thus expanding emotional intelligence for children

Emotions

alone
A nger, anxiety, annoyance
affection, aggressive

B lissful, blue, bitter,
bored

C heerful, craze, cruel,
calm, confused, crabby

D issappointed, disgust,
delighted, depressed

E xcited, exhausted,
exasperated, energetic
ebullient

F earful, ferious,
frustrated

G uilt, grief, grumpy,
generous, grouchy

H urt, hopeful, humiliated,
hostile, hateful, happy

I ll, insecure, irritated,
interested, isolation

J oy, jealousy, jittery

you feel
Kind of —
Kind, keen,
OKAY, klutzy

L onely, lazy,
lust, love

M ad, miserable,
mortified, mellow

N ice, neat, naughty,
nervous, numb

O bessed, optimistic,
outgoing, open
overwhelmed

P ensive, panicked,
proud, playful,
peaceful, petty

Q uixotic, quiet,
quizzable, quirky,
questionable, quaint

R ambunctious, rejected,
rational, restless,
relieved

S ad, sassy, sorrow,
salty, smug, scared,
stressed, sociable, suffer,
shy, sexy

T hankful, tense, trustful,
tired, threatened,

Upset, uncomfortable,
upbeat,

V exed, valued, vain,
vulnerable, vigilant

W onder, worried,
wished, weak,
worthless, wrong,
woke

X excited, anxious,
charmed, exuberant,
vexed, EXPRESS / X
Xenophobic

Y outhful, yearning,
yucky, you

Z en, ~~zany~~ zany
zealous

experience

- Make your own
storybook
→

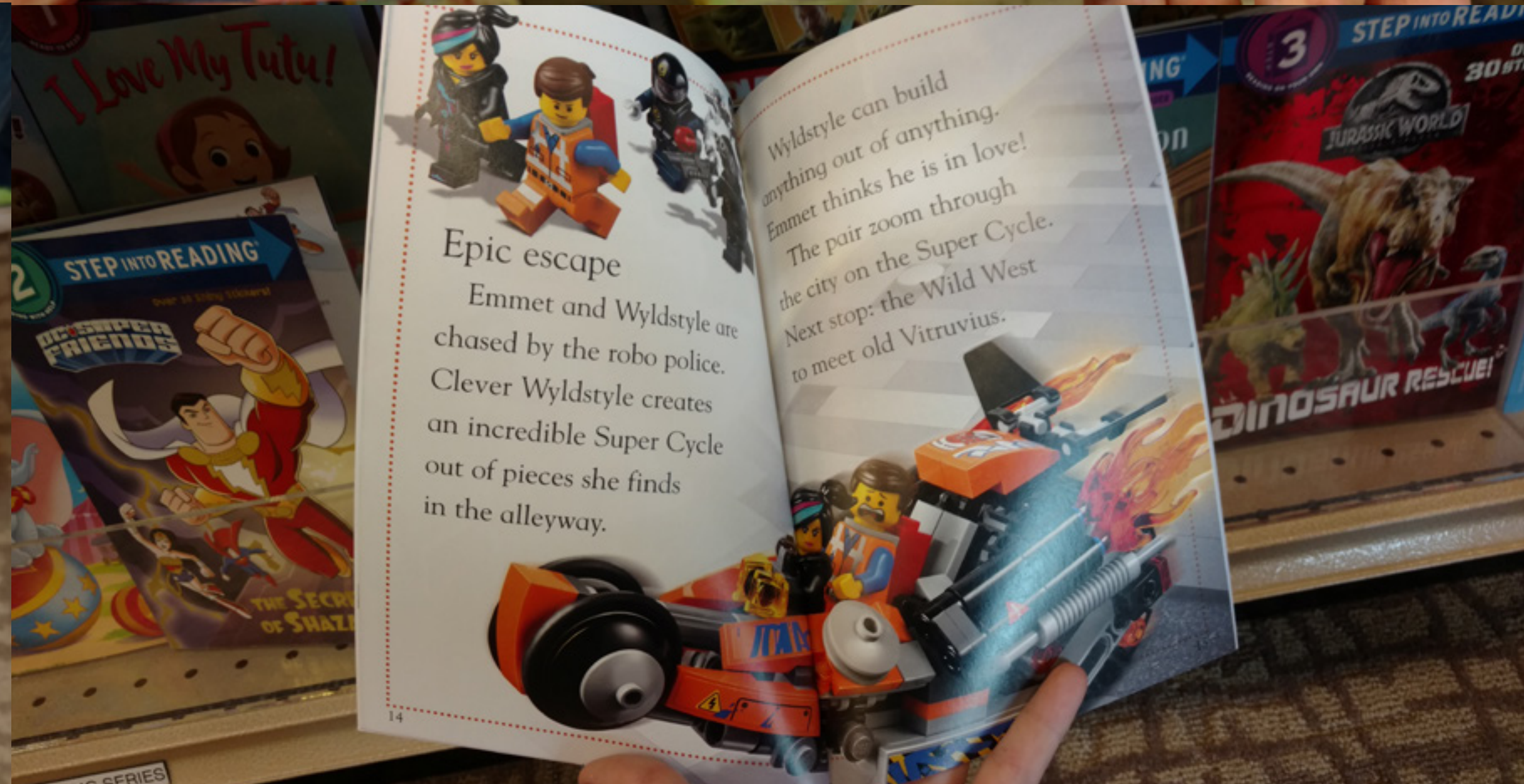
Research

I primarily worked with **RIT's Counseling and Psychological Services** to see how therapists approached emotions with children. Our group also conducted interviews with **children educators, Kim Ravena and Sara Lutat**.

In addition, I researched for design inspiration within children's flashcards and printed books as well as through online sources.

*<https://www.rit.edu/studentaffairs/counseling/>





Our group went through several iterations to **simplify** our concepts, copy, and interactions to best fit out target **audience of 6 to 8 year old children.**



F **is for** **Fear**

Research

Visual Direction

Concept

Print Design

Digital Interaction

Myth

You must become fearless to be successful and happy

Truth

Fear helps you orient to your surroundings, identify change and possible hazards, and take actions to keep yourself safe

MOOD

Friendly
Imaginative
Playful
Energetic

DESIGN ELEMENTS

Orange
Textured
Bright
Organic

VISUAL INSPIRATION



Print

I took inspiration from a play on the idea of children being afraid of monsters. Instead, a monster is afraid of a child.

Tablet

I wanted to avoid portraying fear as a negative emotion or something that needs to be overcome. For this reason, I wanted my interaction to empower a child when they feel fear. This is why I choose a simple tap interaction with supportive affirmations such as "Fear keeps me safe" and "Fear is normal".

Fear Flashcards

Fear



Fear is an emotion
you feel when there
might be **danger**.

"The monster was
filled with **fear**
when they thought
they saw a child!"



Digital - Tablet

G **is for** **Guilt**

Research

Visual Direction

Concept

Print Design

Digital Interaction

Myth

Self-punishment and guilt helps to make better decisions in the future

Truth

Self-punishment does not encourage behavior change, especially when the guilt is from something outside of one's control

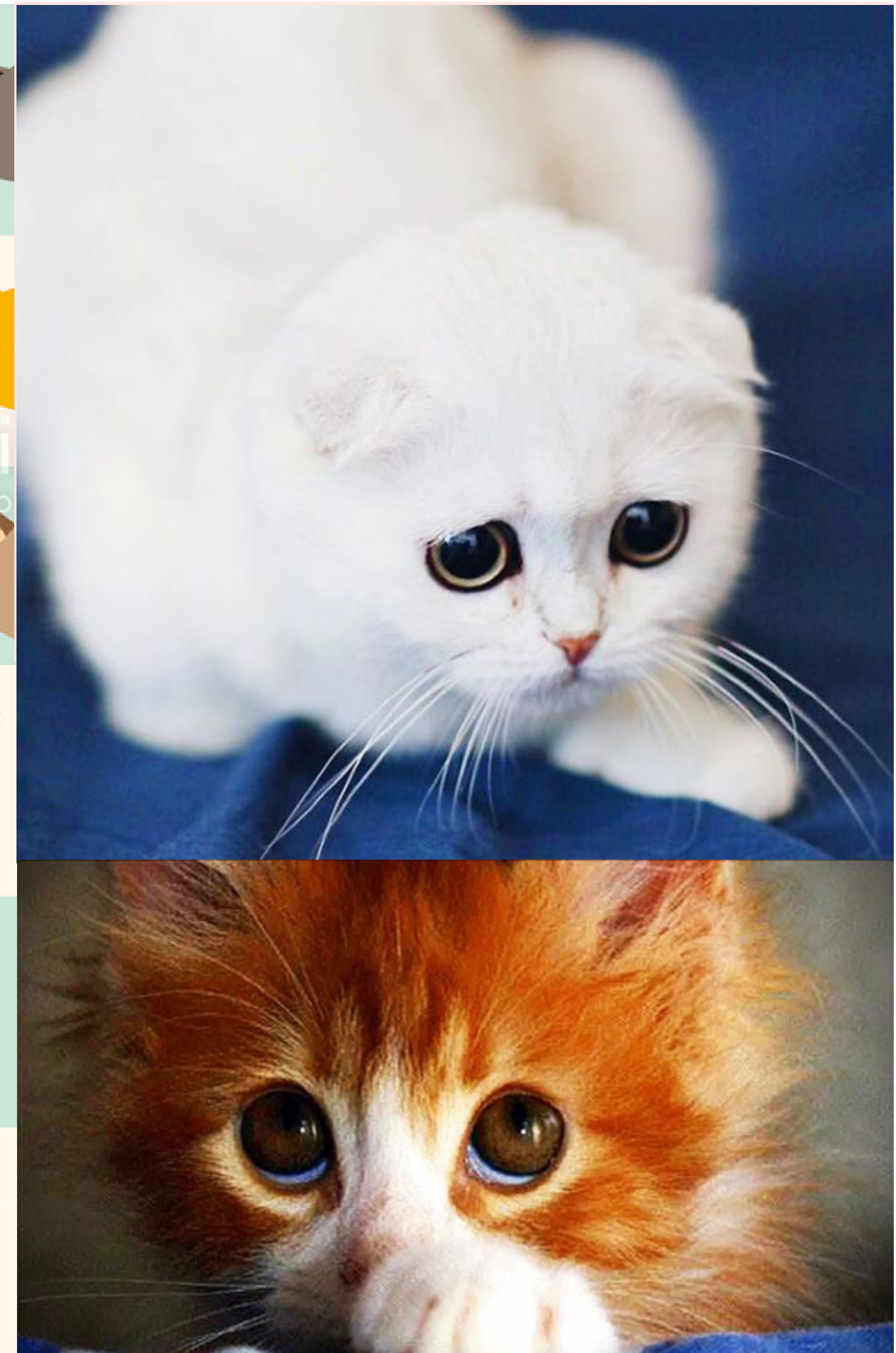
MOOD

Approachable
Playful
Cute

DESIGN ELEMENTS

Bright/Bold
Organic
Stylized

VISUAL INSPIRATION



Print

My goal was to use a story to help communicate the emotion of guilt. In my story, an innocent cat breaks a plate which a child will most likely be able to relate to breaking something unintentionally.

Tablet

My digital interaction goal is to lead a child through taking an action to improve the current situation rather than sitting with guilt and regret. The plate becomes fixed and a short lesson is revealed about the importance of not letting guilt of the past hold one back.

Guilt Flashcards

Guilty



Guilt is an emotion you feel when you have done something that is bad.

The kitty felt **guilty** for breaking their owner's plate.



Digital - Tablet

Z is for **Zen**

Research

Visual Direction

Concept

Print Design

Digital Interaction

Myth

Zen is all positive

Truth

Zen is tied closer to mindfulness which revolves around awareness of both positive and negative

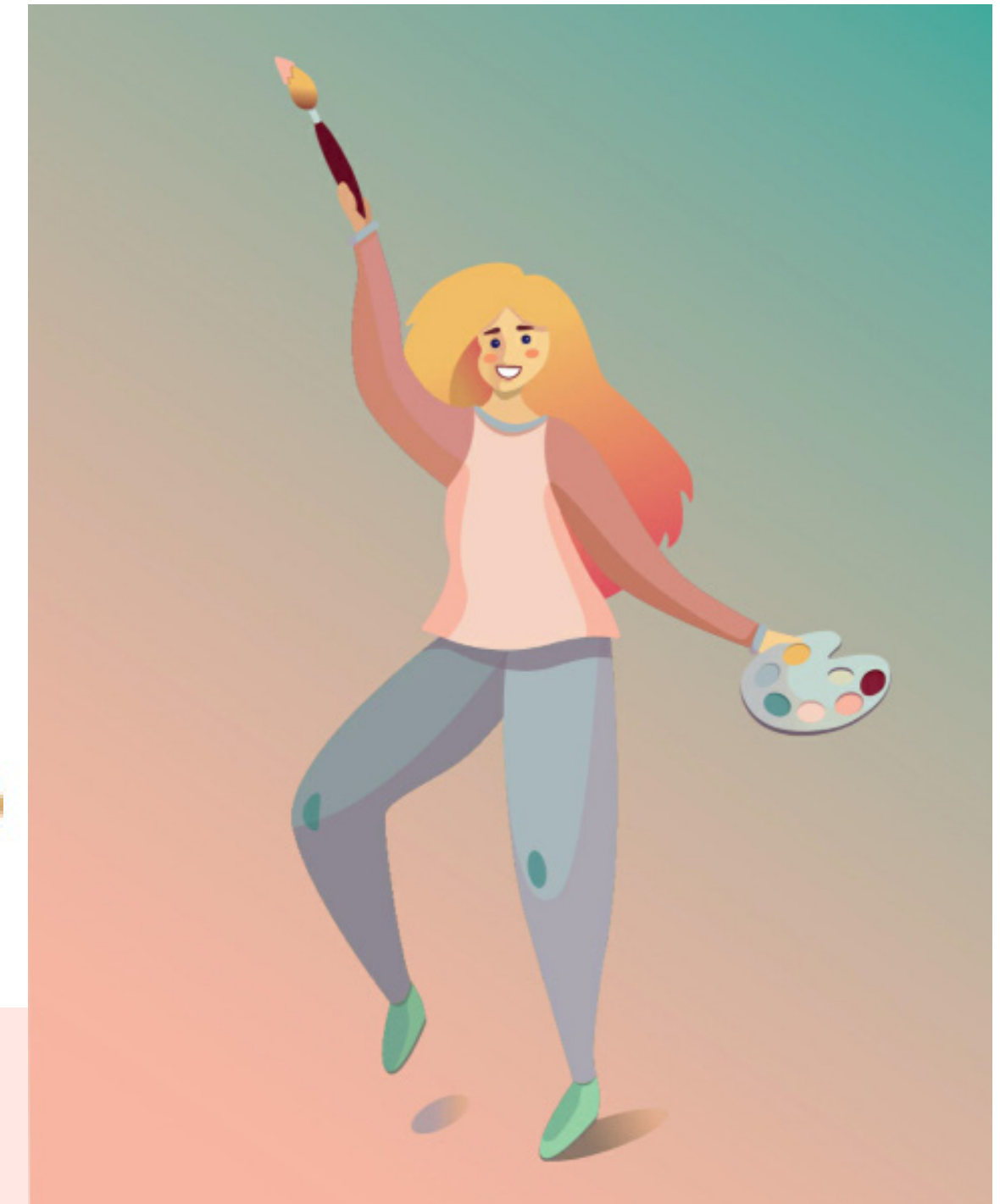
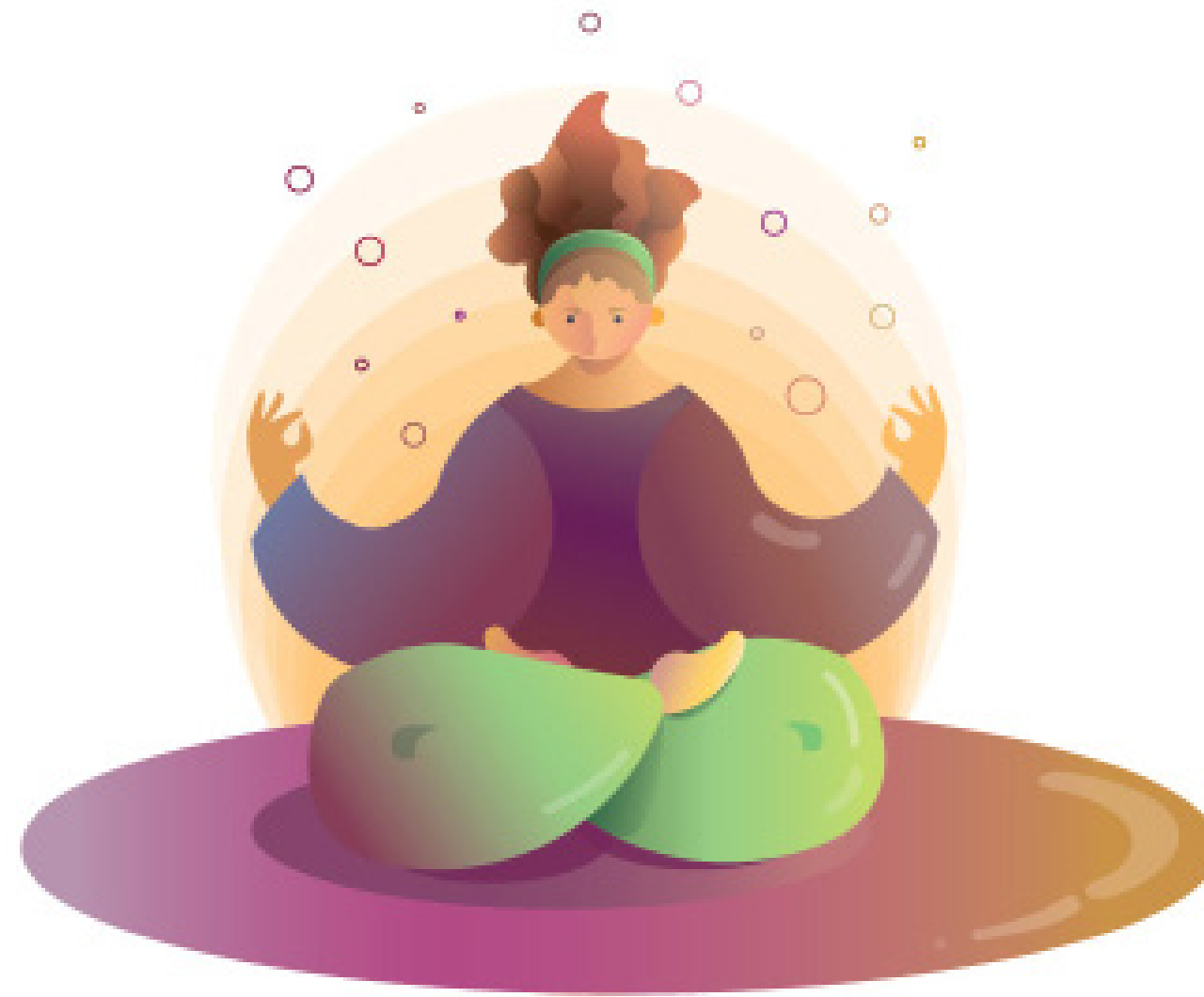
MOOD

Peaceful
Balanced
Calm
Soft

DESIGN ELEMENTS

Natural Colors
Still
Symmetrical

VISUAL INSPIRATION



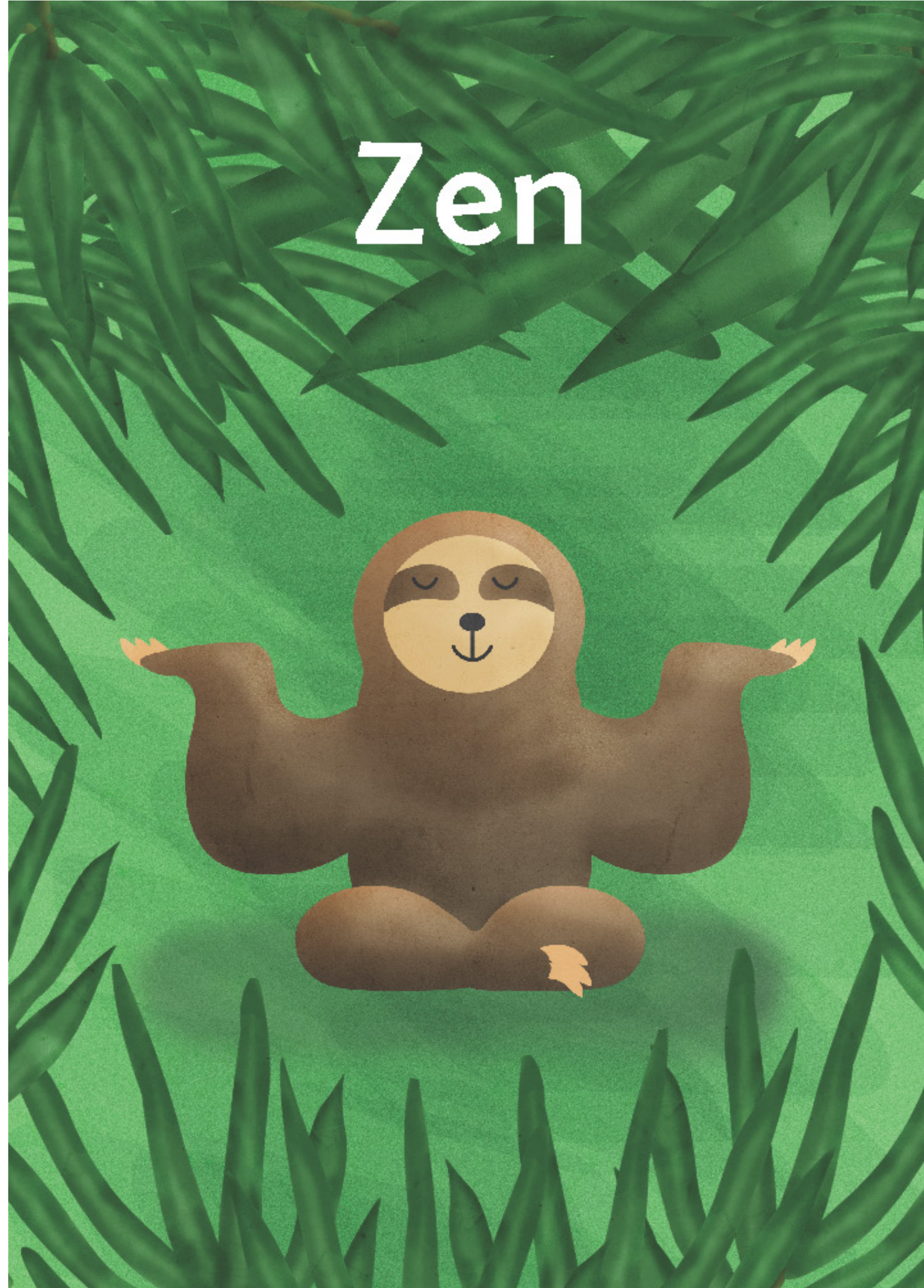
Print

Zen is an emotion tied to mindfulness and peace with one's self and emotions. I used a sloth illustration to play off the idea of slow moving and thus calm and peaceful sloths.

Tablet

I wanted my activity to also be tied to peacefulness. Deep breathing while being in contact with the floor is a technique used by therapists to help children and even adults feel more grounded and present in a moment.

Zen Flashcards



Zen is when you feel **present** and **attentive** of yourself and your emotions.

“The Sloth felt **zen** when she **paused to think** about how many emotions that she had learned about that day!”

Digital - Tablet

Zen



Guilty



Fear



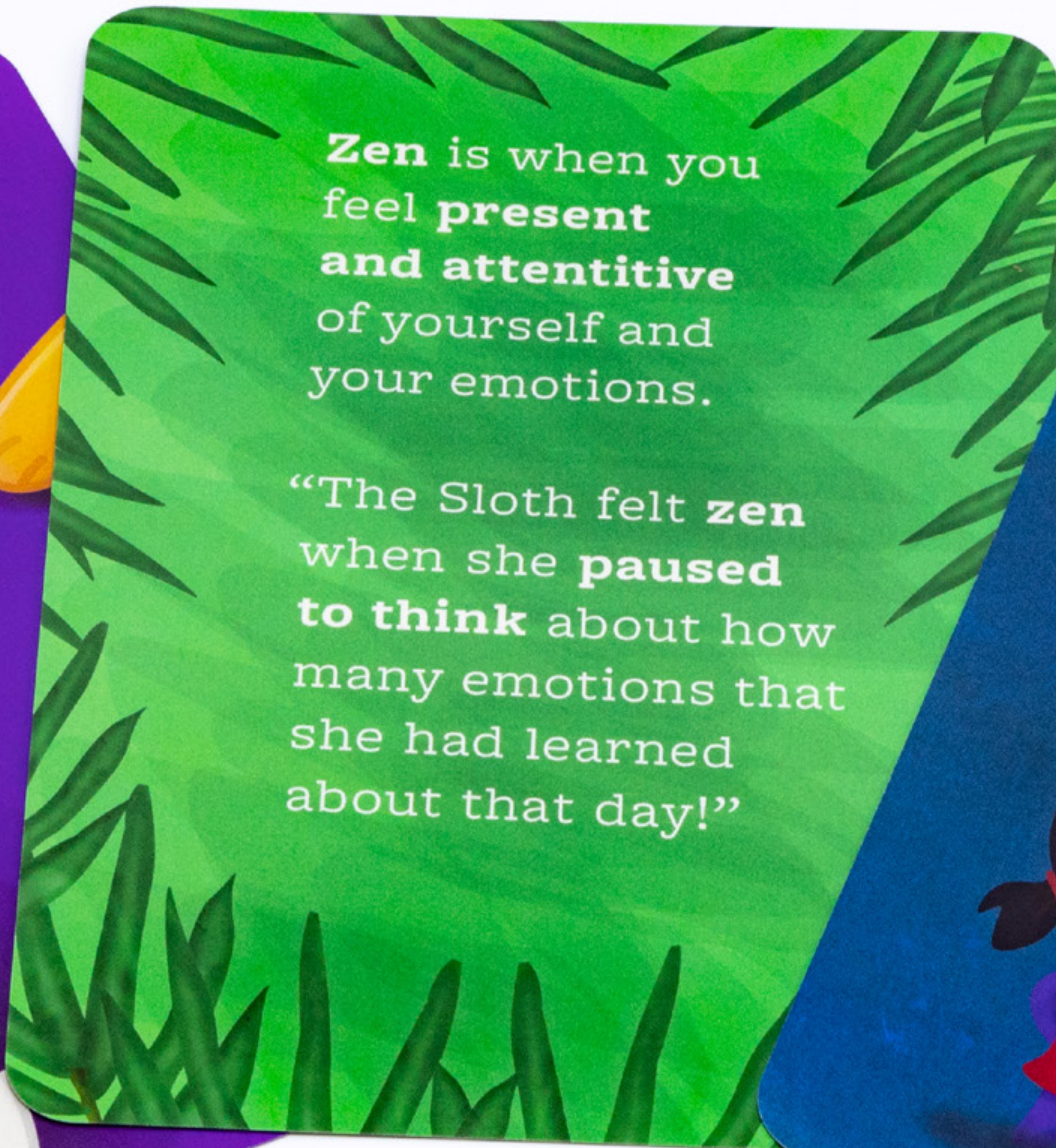
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The kitty felt **guilty** for breaking their owner's plate.



Zen is when you feel **present** and **attentive** of yourself and your emotions.

"The Sloth felt **zen** when she **paused** to **think** about how many emotions that she had learned about that day!"



Fear is an emotion you feel when there might be **danger**.

"The monster was filled with **fear** when they thought they saw a child!"



Thank you