

# ABC's of Emotions

# PROBLEM

kids **don't have the words** to express how they feel and may act out these emotions in physical or inappropriate ways.

# SOLUTION

**ABC's of emotions** in a deck of cards. Each card will convey an emotion and a definition or story that represents the emotion.

# GOALS

- 1 Teach the emotion
- 2 Identify the importance of the emotion
- 3 Identify how to deal with emotion

# TARGET AUDIENCE

**Young children ages 6-8**



# RESEARCH

“Young children deal with many of the same emotions adults do. Children get angry, sad, frustrated, nervous, happy, or embarrassed, but they often do not have the words to talk about how they are feeling. Instead, they sometimes act out these emotions in very physical and inappropriate ways.”

# RESEARCH

## Ways to Help Children Identify and Express their Emotions

- 1 Name the feeling
- 2 Talk about how feelings can be expressed
- 3 Offer a connection



## RESEARCH

“Kids can express their feelings through facial expressions, through their body, their behaviour and play. Sometimes they may act out their feelings in physical, inappropriate or problematic ways. From the moment kids are born, they start learning the emotional skills they need to identify, express and manage their feelings.”



## RESEARCH TAKEAWAY



**When kids learn to manage their emotions in childhood, it leads to positive attitudes and behaviours later in life.**

## RESEARCH TAKEAWAY



**Children with emotional competence are likely to do well in school and engage in positive relationships with other children and family.**

# MY LETTERS

O

**Overwhelmed,** Optimistic, Outgoing, Open,  
Obsessed

L

**Love,** Lazy, Lust, Lonely

P

**Proud,** Pensive, Panicked, Proud, Playful,  
Peaceful, Petty

# OVERWHELMED



**Bury or drown beneath a huge mess**



overwhelmed moodboard  
**ORANGE JUICE**

I wanted to follow the metaphor of  
life getting squeezed out of you, and  
therefore, causes overwhelmingness.

**fruity | textured | frustration**



# LOVE



**An intense feeling of deep affection**



Love moodboard

## Red everything

psychologically, most people identify love with the color red. This mood includes highlights and shadows that I will be implementing into my design.

**bright | powerful | affectionate**





**Proud**



**Feeling deep pleasure or satisfaction**

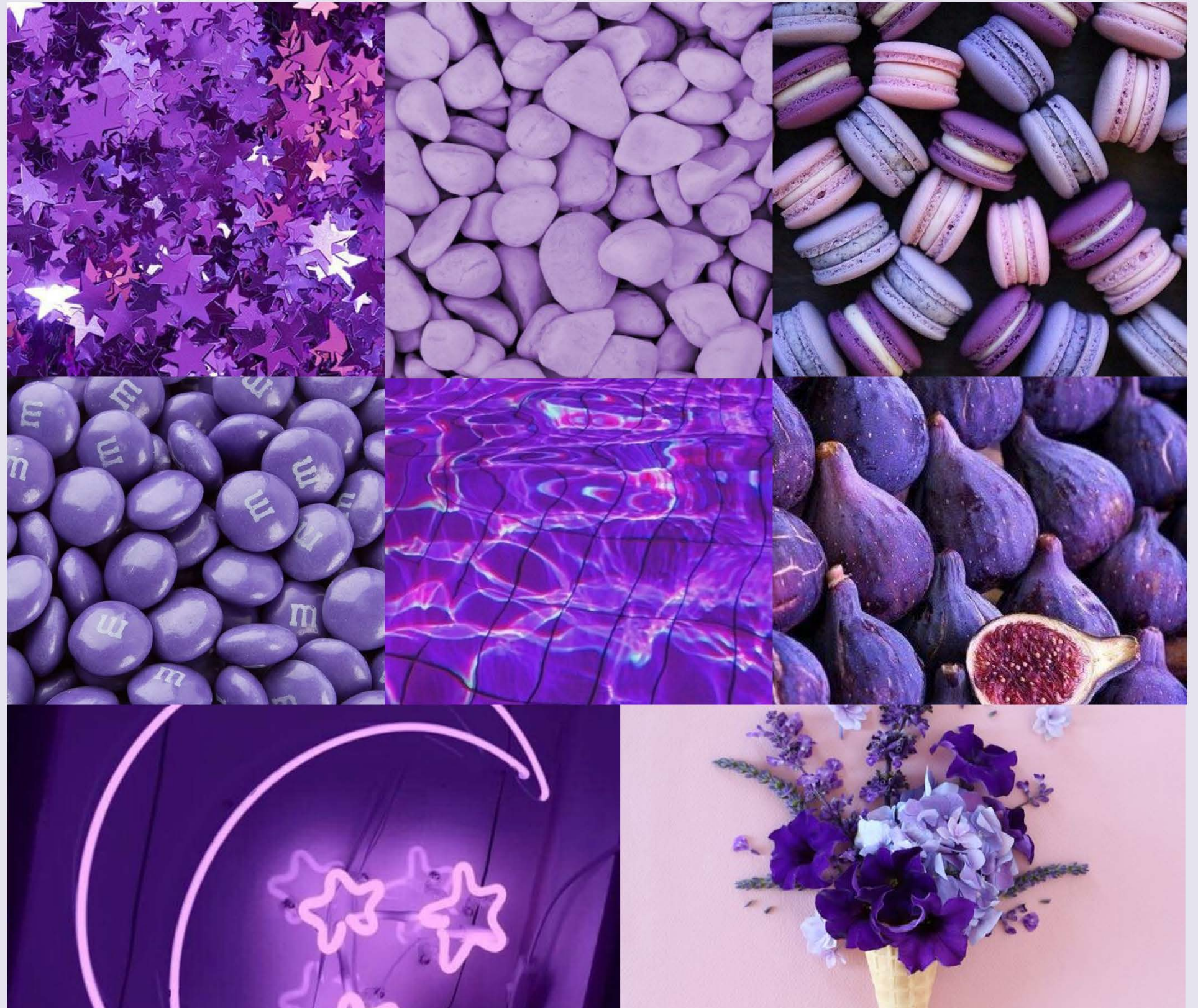


proud moodboard

## Loud and proud

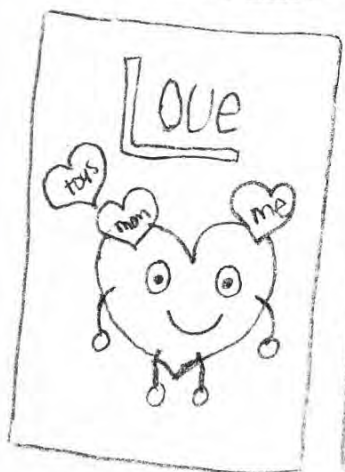
using the color purple to convey  
uplifting and loving yourself; being  
proud of who you are.

**uplifting | energetic | creative**

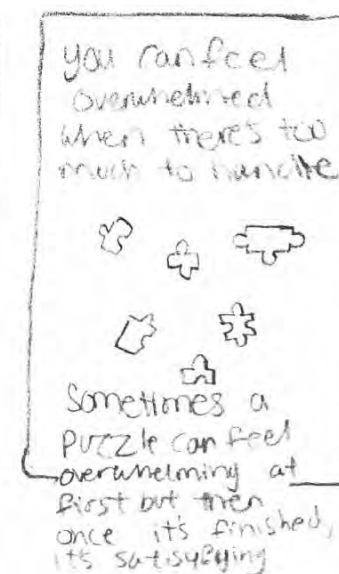
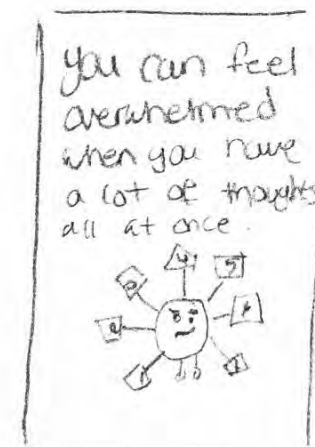
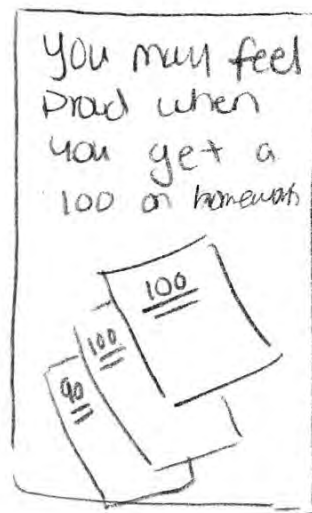
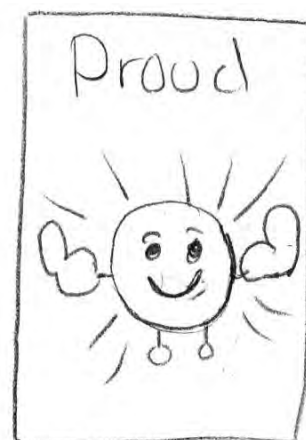




# SKETCHES



- feeling strongly towards something
- you can love things that don't love you back.



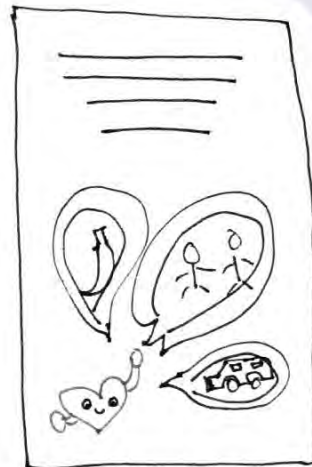
# SKETCHES



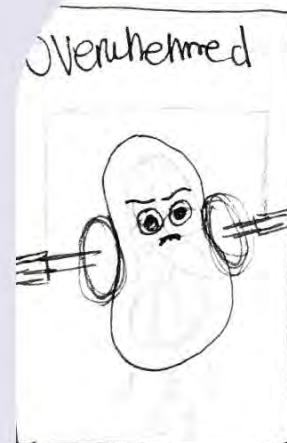
• front



• Toys  
• ABC Blocks  
• front



Back



• orange  
getting  
squeezed



• Thoughts



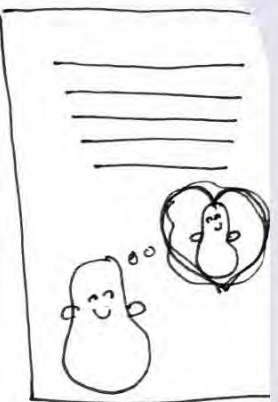
• making  
juice



• Thumbs  
up



• helping  
each other

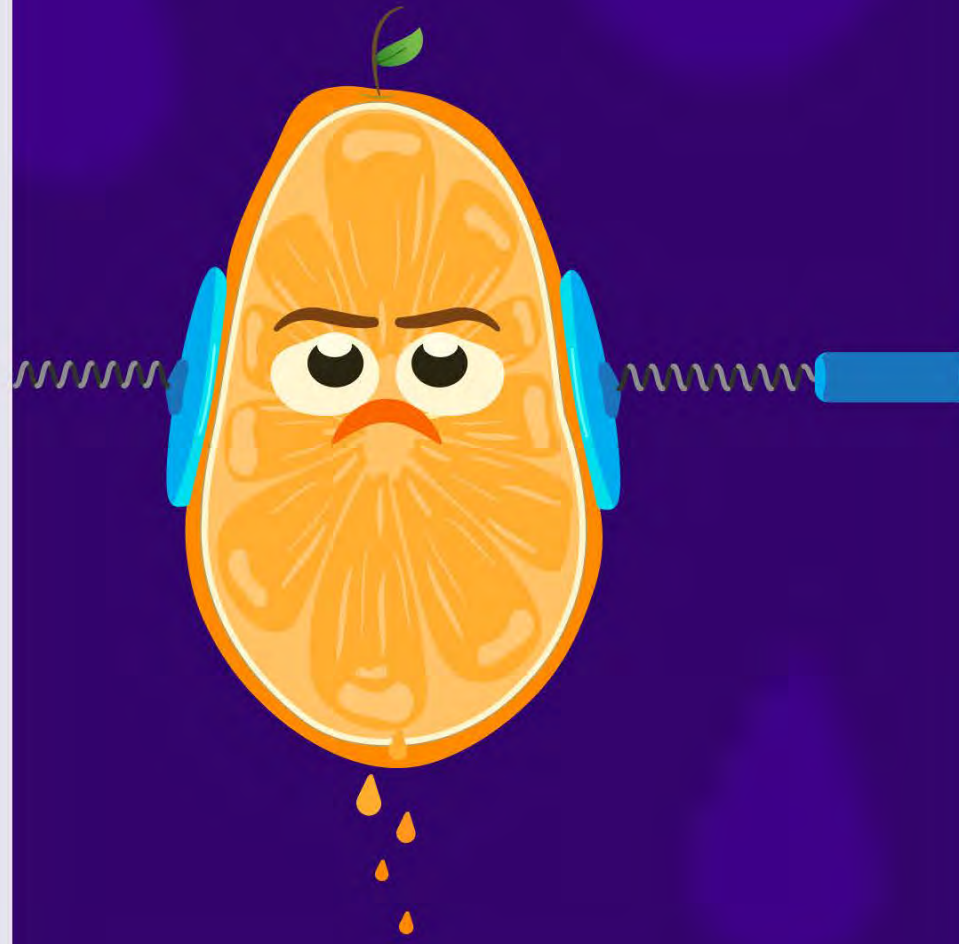


• Proud of  
yourself



# FIRST ITERATIONS

## Overwhelmed



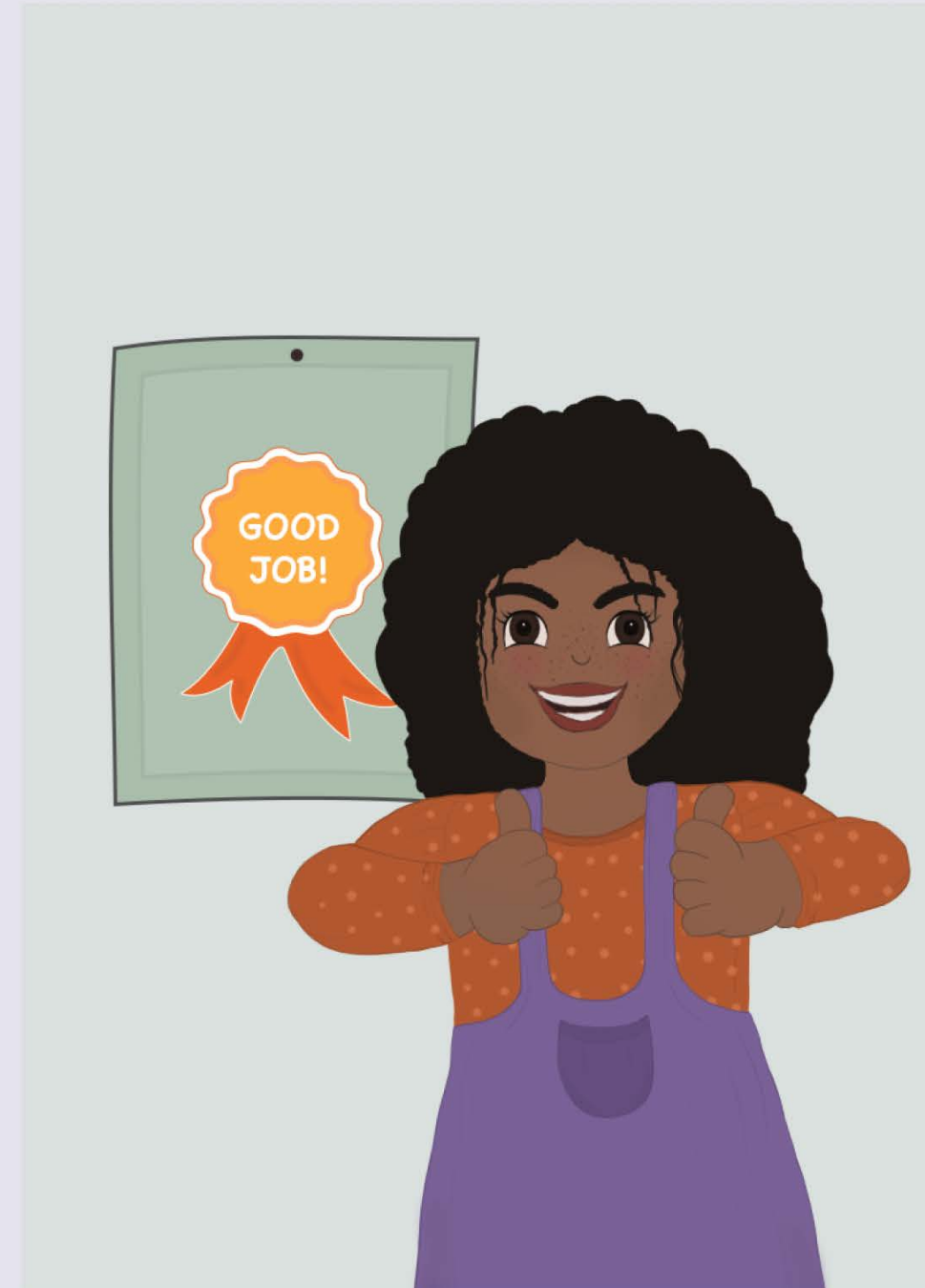
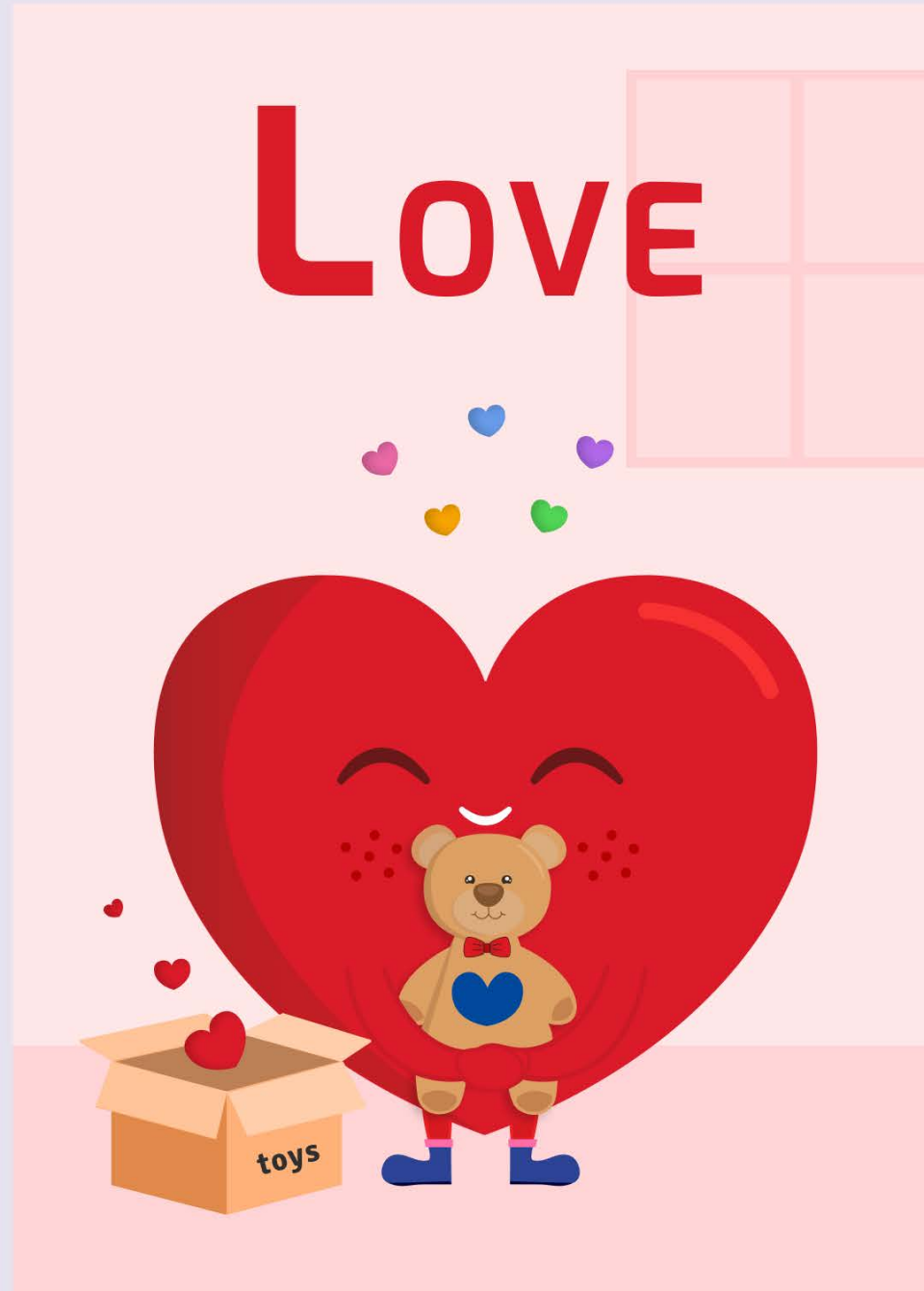
I am always getting squeezed  
It leaves me feeling displeased

Oh, I can't wait to be feel  
relieved





# FIRST ITERATIONS

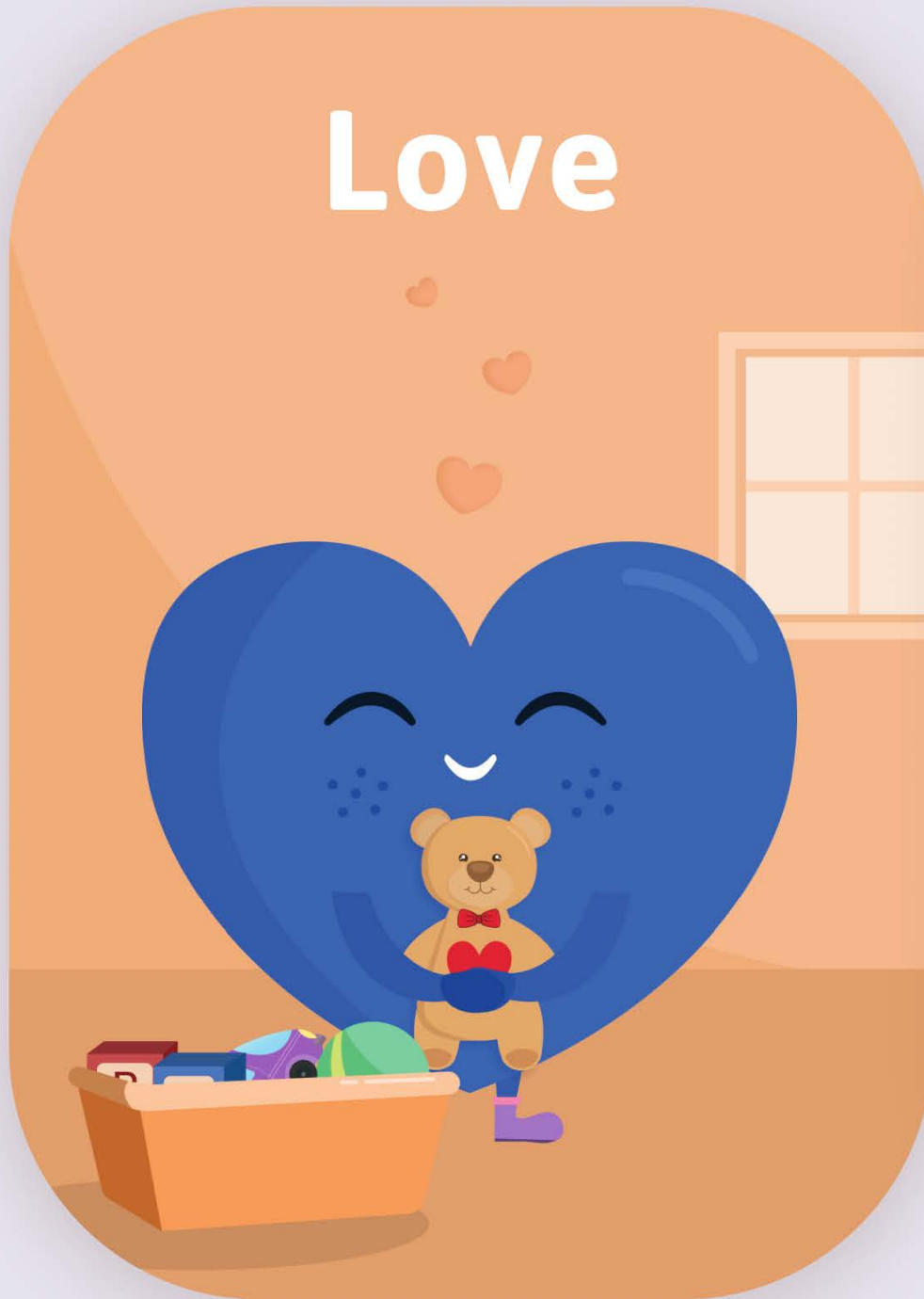


## FINAL ITERATIONS FEEDBACK

After receiving feedback on my first iterations, I decided to try a different concept for overwhelmed that is visually stronger. I knew I could push Proud and Love further with more time. For love, the red clearly romanticizes the emotion; I explored a different palette.

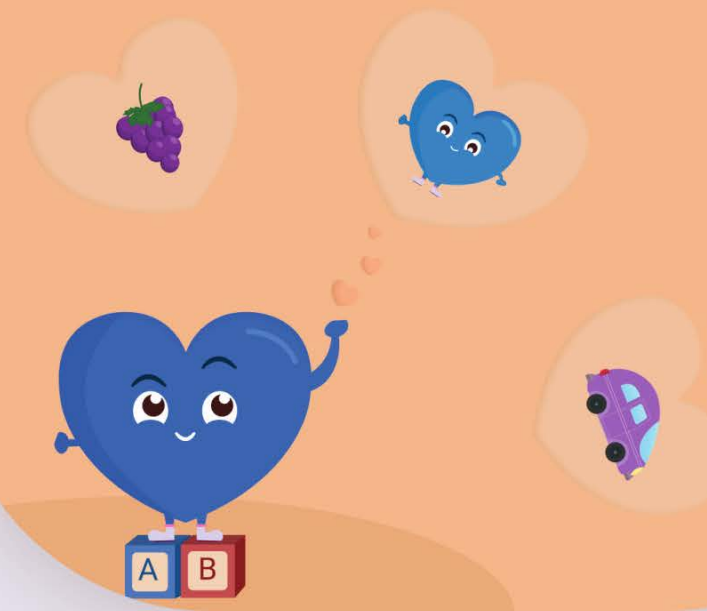
# FINAL CARD DESIGNS

## Love



I **love** grapes, my Mom,  
and my toy car for various  
reasons but they all bring  
me joy.

We love different things in  
different ways but everyone  
is able to love.





# FINAL CARD DESIGNS

## Overwhelmed



When I'm overwhelmed  
because I'm carrying too  
much, I begin to crack.

But even if I break, I know  
I'm strong enough to  
bounce back.





## FINAL CARD DESIGNS

# Proud



I'm proud of myself  
for getting a good job  
badge for being kind  
to others.

But most importantly,  
I'm proud of myself  
for being me.



**Thank you for viewing my  
process deck!**