

ILLUSTRATION BOOK DESIGN ABOUT STRESS RESPONSE MODEL AND HOW TO COPE WITH IT

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Abstract: Illustration book is one of many visual media that can help teenagers in the late adolescent stage to acquire information easier because it is equipped with illustrations and descriptions. The goal of using the Illustration book, of which is the final draft of this design, is to give information about stress model response in general and advice so that late adolescent teenagers are aware of their mental health. Also, reading can be one of the methods of coping with stress. The design methods used are procedural-descriptive in the form of steps required in producing a product. This design employs 5W+1H analysis to answer basic questions related to product design. The data collection is in the form of interviews with experts in the field of clinical psychology, observations, and questionnaires towards target audiences. The result of the design is a 75 pages illustration book-sized 14,8 x 21 cm. This book presents information about stress model responses such as its definition, types, factors, stages, and symptoms experienced in each phase, as well as handy tips in how to deal with and to minimize stress. The support media of this illustration book are a notebook, mug, stickers, and calendar, which can be used as the media in activities related to coping with stress. Design results will be publicized as Instagram feeds with engaging design and content to make it accessible to late adolescent teenagers.

Keywords: *Illustration Book, Stress Response Model, Stress Coping Methods*

INTRODUCTION

Mental health is the psychological ability and individual self-actualization to overcome the pressures of normal life and able to make meaningful contributions to families and communities [1]. However, the reason for maintaining mental health is still low in Indonesia, especially among late adolescents with the age category 17-25 years. This can be seen from the results of an earlier study on depression which showed 21.8% of the 31,442 participants experienced mild to moderate depression, with female participants aged 15-19 years and men aged 20-29 years [2].

The occurrence of various mental health problems can be started with stress that is not handled properly. There are three main theories about stress, stimulus model theory, response model and the transactional stress model [3], Stimulus model theory and transactional are more subjective because they refer to things that trigger stress and how individuals assess stress itself, while the stress response model theory divides individual body responses into three main phases, namely alarm stage, resistance and exhaustion.

The design of illustration books that provide information about stress is necessary, due to the limited visual literature in the form of illustration books with the theme of mental

health in Indonesia. The combination of illustration as visual communication and verbal explanation can be a power to explain something [4]. Understandings in the illustration book can be achieved through the visual storytelling in it. Visual storytelling is a combination of graphic, spatial and narrative components that provide information to one another, both through the depiction of forms, the environment to the layout or layout that integrates a story [5]. In addition, reading a book is an activity that can reduce stress by 68% because it can reduce heart rate frequency and relax tense muscles [6].

METHOD

The design method used is the procedural model by Bruce Archer which consists of three phases, they are analysis, creativity and implementation [7]. The analysis phase consists of programming and data collection which is the beginning of finding problem data and problem solving actions. Furthermore in creative phase, the data is sorted and grouped at the analysis and synthesis stage so that it can be more easily understood by the audience, then it enters to the development stage, which is the visualization process or making a design prototype. The last stage of this method is the executive stage which consists of the stage of communicating the design results to the target audience through Instagram social media.

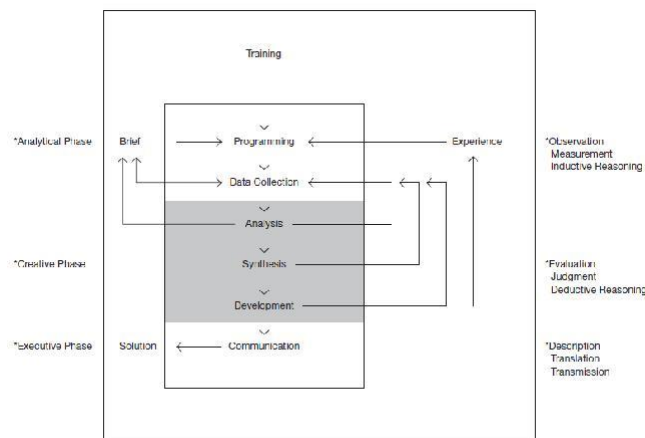


Figure 1. The procedural design model, adapted from Dubberly (2004)

The data collected in this design pay attention to three aspects, they are image, maker and audience aspects [8]. Image aspect data is obtained through the process of observing and recording various references that support the process of visualizing works such as journals and articles on stress and several illustrative works related to mental health that can be used as design reference materials. This design involves parties other than designers who can provide information and knowledge about stress, they are clinical psychologists who can provide important points from the aspect of the maker through the interview process. Audience aspect is data regarding the level of need and interest of the target audience towards the illustrated book designed by the design, which is also needed to strengthen the existing assumptions on the background of the problem through an open questionnaire distributed.

During the data collection process from these three aspects, the data analysis process was carried out through several stages, namely; data reduction, data display, and drawing conclusions which are the analysis of the Miles and Huberman model [9]. All the data that has

been obtained are then analyzed to answer the fundamental questions 5W + 1H that are developed from the problem to improve design success.

Table 1. Questions Analysis Based On 5W+1H

5W+1H	Question	Answer
What	What is the design product?	Illustration book about stress and how to cope with it.
Who	Who is the target audience for the products?	Men and women aged 17-25 years in the late adolescent category.
When	When is the design creating?	Now
Where	Where is the design creating?	Indonesia
Why	Why is the design creating?	Because there are not many illustrative books about stress.
How	How can the problem be solved with the illustration book?	The lack of visual literature about stress can be solved with illustrated books that adapt to the tastes of the target audience.

FINDINGS AND DISCUSSION

The main media in this design is illustration book entitled To Make You Feel Better consisting of 75 main pages which are divided into four chapters containing information about stress which refers to the theory of stress response models and tips on how to handle it. In the first chapter, readers are invited to get to know stress related to their lives so that they can better understand the meaning of stress and the types or factors. The phases that the body experiences in response to stress are described in the second chapter. In the third chapter, examples of stress coping activities are given that readers can use as references. In the last chapter, some activities that can minimize the impact of daily stress are described.

The process of designing this illustration book begins with making a layout for each page as a reference for placing illustrations and text. The layout is then integrated with the sketch which is then colored.

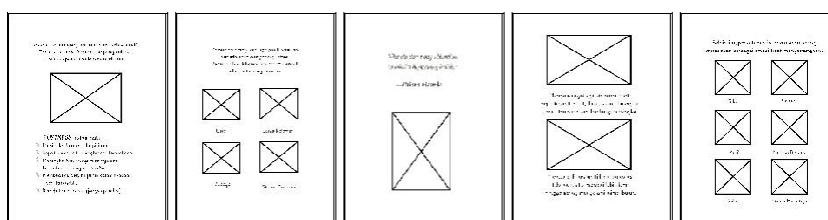


Figure 2. Some layouts of illustration book



Figure 3. Some of the sketches and coloring of the illustration book

The combination of colors chosen for the cover can be divided into two, that are the combination of dark colors which represent negative situations such as stress, depression and so on, and the combination of bright colors that describe positive feelings after the audience reads this book [10]. The choice of the background color for the content page is the color between red and yellow on the color wheel, because these two colors are good for overcoming some negative feelings so that it is hoped that the reader will feel relaxed while reading [11].



Figure 4. Color palette of illustration book

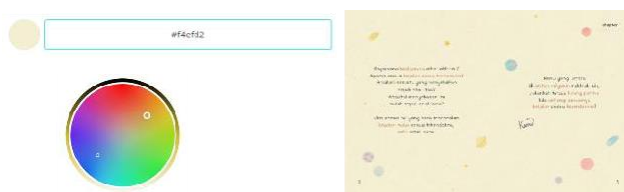


Figure 5. Color palette of illustration book's main pages

The typography used in this illustration book can be divided into two, vernacular typography and several handwriting style typeface. Sometimes vernacular typography is a designer's form of expression to convey information efficiently and effectively so that it seems to obscure design principles [12]. In this illustration book, vernacular typography is a designer's handwriting with the aim of giving the impression of a journal book supported by handwritten fonts, such as Netsrak, Handlee, Memo to Mayself and Gretton which can give the impression of a book that is non formal or give casual impression.



Figure 6. Typography of illustration book

The illustration book To Make You Feel Better has several supporting media that can be used to help with stress coping activities as mentioned in the book. The supporting media include note books, mugs, calendars and stickers. This illustration book and the supporting medias are published through an Instagram account so that it is can be easily accessible by late adolescents. The choice of the dominant color orange is considered appropriate because besides being able to highlight the writings and illustrations, this color can also stimulate the happiness of the body and mind to increase the audience's interest in knowing the contents of the illustration book.



Figure 7. Supporting media of illustration book



Figure 8. Design of Instagram feeds

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