

THE DESIGN OF AN INTERACTIVE EDUCATIONAL ILLUSTRATED BOOK ON SELF-CRITICISM  
AS AN EFFORT TO NURTURE SELF-LOVE AMONG INDIVIDUALS AGED 18-24



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Background

Self-criticism, the tendency to judge oneself harshly is a common struggle among young adults aged 18-24. This often stems from perfectionism, social pressure, and unrealistic personal standards. It is left unchecked, self-criticism can negatively affect mental health, leading to anxiety, depression, and even self-harm. Ironically, at this vulnerable stage, the ability to practice self-love, accepting and valuing oneself tends to be low.

To respond to this issue, an illustrated book as an emotional and reflective medium to raise awareness about the dangers of excessive self-criticism while promoting self-acceptance is needed to creat.



Goals

To raise awareness about selfcriticism and to promote self-love among young readers by presenting a reflective, emotionally driven story that encourages acceptance, healing, and a more compassionate relationship with oneself.

Design Method : Design Thinking



Empathize	Define	Ideate	Prototype	Test
The targets is young adults who is experiencing self-criticism and emotional pressure.	They need a supportive, non judgmental medium to help process inner struggles.	An interactive illustrated book with AR is proposed to convey a story of self-acceptance.	A printed book with gloomy-to-warm visuals and AR elements to enhance reader experience	User feedback is gathered to assess emotional impact and AR effectiveness.

Design Project

The design concept is developed based on the keyword 'optimism. Symbolizing the transition from inner conflict to self acceptance and hopefulness. This theme is conveyed through the storyline, character arcs, and visual approach beginning with somber tones that slowly evolve into warmer, softer colors. Combined with AR interaction, the book encourages emotional recovery and reminds young readers of their capacity to heal and accept themselves.

