The 2017 Chinese Youth Sleeping Health Report clearly stated that 25.1 percent of people often don't want to end the day.
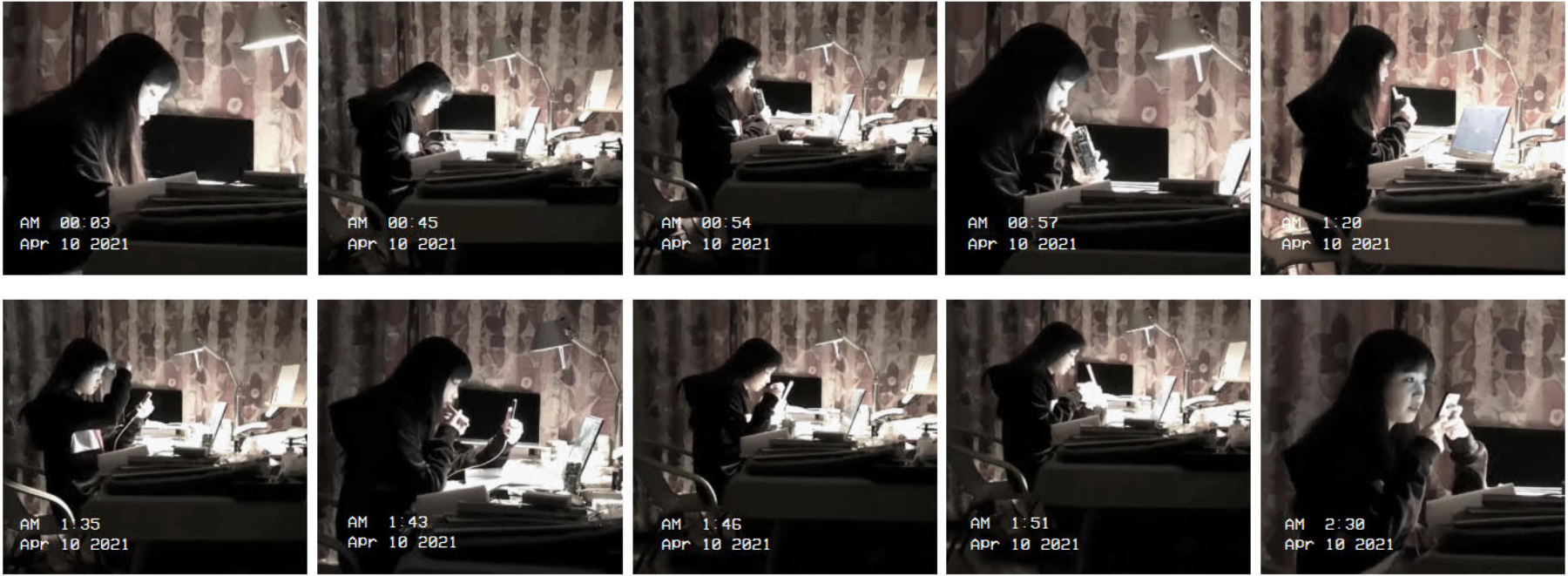
Research

Reasons for staying up late

1. Work

2. Study

3. Entertainment and relaxation (watching videos, playing games, checking Weibo- a Chinese social media)

4. Habit

5. Excessive stress

According to clinical investigation, more than 70-80% of insomnia cases are caused by psychological factors while only a small part of insomnia cases are related to biological factors.

From a psychological perspective:

1.Procrastination

2.Poor time management- prefer to "burn the midnight oil"

3.Psychological compensation mechanism- precious personal time; revenge bedtime procrastination; self-defense mechanisms

4."Staying up late can prolong your life"

5.Staying up late has become a habit

6.Physiological causes- delayed sleep phase syndrome(DSPS); poor sleep quality

7.Lack of self-control (mobile phone, TV series, games)

8.Emotional distress

Recording

I recorded what I did at night with a camera, selected keyframes from the video for screenshots, and photographed a continuous behavior process. From midnight to two o'clock in the morning, I did homework, drank milk, played phone and games, put on makeup, and did some chatting. I found that electronics took up my most time (two-thirds of the "staying up" time). Playing mobile phones is becoming a necessary bedtime ritual of modern people.

Word analysis of "熬夜（stay up late）"

"熬(boil)", is a pictographic character. Its symbol is "火(fire)". In ancient times, "熬" meant that people waited by the pot for the boiler to heat and cook the dishes. Its extended meaning is "suffering". "夜(night)", is a pictographic character. Its symbol is "月(moon)". In ancient times, "月" was also known as "夕". They both represent the moon and herald the coming of night. "亦" is like a person.Therefore, "熬" means that in the company of the moon, people also don't want to sleep. The word "熬夜（stay up late）" means people who are unwilling or unable to fall asleep finally sleep with the moon.

The picture on the right shows the evolution of the characters "熬夜" from oracle bone scripts, scriptures to modern Chinese characters.
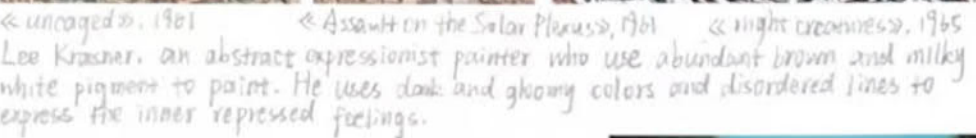

Visual experiment

I made overlays about the changing process of "熬夜", and used ink calligraphy to express its artistic conception and mood: flowing, alternating, and rich personal thoughts (a state of being both virtual and real).
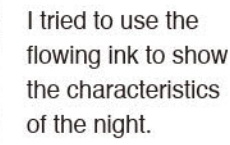
Techniques of visual expression

The artists mainly adopted four techniques: performance art, photography, painting, and installation. Repetitive elements were used for overlays, such as continuous rectangles and interwoven lines, giving people a sense of confusion and loss. They used light and shadow to "put" people in insomnia scenes. They also used ice cubes that were melting and rising into vapor to simulate human's awakening consciousness. In addition, They also depicted the irritable and sensitive emotions of people who were staying up late.

Emotion transmission

Loneliness, depression, sadness, helplessness, and other complex emotions are shown.Thought-provoking.

I tried to use the flowing ink to show the characteristics of the night.

sketch book

Explore the Tone of Voice

| Night mares

>Do you have

Miss f   re
        i   in _? st
           n   ter
        d.....
           once enjoyed?

>Do you miss someone?

>Do you find that things you once enjoyed

>No longer interest you?

>Are you lonely?_

>Do you have trouble sleeping?

lonely...

>Are you

>Do you have nightmares?

have trouble SLEEPING?_??

>Are you heartbroken?_

\\\h rt k
    ea bro en..........

>Do you miss someone?
>Do you miss someone?
>Do you find that things you once enjoyed
>No longer interest that things you once enjoyed

Artists Research

Lee Krasner, an abstract expressionist painter who use abundant brown and milky white pigment to paint. He uses dark and glowing colors and disordered lines to express the inner repressed feelings.

« insomnia drawings » Louise Bourgeois. She expresses emotions through works and also to fight insomnia.

« the spirit of house — insomnia », Marina Abramovic. She dances alone. In Arab tango music. An artist's exploration of the spiritual world.
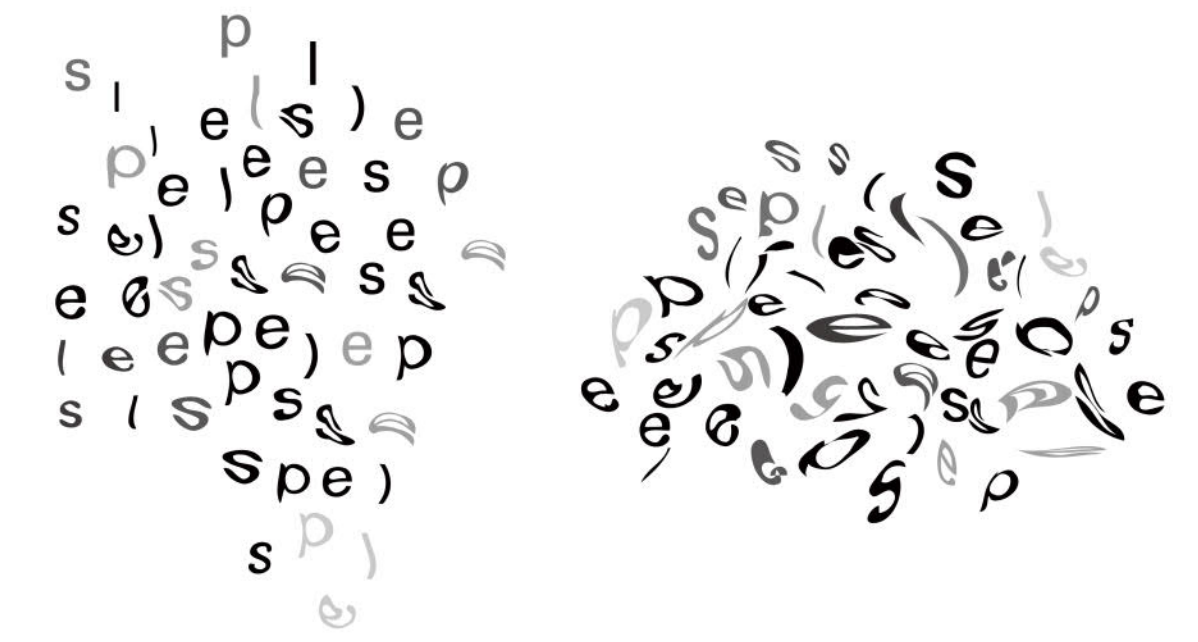
« sleepless night », Yoshitomo Nara. The little girl's eyes revealed doubt and uneasiness. You're not an adult in the sleepless night.

Endless continuous pictures. The feeling of hypnosis.

Earphone. Listen to music is one thing I always do before I fall asleep. a way to express my emotions and find some inspiration for my novel and art works.

Black gauze pledget. I photographed through gauze pledget to find a different world which is dreamy and fuzzy. The cloth is like people's sleeping posture when they have insomnia.

Part of my hair becomes a chain around me. The chain means imprisonment. uncontrollable thought during insomnia. It is also a channel connecting dreams and weakfulness.

Lights and shadows. Change the thoughts and feeling and experience into a new visual.

Visual Experiment

sleep
sleepl
sleeple
sleeples
sleepless

Zine making process

"Sleep" was endowed with a dynamic sense through vague multi-images to show the unstable and uncontrollable sleep.

These words were "flying" and "jumping" in and out of people's minds.

"Then you start thinking about something, or thought about something." These lines come from lyrics and describe the state of insomnia. I used sulfate paper for reverse overlays to simulate the changeable moon in the night and express the sense of circulation.

People who can't fall asleep try to pack their haunting thoughts into space and seal them away. I made a fence with dissected vertical bars and connected them with "forks" as if I was trying to bring these haunting images into the cage.

I found that what people who suffer from insomnia recall most is memories full of emotion (regretful, painful, or sweet memories). Silk thread carries the meaning of winding and sewing. In this work, threads represent people's tangled and intricate states of mind.

Masks represent the consciousness channel between waking and dreaming.

This is the final part. Huge black whirlpools covered the repeated patterns, indicating that people have fallen asleep. All the excitement, excitement, and anxiety dissolved into chaos and disappeared into the quiet night.
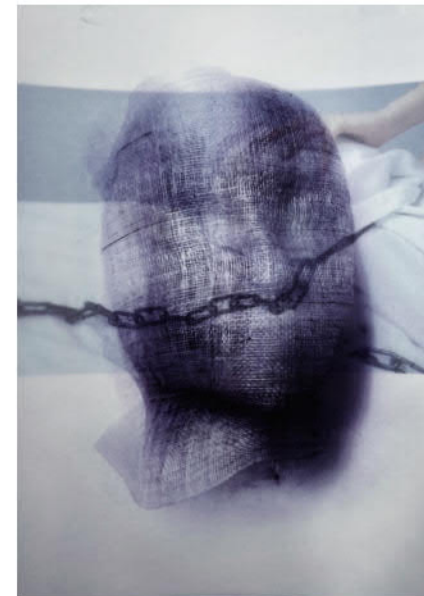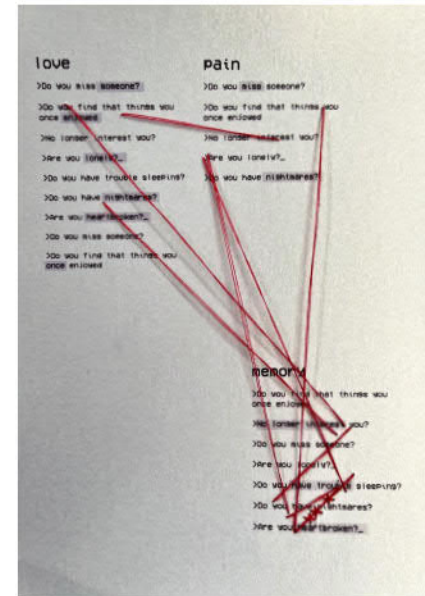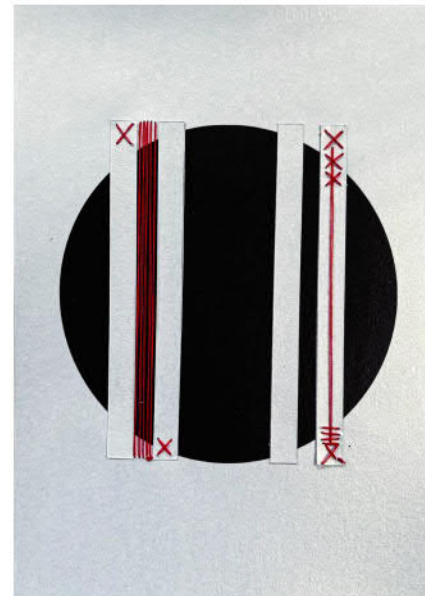
Sleepless Zine

The inspiration for this project comes from my
visual experiment exploration on my sense
consciousness in insomnia. "Sleepless Zine" used
pillows as the cover and packaging. Pillow is a tool
for sleeping, a stuffing that people prepare for
comfortable sleep. Here I replace this stuffing with
a metaphysical inner spiritual world.

Background

"It only takes 20 minutes for a person to be "infected" by other's low mood." Emotions are contagious. In everyday life, facial expressions and body language are often used as visual signals to identify people's feelings. However, from the perspective of visual art, this project attempts to explore more media for emotion transmission and the factors that can affect the emotion transmission process.

Research

Factors that can affect emotions based on a preliminary investigation, I summarized and sorted out the factors affecting emotions and the interaction between emotions and personal productivity.
Generally speaking, emotions are mainly influenced by people's inner psychology and external environment, including weather, environment, personal motivation, purpose, mood, and so on. Moreover, individual behaviors affected by emotions have a double nature -- positive emotions improve personal productivity and keep people sound in body and mind, while negative emotions crush personal productivity and damage people's physical and mental health.

According to relevant research, there are more than 20 definitions of emotion. Although there are certain differences, they all agree that emotions are made up of four components:

1. Emotions are body changes. These changes are expressions of emotions.

2. Emotions are conscious experience.

3. Emotions are the preparation for action and may be related to actual behavior.

4. Emotions involve personal perception and the evaluation of external events.

Factors affecting emotions

- Temperament type
  - Character
  - Temper
- Environmental Science
  - Color Stimulation
  - Weather Change
- Cognitive
- Habits and customs
- Phtsiology
- Mood
- Purpose
- Body Clock
- Hormones
- Lacke of sleep
- Addicted To Alcohol
- Neurottansmitters

The influence of emontion

Behavioral motivation

Emotion is a double-edged sword over reason and normality.

Positive emotions can improve the function of the human body and promote people's activities.

Negative emotions can make people feel uncomfortable and inhibit their ability to move.

Jaak Panksepp: Pioneer of Affective Neuroscience

His basic emotional model
Based on research in cognitive and affective neuroscience, Panksepp suggests that humans, mammals, and birds all have seven basic emotions. According to systematic naming, Panksepp named these basic emotions as SEEKING, RAGE, FEAR, LUST, CARE, PANIC | GRIEF, and PLAY. This model emphasizes the cross-species consistency of basic emotions and the role of the lower cortex in emotions, which is of great significance for exploring the nature of emotions.

Chameleon: Reflect light and color by aggregating or separating cells into different rays.

Quispualis indica (the fruit of Rangoon creeper): White flowers bloom at night to attract moths and promote reproduction. The next day it will turn bright red.

Honeysuckle: Red and white flowers help insects tell which flowers have pollen, thus improving pollination.

Cuttlefish: Show rich colors to express emotions and protect themselves.

Arctic fox: Camouflage and protect themselves through color changes in different seasons.

Convey emotions through intertaction

Light Your Mood- an interactive installation designed by new media art group Seeklab.

As the main art installation, Light Your Mood consists of 100 mood balloons and emits different colors of light. Through the facial recognition system, the emotions of the participants will be reflected on the light ball, shown with different colors, and given different scores. Whether they are warm colors of joy or cool colors of sadness, participants will feel their true emotions of the moment.

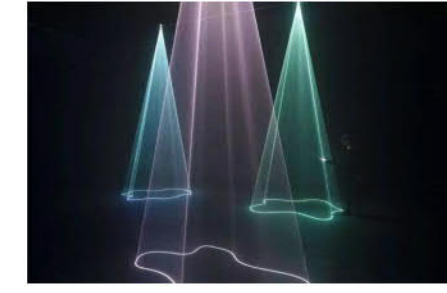Convey emotions through spatial arrangement

Current Activities Analysis

Successful visualization methods of emotional transmission can be summarized as interactive devices, AI recognition devices, display materials, and immersive experiences created by spaces and sounds. They use light, color, and spatial arrangements to show or trigger emotions, and theoretical studies of basic emotions are also employed. In 1972, Ek-man proposed seven basic human emotions: sadness, anger, surprise, fear, disgust, contempt, and pleasure.

Convey emotions through interactive devices that combine sound and light
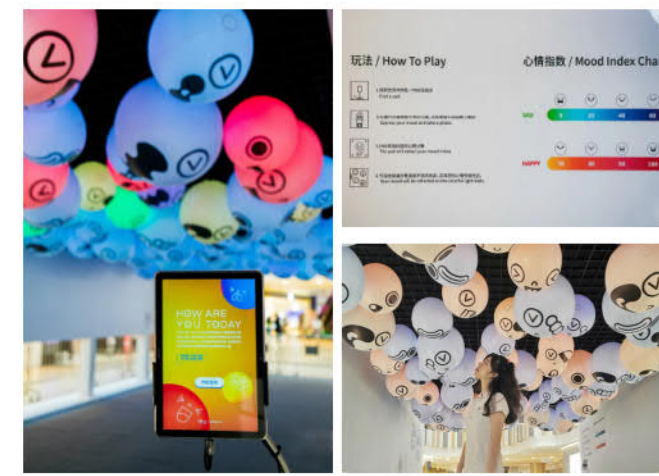
"How to present abstract human emotions in the form of visible light?"
AURA designed by Nick Verstand (a Dutch contemporary artist who explores human behavior and perception through spatial audiovisual works) is an audio-visual installation that can transform emotions into a perceptive physical form.
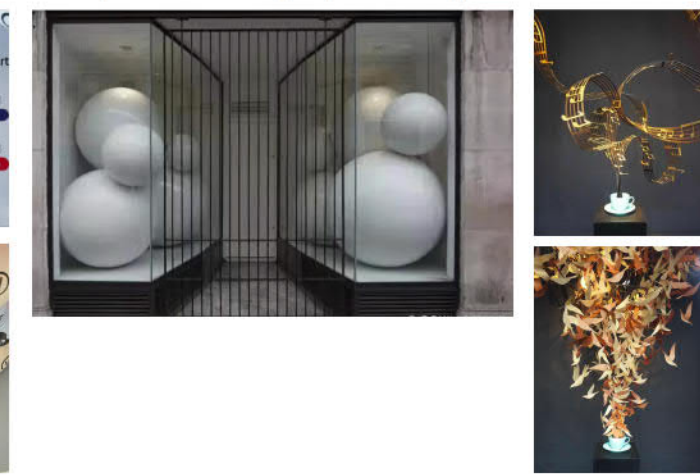
Convey emotions through light installations.

The work 1.8 was designed by Janet Echelman, a famous American artist.

The name "1.8" was inspired by the earthquake and tsunami disasters sweeping Japan in 2011. They shortened the earth's day by 1.8 microseconds. The design was inspired by the high-accuracy data acquisition of tsunami waves rippling across the Pacific Ocean. The work offers us an opportunity to gaze skyward and think about the physical manifestation of interconnected things.

Evaluation

This design shows interactions between emotions and physical bodies, as well as personal cognitive and conscious experience. In the expression and transmission of emotion, action, scene, and cognition are all indispensable.
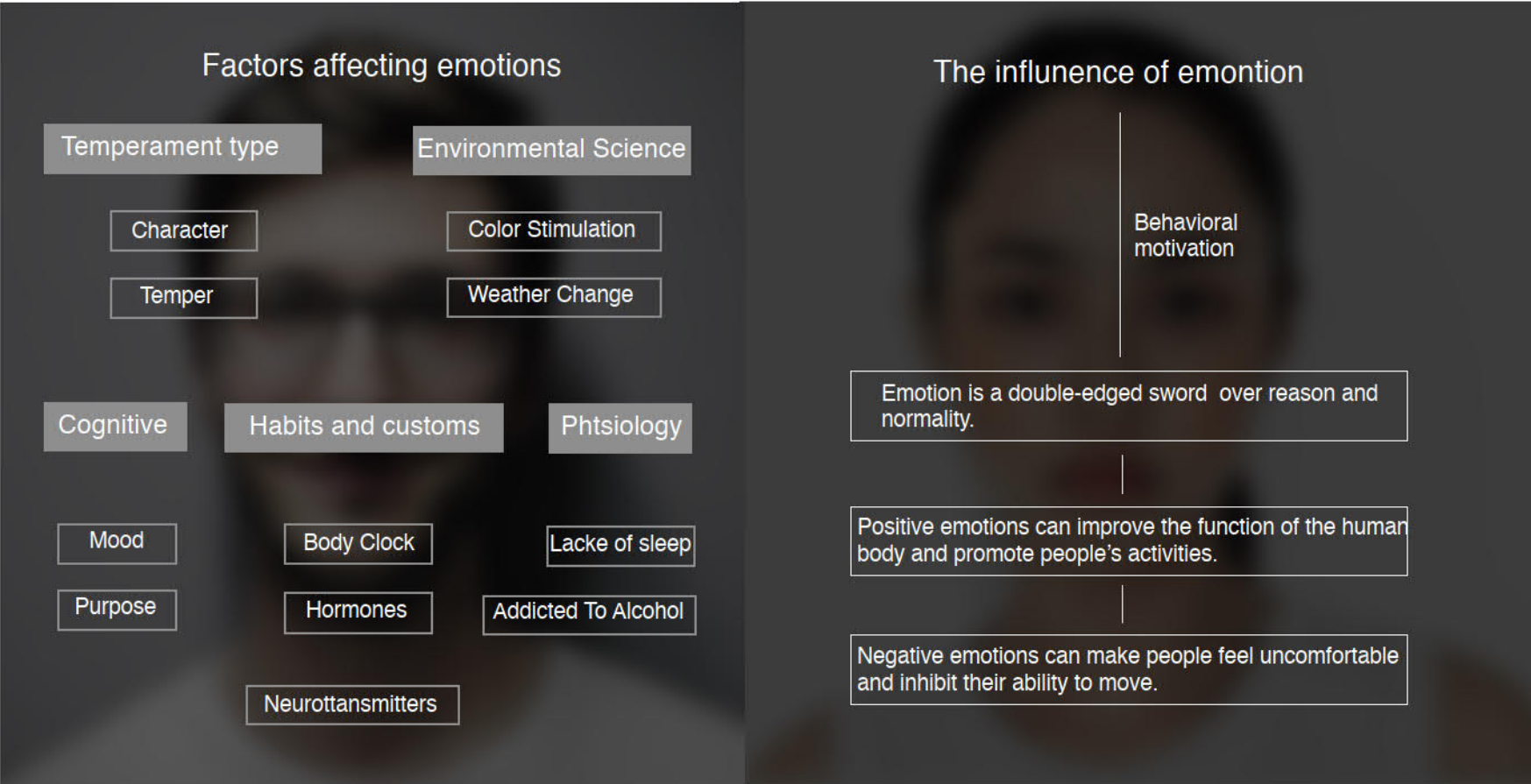
Visual Expiriment

Convey emotions through actions, personal recognition, and scenes/atmosphere;

I chose water as the medium of visual experiment and conducted related tests. Fluid and changeable, water has many forms and reflects different colors under different lights. Sometimes the water is calm; sometimes the water is rippling; sometimes the water is billowy.

The following figure shows the experimental results I summarized. The experimental process is to use different props to create different ripple effects, and then add different colors of light refraction to enhance the sense of texture and the visual impact, to bring complex and abstract emotional feelings.
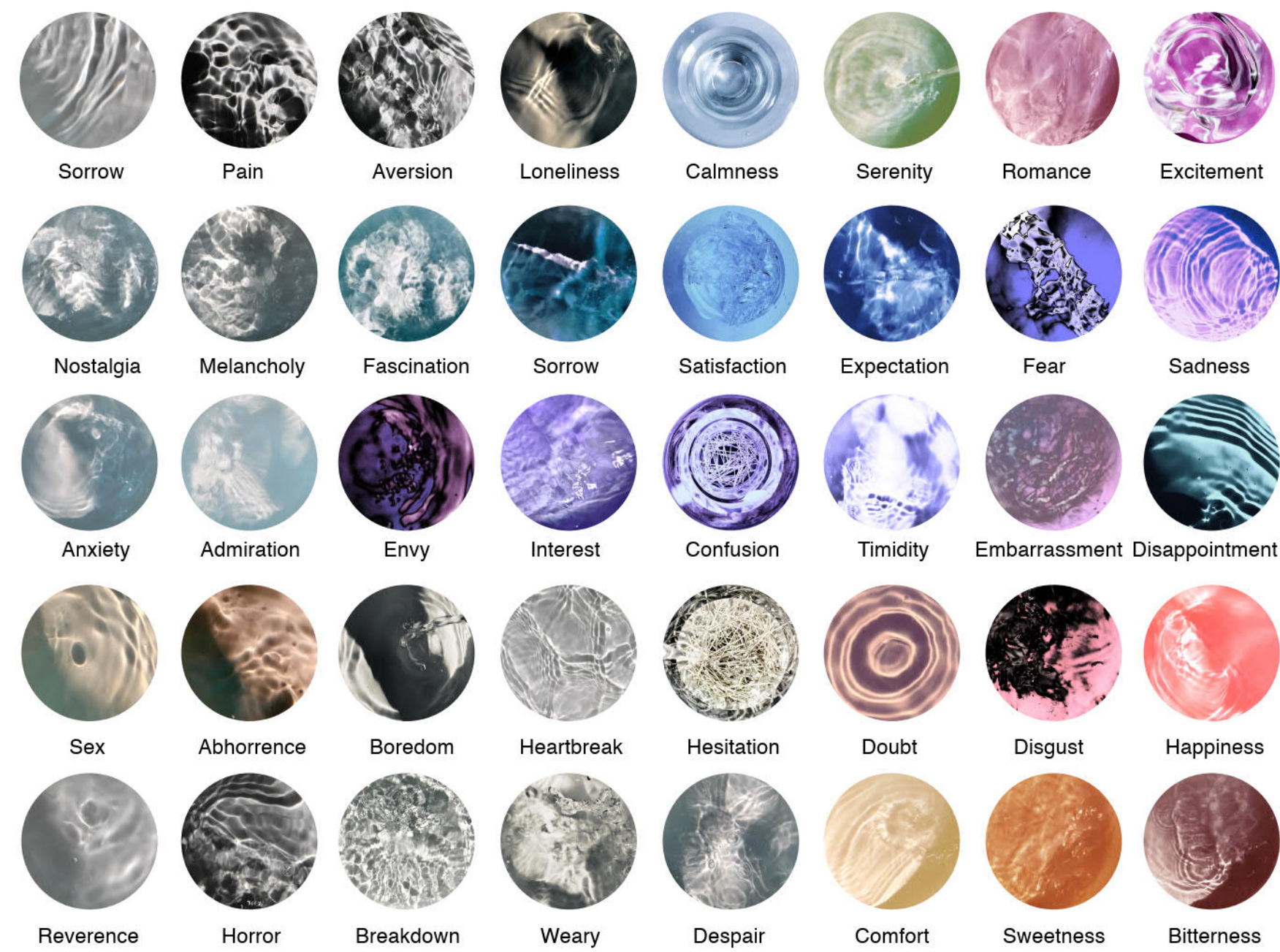
Lzard (1977) divided complex emotions into three categories: the first category is the mixture of 2-3 basic emotions beyond basic emotions; the second is the mixture of basic emotion and the internal drive of the body; the third is a mix of feelings-cognitive structures (traits) and basic emotions.

According to this classification, there are hundreds of complex emotions. For example, depression contains pain and, under different circumstances, induces anger, sadness, sorrow, self-guilt, shame, and other emotions (Lzard, 1977, 1991).
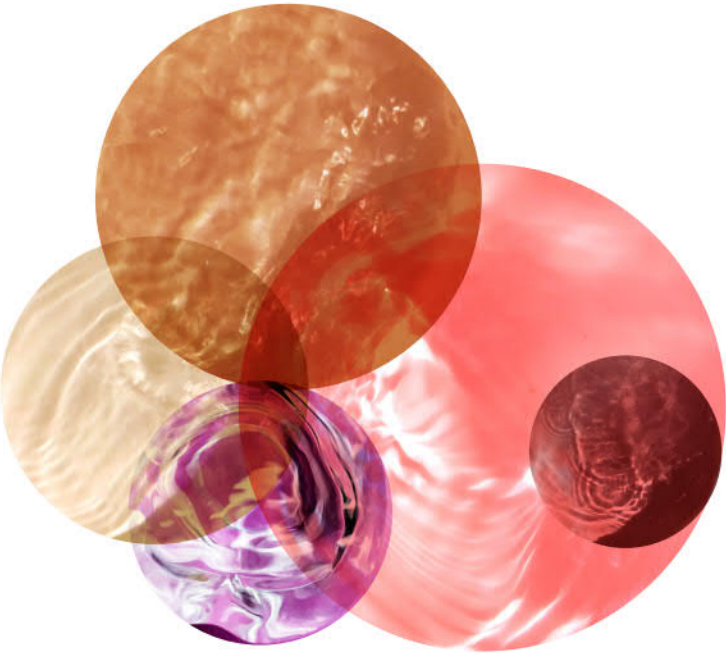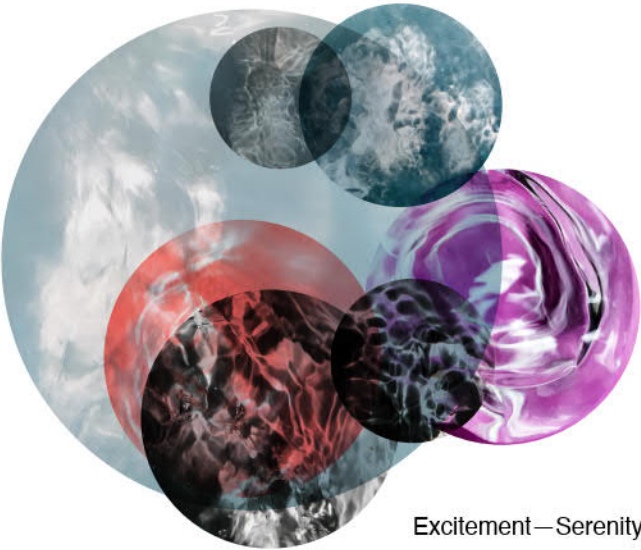
Table 2 Composite Emotion Table

Basic emotional integration	Emotion-Internal drive combination	Emotion-Composite Cognitive Structure
Interest-Pleasure	Interest-Sex drive	Inferiority-Pain
Pain-Anger	Pain-Fear	Inferiority-Pain
Fear-Shyness	Fatigue-Boredom	Quiet-Shyness
Contempt-Disgust-Anger	Sex drive-Interest-Pleasure	Paranoia-Fear-Quilt
Fear-Guilt-Pain-Anger	Pain-Fear-Anger	Vitality-Interest-Anger

I feel

In the following experiment, I referred to Lzard's composite emotion table and combined different emotion circles into a visual symbol language.

Sorrow · Pain · Aversion · Loneliness · Calmness · Serenity · Romance · Excitement

Nostalgia · Melancholy · Fascination · Sorrow · Satisfaction · Expectation · Fear · Sadness

Anxiety · Admiration · Envy · Interest · Confusion · Timidity · Embarrassment · Disappointment

Sex · Abhorrence · Boredom · Heartbreak · Hesitation · Doubt · Disgust · Happiness

Reverence · Horror · Breakdown · Weary · Despair · Comfort · Sweetness · Bitterness

Romance—Pleasure

Excitement—Serenity

Defiance—Aversion—Rage

Fear—Guilt—Pain—Rage
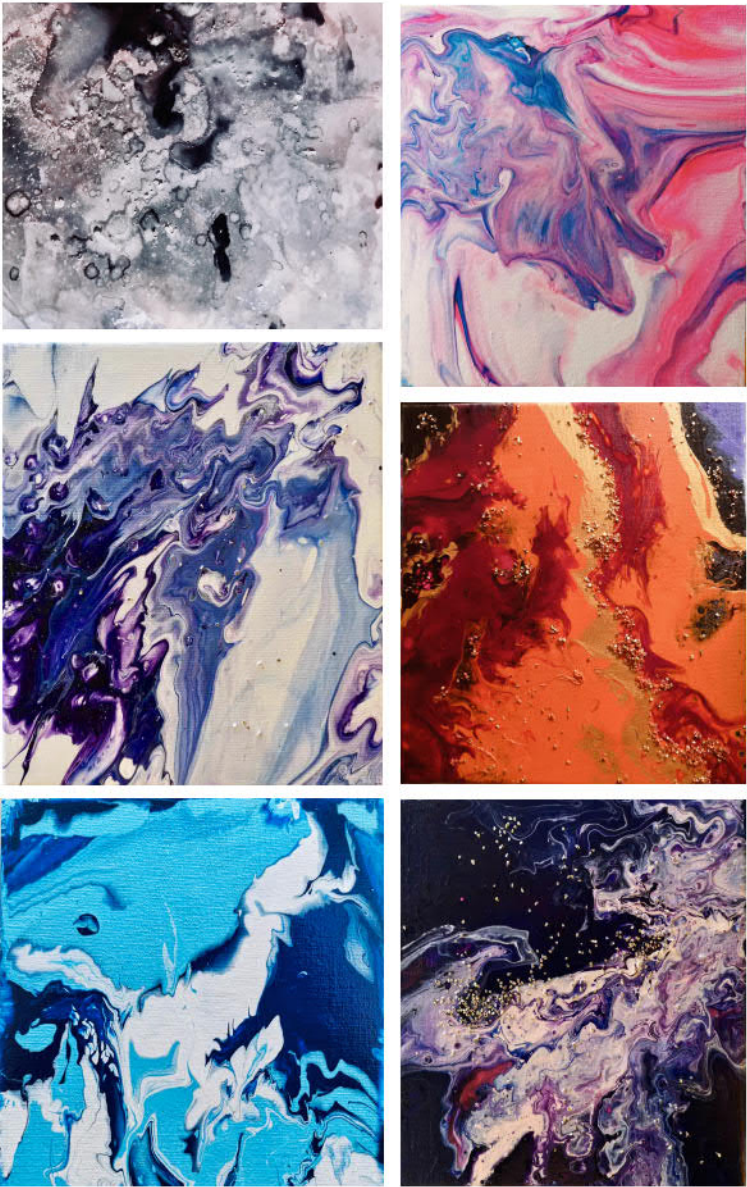
Fear—Gully—Sorrow—Disappointment

Horror—Fear—Shyness

Further Development

I printed ten different emotional circles onto PVC paper and photographed them from different angles. I made combinations and overlays, to build a complex "emotional forest" and simulate abstract physiological ideology.

I found that if one emotion is placed on the top layer and other emotions are viewed through it, the final picture will show strong subjective emotion. It proves the important influence of cognition on emotions.

Experiment process: I tried four different painting materials, namely, watercolor paper, smooth paper-board, paper towels, and sulfuric acid paper. Ink shows different visual effects on different painting materials. Firstly, I chose a suitable color, added diluent, kept stirring, and then painted on the paper with ink; I tilted the paper to render pigments flow freely; I sprinkled in gold and silver powder for embellishment, and then blow-dried it with a hairdryer to make the ink blend perfectly. Ink not only has flowing and changing forms but also presents different colors in different lights. In this process, I visualized my inner emotions through my behaviors and actions.

textures

I extracted the visual outline from the previous painting, visualized the pattern of personal emotions, and combined the visual outline and color to get a new emotional vision.

Personal Emotion Collection Experiment

EMOTION COLLECTION
LIMITED EDTION

YEAR/2020   Apr-28
10:00 PM

I feel

EMOTION COLLECTION
LIMITED EDTION

YEAR/2020   Apr-28
16:15 PM

I feel

EMOTION COLLECTION
LIMITED EDTION

YEAR/2020   Apr-28
10:00 PM

I feel

EMOTION COLLECTION
LIMITED EDTION

YEAR/2020   Apr-28
9:30 AM

I feel

Inspiration

In Chinese culture, judging people solely by their appearance is a very common phenomenon. The judgment here includes judging people's quality and ability. It is a method of blindly following feudal superstition—predicting a person's future development by his facial features or physiognomy. Moles and wrinkles in the face are given special meanings of "good" or "bad" to determine one's fate. Some people even try to strive for a successful and happy life through "adding an auspicious mole" or "removing an evil mole" in their face. Based on this topic, my project is devoted to studying physiognomy and investigating the origin and basis of these statements.

Research

Chinese physiognomy is often regarded as metaphysics with no scientific basis. However, according to real life, physiognomy is often consistent with the facts in life.

It is often said that "the face is the index of the heart". Leaving the first impression based on facial features takes just 0.1 seconds (Jane Wells and Alexander Tudunov, Princeton University). Therefore, facial features can reflect a person's basic character, and personality can determine fate, so there is a saying that "facial features determine your fate". In today's society, many people do fortune-telling based on facial features to soothe their confused hearts. Is physiognomy metaphysics, superstition, or scientific algorithm? In this project, I will mainly discuss this issue from the perspective of traditional Chinese medicine, geomantic omen, and psychology.

Zhang Limian, a student from Xi 'an Academy of Fine Arts, won the 2018 International University Students Graphic Design Competition for his work "The Illustration of Faces". This work analyzes facial features by classifying and summarizing the five sense organs.

Take physiognomy as the point of penetration

Physiognomy is a comprehensive subject integrating statistics, genetics, traditional Chinese medicine, philosophy, psychology, and so on.

I will combine planar and three-dimensional expressions to analyze physiognomy from the three aspects—medicine, psychology, and geology.

Plane level

Three-dimensional level

1 Medicine

2 Psychology

3 Geologyn
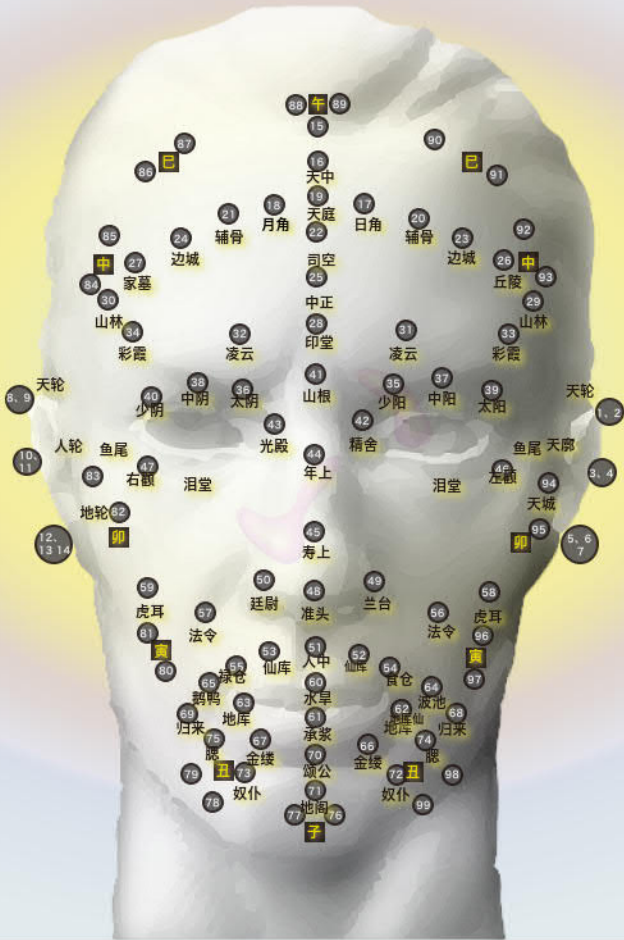
Information visualization: this picture is called "Fortune&Luck Map". I arranged different acupoints in the 3D face model and divided the human face areas into 100 parts (male for left—Yang, female for right—Yin; each part represents a year; one hundred years is a samsara.
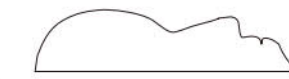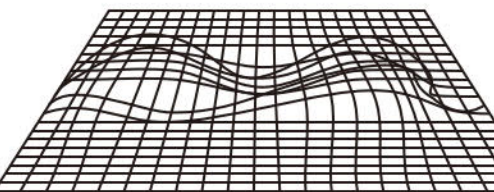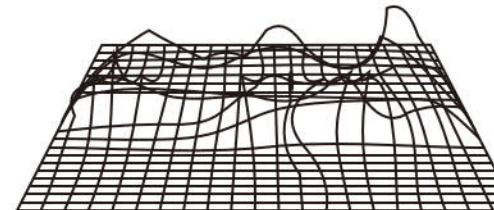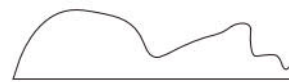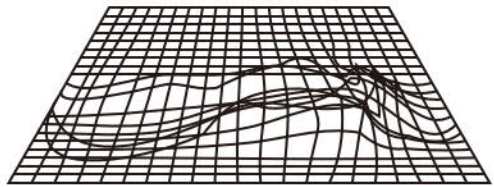
Information visualization:With software character customization and grid distortion, I presented three facial features of low, high, and uplifted bridges of the nose. I will take the bridge of the nose as the mountains of the earth and show their movements.

Medicine

Medicine&position

The relationship between the position of moles and the five viscera.

(The following are physiognomic terms)
The position of the Life Zodiac or "命宫":it is between the eyebrows, above the root of the nose (just the reflection area of the lungs, brain, and heart), so it should not be uneven or scarry.

Children Zodiac or "儿女宫": refer to the tear hall; the lower eyelid should be thick; closely related to the cerebellum.

Harem Zodiac or "妻妾宫": the outer corner of eyes, also known as "fishtail"; many scars, lovers and suffering marriages; reflect the health condition of the kidneys.

Health Zodiac or "疾厄宫": at the root of the nose.

Sibling Zodiac or "兄弟宫": refer to eyebrows; eyebrows are associated with hormone secretion, health, metabolism, brain thinking, and luck; symbolize emotion; the upper part of the eyebrow symbolizes the profit and loss in the process of making friends; scars are not expected.

Wealth Zodiac or "财帛宫": a red nose is a warning of impending disaster; correspond to the human spleen and stomach, intestines, liver, and gall; if the eyes are full of red blood, you are easy to encounter cerebral hemorrhage.
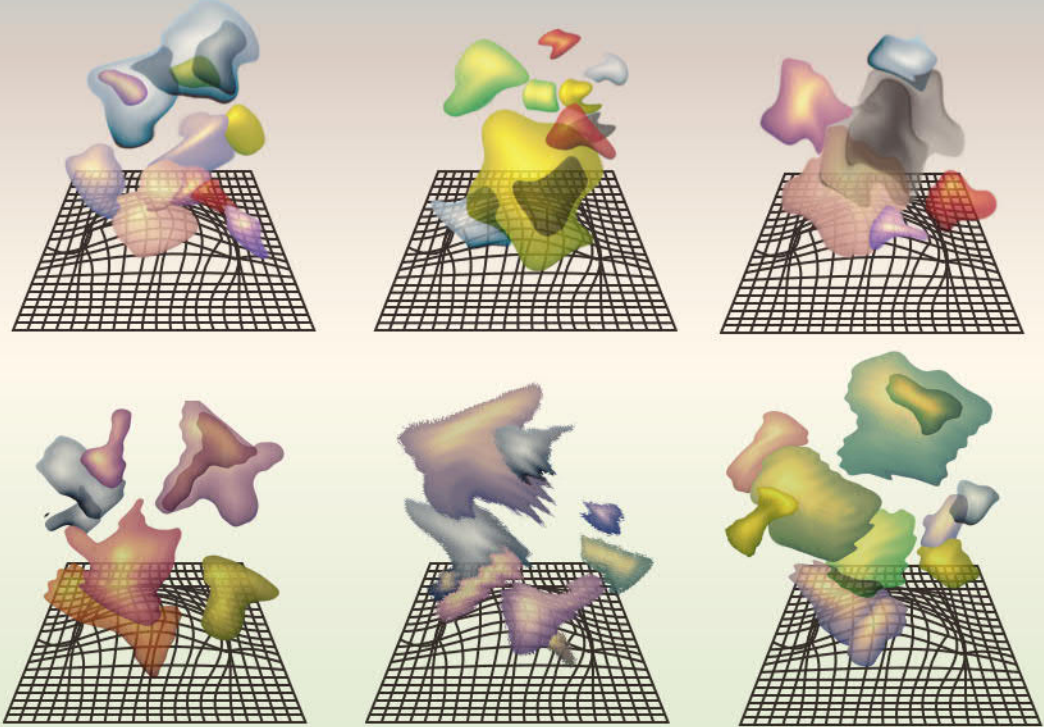
Elements Experiment
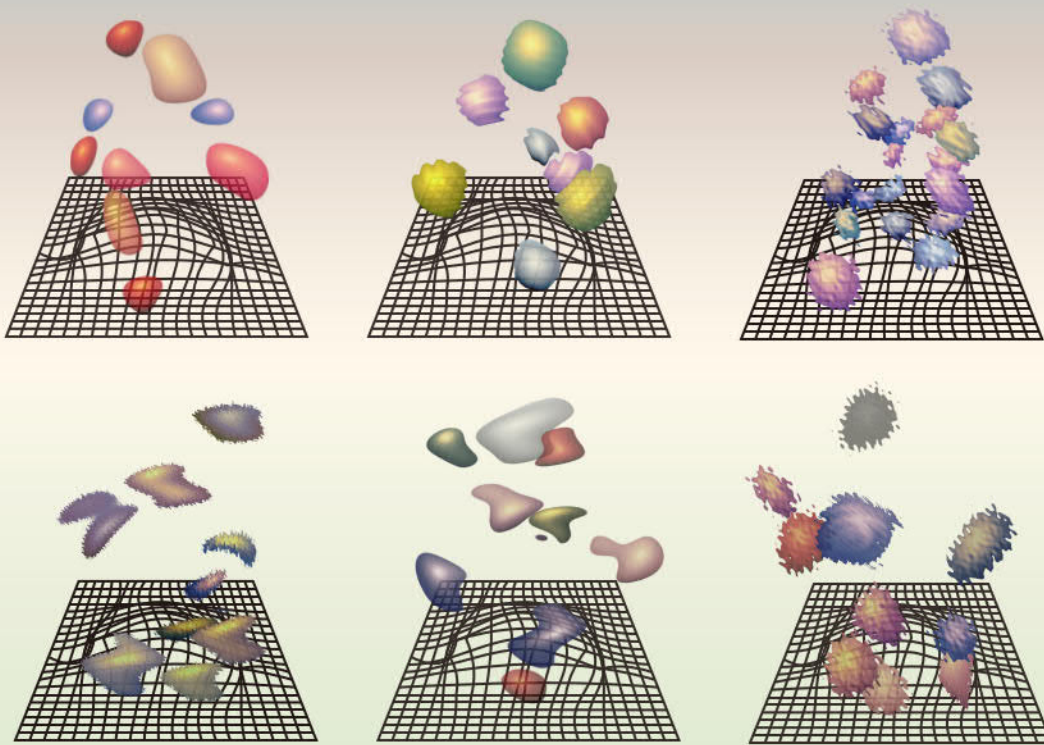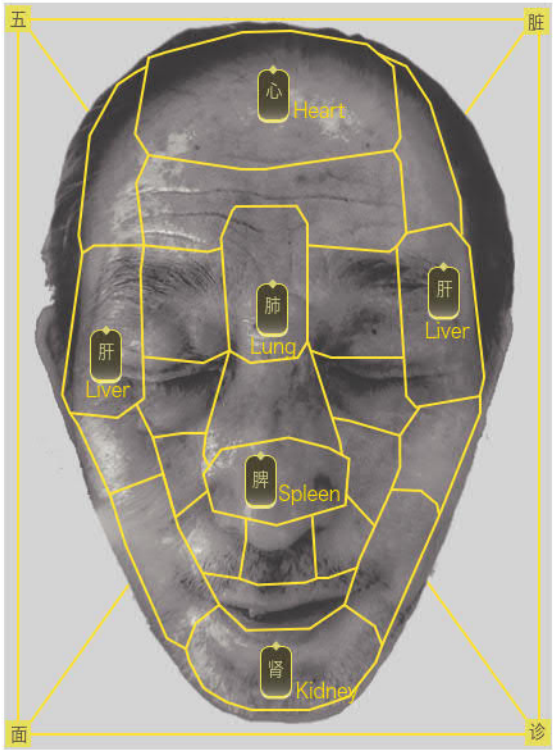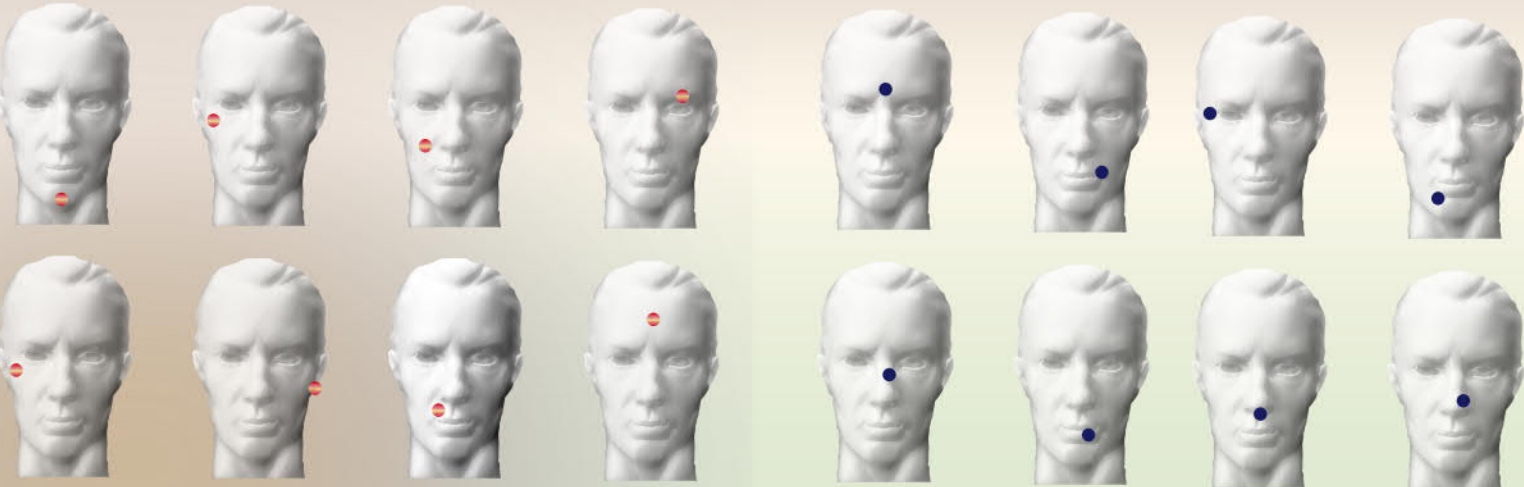

Medicine&color

The relationship between the position of moles and western medicine.
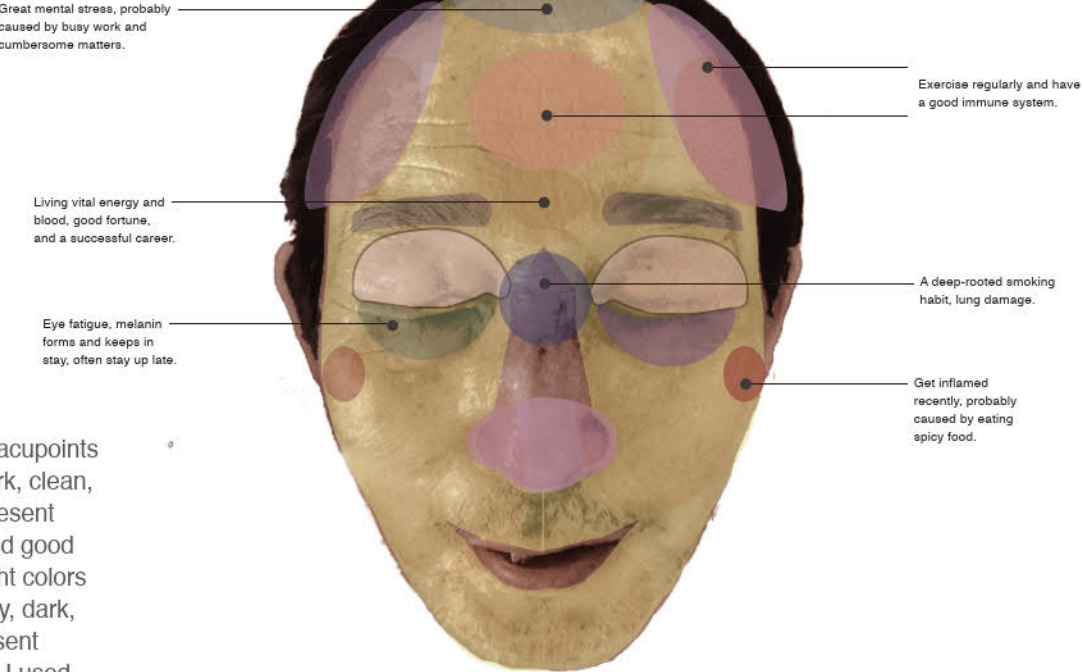
Elements Experiment

Moles

Good luck
Bad luck

I arranged the moles or acupoints by dots deformation. Dark, clean, and rounded moles represent good luck, prosperity, and good luck, so I used pure bright colors or regular shapes. Messy, dark, and bumpy moles represent disease and disaster, so I used dark, dim colors or spheres of various shapes.

Great mental stress, probably caused by busy work and cumbersome matters.

Exercise regularly and have a good immune system.

Living vital energy and blood, good fortune, and a successful career.

A deep-rooted smoking habit, lung damage.

Eye fatigue, melanin forms and keeps in stay, often stay up late.

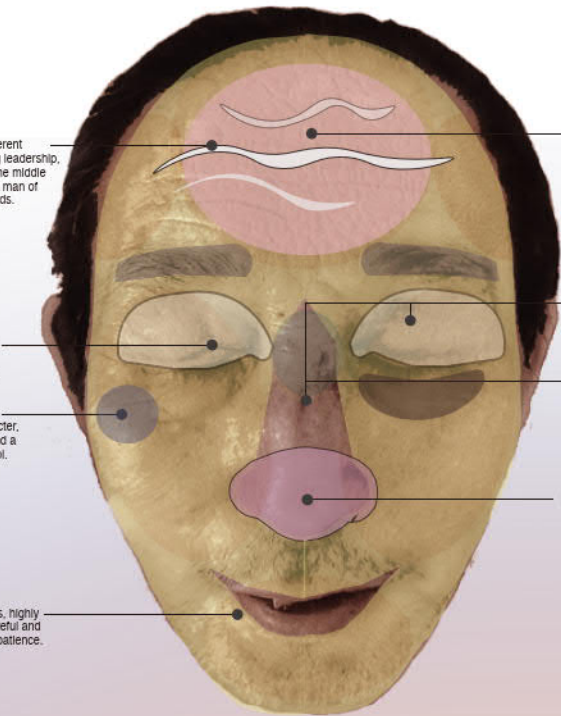Get inflamed recently, probably caused by eating spicy food.

"There are many muscles in the face that work together to express facial expressions and inner mental activities. Because some muscles are frequently used, they leave traces on the face. These traces can reveal the habits and the personality of the person." -by Reading Faces

I tried to represent the distribution of facial features with overlapping blocky irregular shapes. I used bright colors to paint facial areas that symbolize health and luck, such as rosy cheeks; I used dark colors to paint facial areas that symbolize disease and bad luck, such as the black ophryon (the top of the nose bridge connecting the eye-brows).
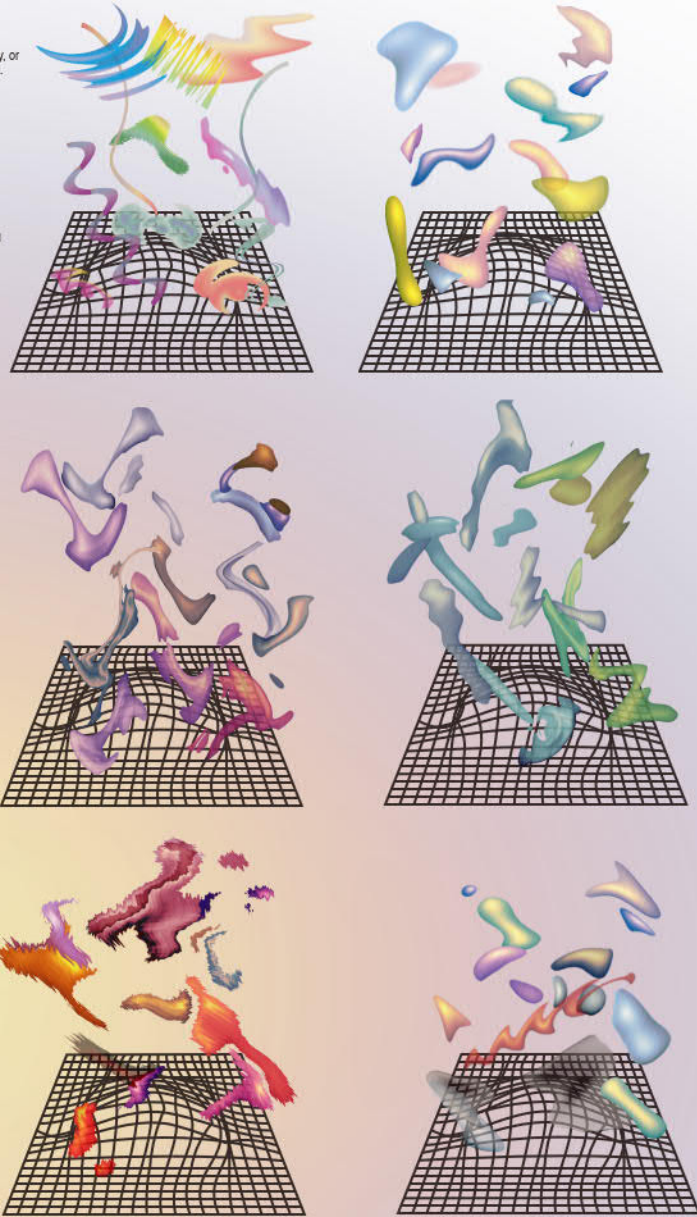
Psychology

Psychology&Trend

The psychological relevance of facial wrinkles in physiognomy.
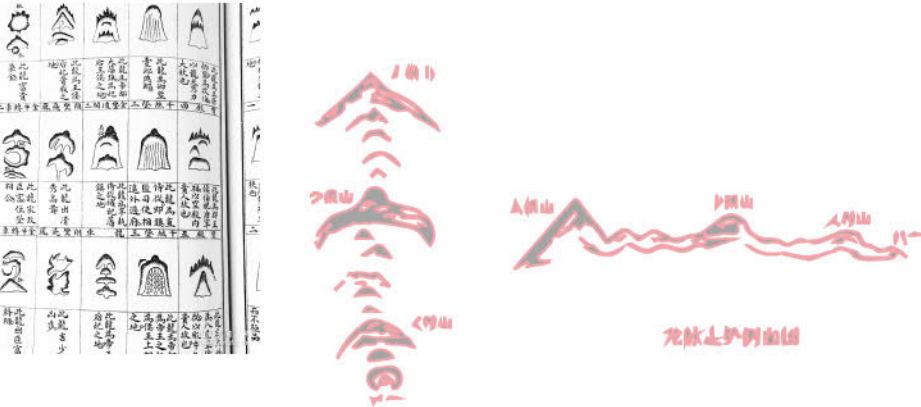
I used lines to present wrinkles or scars on the face. I stretched and bent them to form sickles, crosses, or waves. In addition, different shapes of folds represent different meanings. Bright colors show good wrinkles (health and good fortune), and dark colors show bad wrinkles (bad luck and disease).


Three stripes of different lengths, outstanding leadership, highly persuasive; the middle line is the longest; a man of honor between friends.

Full and broad forehead, resourceful, action-motivated, strong logical thinking ability, enterprising.

Small but acute eyes, sober personality, a single-minded attitude.

High cheekbones, ambitious, strong character, somewhat stubborn, and a strong need for control.

Pigmented nevus: caused by eating stimulating food, rubbing face repeatedly, or being exposed to ultraviolet radiation.

High nose, a stubborn and impatient character.

Round nose tip; full nose wings; have good fortune, opportunities, and successful careers; nostrils cannot be looked at the front horizontally, so personal wealth will not be revealed.

Thin and small lips, highly self-motivated, careful and attentive, but lack patience.

Elements Experiment

In this fields, appearance is a product of genes, hormones, and lifestyle. By analyzing a person's facial features (moles, wrinkles, and complexion), we can infer his personality and lifestyle.

Geologyn

Geologyn&nose root in physiognomy

"Undulating mountains and their shapes and movements" in Feng Shui (geomantic omen)

Low nose bridge | Nose bridges with a stubborn | Slanting nose bridge | High nose bridge
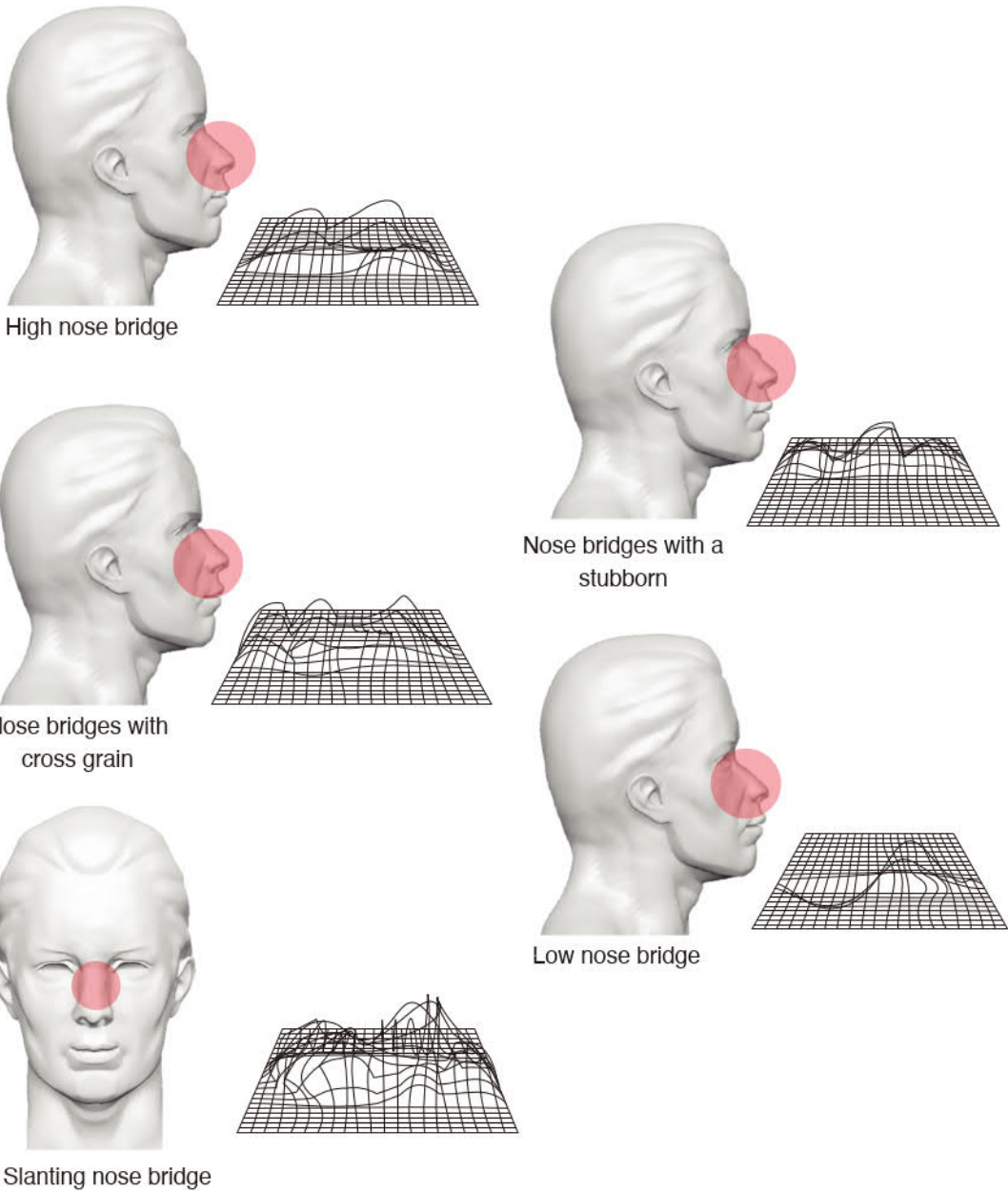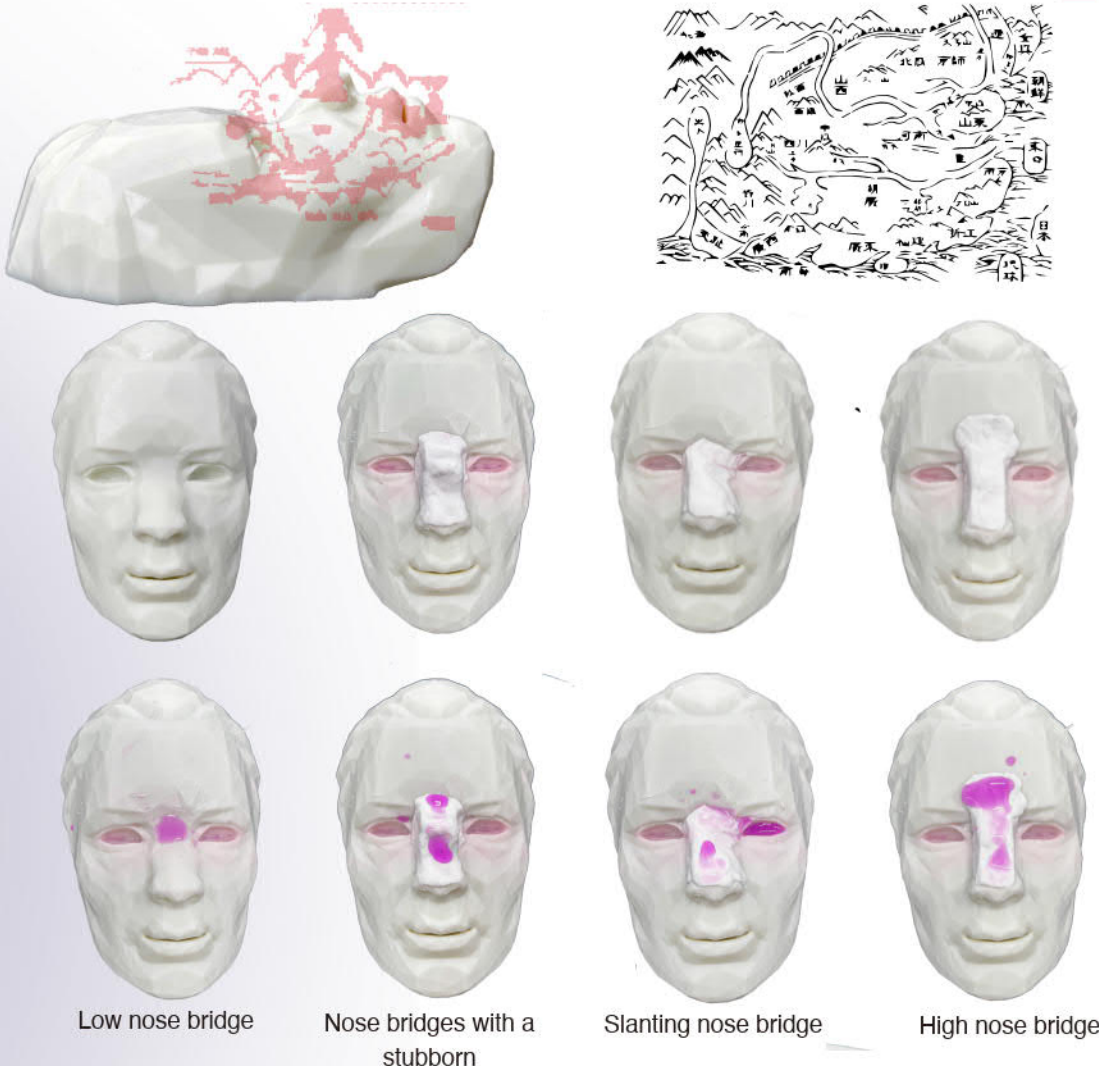
I used 3D technology to print the face with low nose roots made by software. I used super light clay to superimpose and shape the human nose root, making it present four face forms(concave, uplifted, crooked, and high). I poured the purple liquid into the roots of the nose and explored the relationship between the roots and the water (wealth) according to the water trace.
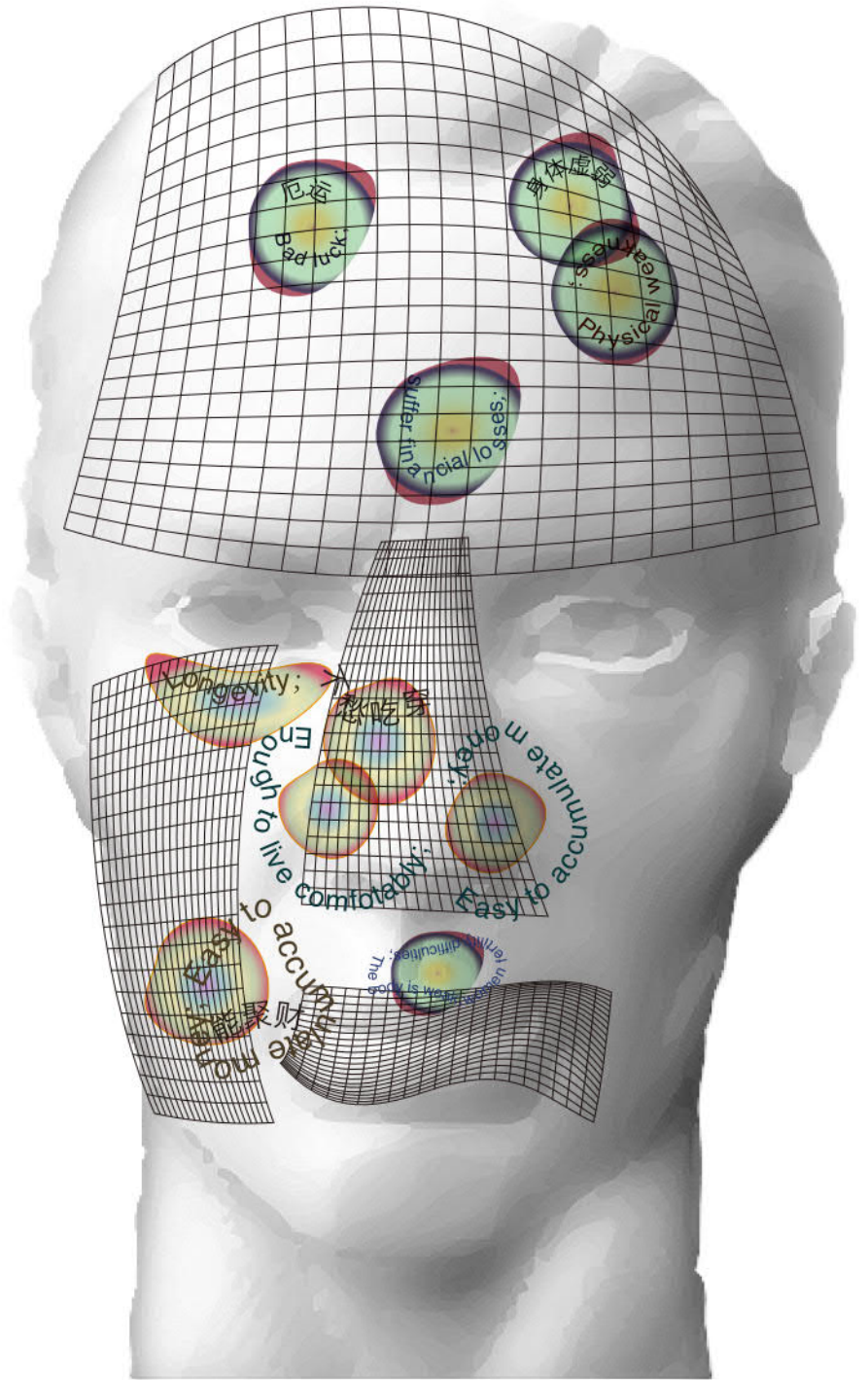
From the traces of water flow, we can learn that higher nose root means wider range and more water flow while lower nose root means more stagnant water and less water flow; crooked roots cannot converge the water flow; consider the face as the earth, and all things in the face are the products of the earth; the highest nose symbolizes the mountains of the earth; in physiognomy, mountains are prominences in

the earth; go up, Yang spirit gradually increases and all things flourish; water represents wealth and wealth is ever-flowing; more flowing water means better family financial conditions and ancestors can have "spring" (great wealth); therefore, a good face with high nose roots is a good face.
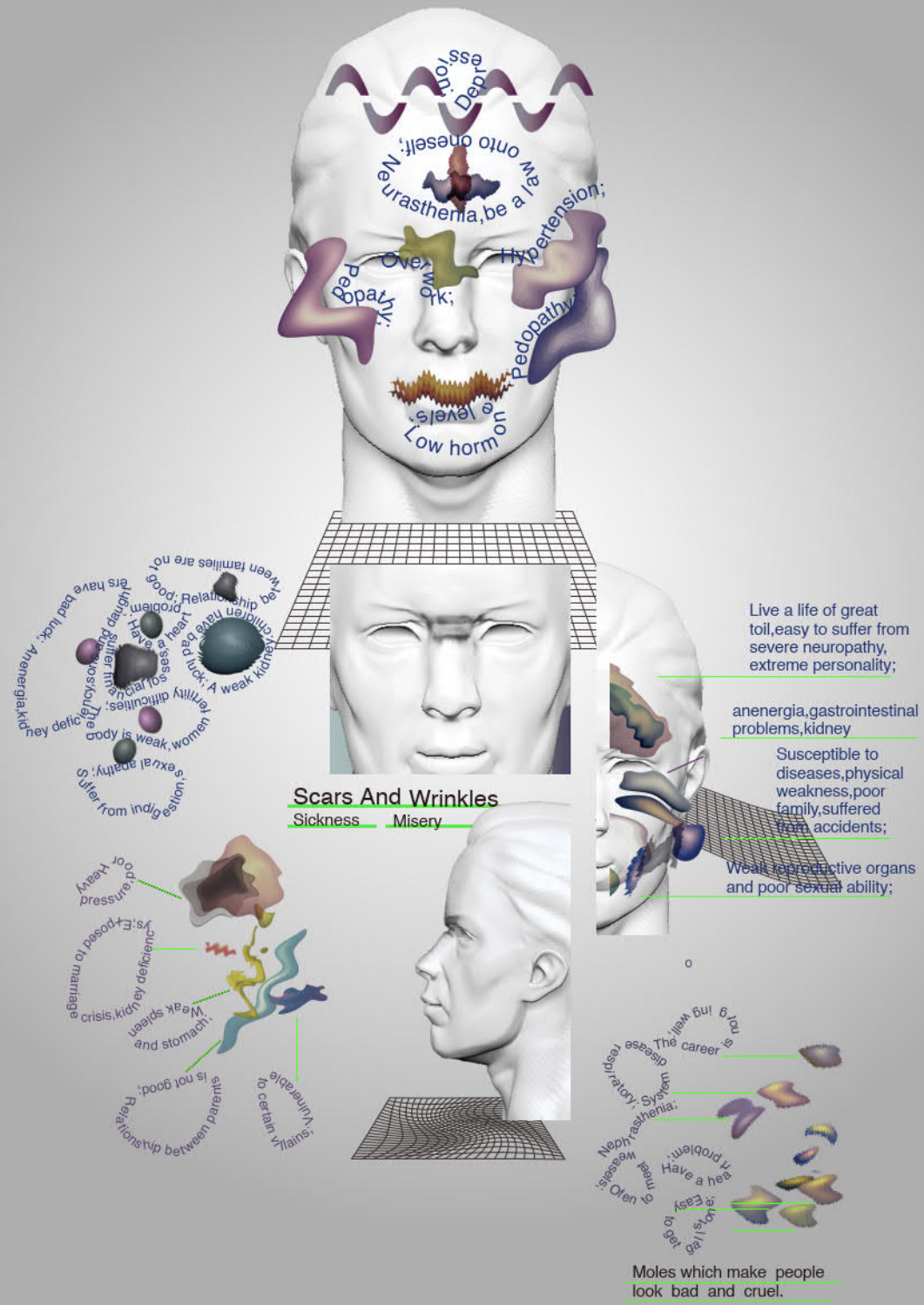

High nose bridge

Nose bridges with a stubborn

Nose bridges with cross grain

Low nose bridge

Slanting nose bridge

There are two versions of the experiment result. The layout and meaning of good facial features, wrinkles, and moles in superstition are shown on the left, and vice versa on the right.
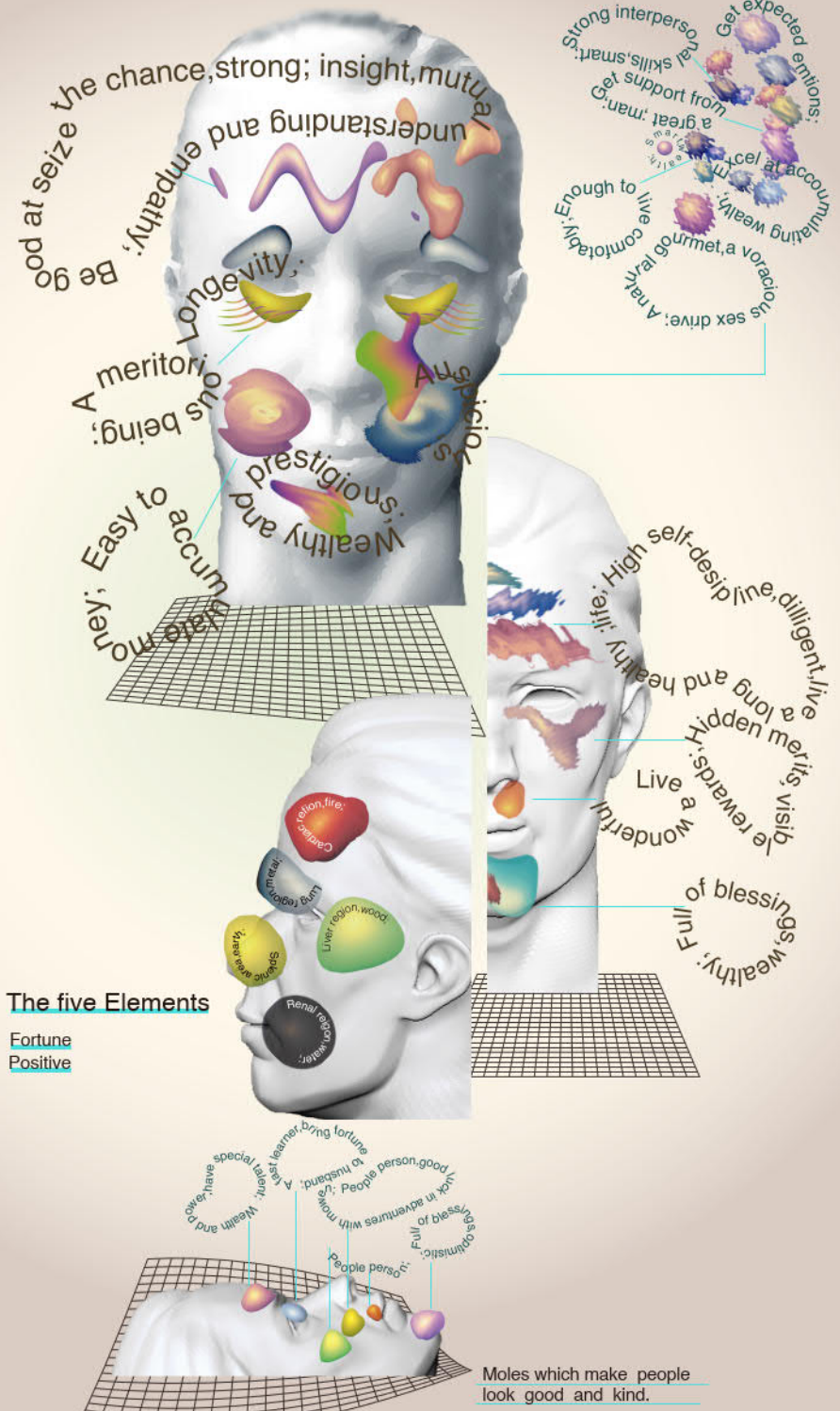
I combined Chinese and English for font experiments, arrange text by or around facial contours, and present the grid according to the direction of the area where the wrinkles and moles are located.

Bad Physiognomy

Scars And Wrinkles
Sickness   Misery

Live a life of great toil, easy to suffer from severe neuropathy, extreme personality;

anenergia, gastrointestinal problems, kidney

Susceptible to diseases, physical weakness, poor family, suffered from accidents;

Weak reproductive organs and poor sexual ability;

Moles which make people look bad and cruel.

Good Physiognomy

The five Elements
Fortune
Positive

Moles which make people look good and kind.

"**The true fate of the person is not in the face, but in their behavior. Personality reflected in behavior is real. The only thing that can make the invisible spirit visible is language.**"

Georg Wilhelm Friedrich Hegel

Since the human brain creates advanced phenomena typical of conscious beings, I changed the face to the brain—the highest living organ when I was making the finished artwork. The human image became a faceless image, and thus more suitable for scientific discussions. What I'm trying to say is that using face-centered physiognomy to define the inner qualities or future development of people is a complete failure.

Redesign of the physiognomy : the new personality is based on the texture structure of the brain rather than the profile of the face.

There is no doubt that superstition gained the upper hand in a contest with rationality in ancient Chinese physiognomy. We see mixtures of truth and falsehood, rationality and irrationality, materialism and idealism. Physiognomy is related to fates that cannot be determined and controlled, and its "way of survival" captures people's desires and caters to their primitive values. A combination of mystery and primordial desire is a wonderful cultural absurdity. I think it is very narrow-minded for physiognomy to analyze face composition only according to people's facial features.

Introduction

With the growing wealth of material in society, consumption is no longer just about meeting basic needs and people are eagerly pursuing new fashion trends. Most scholars believe that consumerism is a kind of value, cultural attitude, or lifestyle. Based on previous research, Peter N. Stearns (a leading expert on world history) concluded that consumerism means that life goals are closely related to the acquisition of goods, even if those goods are not needed. Under the influence of consumerism, people are obsessed with getting consumer goods. If consumption is an important way to obtain happiness, then people's instinct to pursue happiness will greatly promote and influence consumer behavior. Based on the above social phenomena, I want to explore the relationship between consumption and happiness. I am also curious about the following questions: Can happiness be quantified by money? Does consumption really improve our quality of life while giving people a temporary sense of happiness? What are the effects of excessive consumption on individuals and society?
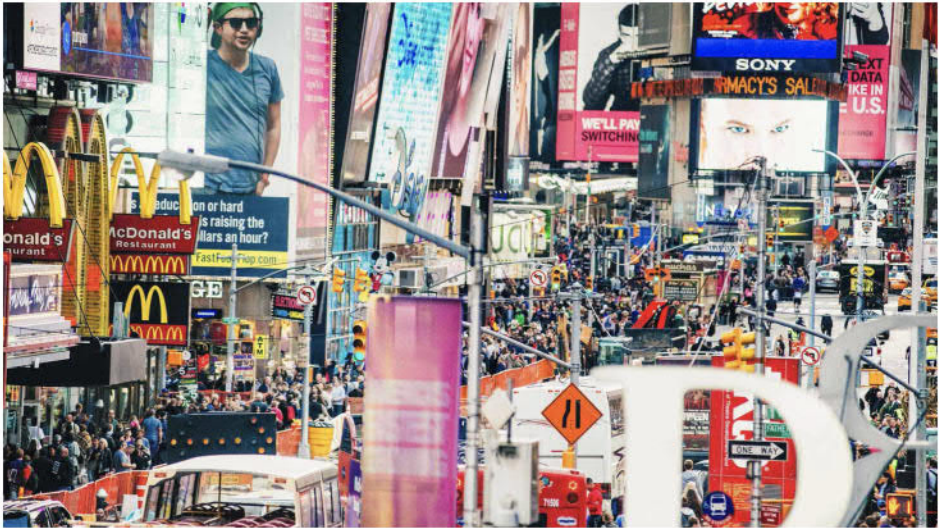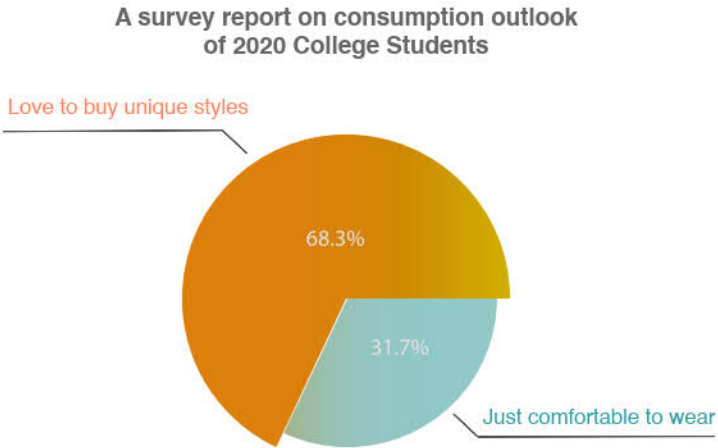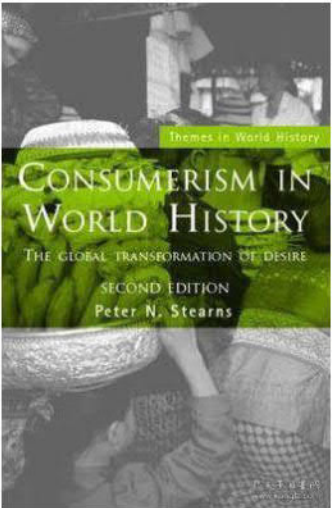
Markting Characteristic

1. The symbolic value of consumption is more significant than the use value
2. Hyper-reality: Material consumption is transformed into aesthetic consumption with ideological significance
3. Simulation: People's consumption ideology is controlled
4. Body intention: Set aesthetic standards for consumers
5. Hedonism: A new moral outlook

A survey report on consumption outlook of 2020 College Students

Love to buy unique styles

68.3%

31.7%

Just comfortable to wear

"Popularity" is the third major factor for collage students to consider whether to buy or not,following price and quality.When asked whether they would buy famous brand products if the economy permits,80% of the students said yes.The above fully reflects the needs of college students to pursue high quality,high brand and high grade life.
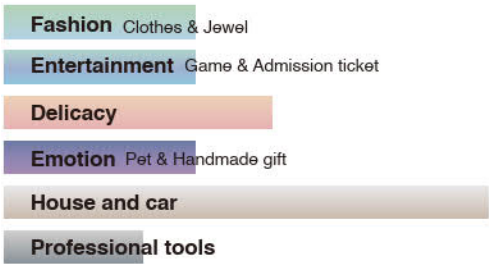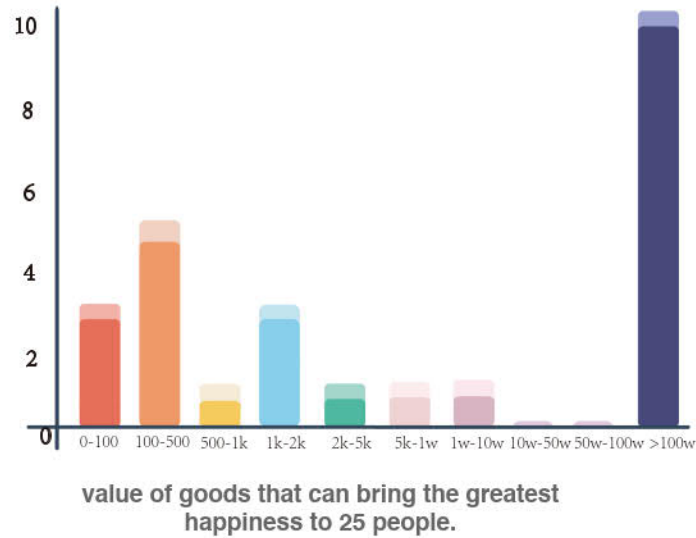
Left top：According to the chart, 68.3% of college students like to buy personalized fashion goods while 31.7 percent of college students only demand products that provide them with basic comfort. When asked if they would buy luxury goods if they had enough money, 80 percent of college students said yes. In addition to price and quality, popularity has become the third purchasing factor that college students will consider in the process of buying. So top-grade and new-trend commodities have irresistible temptation to teenagers.

Purchase frequency and cost of fashion consumer good of post-90s in 2018

Shopping frequency of post-90s fashion consumer goods in 2018

Low Frequency
Less than once a month
24%

Medium Frequency
1-3 times a month
36%

TGI: 138 High Frequency
At least once a week
40%

Unit price distribution of post-90s fashion consumer goods in 2018

10% 9% 14% 34%
43% 46% 50% 48%
19% 22% 17% 47%
29% 23% 19% 17% 23%

Clothes Shoes and boots Bags Jewelry watch Perfume beauty

<500 yuan
501-1,000 yuan
1,001 yuan-5,000 yuan
>5,000 yuan

Comparison of purchase price between 2018 and after 80

11%
48%
23%
17%

<500 yuan 17% 31%
501-1,000 yuan 23% 23%
1,001 yuan-5,000 yuan 48% 36%
>5,000 yuan 11% 5%

TGI: 133

90s 80s

Below: The data from 2018 shows that in terms of consumption frequency, most people shop at least once a week, and only a small number of people shop at least once a month. In terms of people's overall consumption quota and unit price of goods, 48% of the post-90s group will buy clothes, shoes, jewelry, bags, and cosmetics that cost between 1,000 yuan and 5,000 yuan. By comparison, only 35 percent of those born in the 1980s will buy goods at the same price. Therefore, we can conclude that compared with the post-80s, the post-90s will spend more money on fashion products. Moreover, with the increasing consumer purchasing power, people are more willing to buy top-grade fashion goods to improve their sense of happiness. This also reflects people's desire for a high-quality life in a deep sense.
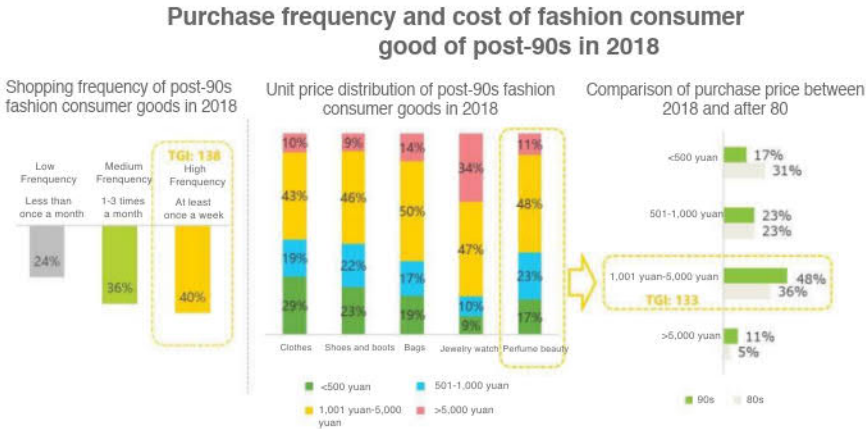
User Research

In order to explore the relationship between material consumption and virtual happiness, I conducted a survey of 25 college students by means of interviews and questionnaires. Interview question:Why do you keep buying things? Will you have a sense of consumption crisis? How does consumption affect your life?The questionnaires mainly explore the relationship between consumption quota, commodity type, and happiness index. The results of the questionnaire are as follows:

10
8
6
4
2
0

0-100 100-500 500-1k 1k-2k 2k-5k 5k-1w 1w-10w 10w-50w 50w-100w >100w

value of goods that can bring the greatest happiness to 25 people.

Fashion Clothes & Jewel
Entertainment Game & Admission ticket
Delicacy
Emotion Pet & Handmade gift
House and car
Professional tools

The distribution of consumer goods categories of 25 people who were surveyed for their strong sense of happiness

40% 20% 12% 12%
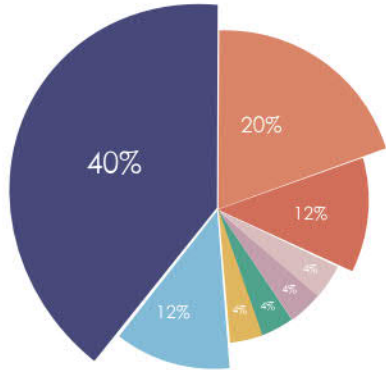
The relationship between consumption and happiness.

Analysis

As can be seen from the chart above, the majority of people hold the view that "the item that can bring the greatest happiness will cost over 1 million yuan". In statistics of item category, touring car is the most popular, corresponding to the highest consumption price. For most people, items that bring the greatest happiness are the basic necessities of life, while stable housing and transportation will bring the greatest sense of security.

In addition, the data also show that a small number of people choose the consumption amount of 2,000-100,000 yuan, and no one chooses 100,000-1,000,000 yuan. Surprisingly, the sum of data selected for 0-2,000 amounts is greater than the sum of data selected for 100,000 amounts. Among them, the main consumption objects include fashion goods, decorations, entertainment, and emotional services. Therefore, we can conclude that there is no absolute positive correlation between consumption quota (the value of commodities) and happiness index.

In the interview, I also learned that happiness in consumption is not always created by goods, but also by the process of buying and acquiring goods. In addition, most young people can't resist their consumption impulse, so they create endless consumption carnivals. However, the ever-expanding consumption desires will bring different economic crises. The pursuit of true freedom and happiness becomes more and more difficult for modern people who are surrounded by material objects.

CONSUMERISM IN WORLD HISTORY
THE GLOBAL TRANSFORMATION OF DESIRE
SECOND EDITION
Peter N. Stearns

At ordinary times

- Get up
- Have breakfast — Eat out
- Attend class/work
- Buy dessert/coffee/study materials
- Have lunch — Eat out
- attend class/work
- Buy dessert/coffee/study materials
- Go home — By bus/by subway/by taxis/walk home/drive home
- Have dinner — Eat out/eat at home/order take-out food

Total expenditures:60 yuan
Reasons for purchase:Save time;more convenient; relieve fatigue and stress.

On weekends/on holidays

- Get up — Have breakfast or not
- Go out with friends
- Have lunch — Have a big meal
- Shooping — Go to the mall to buy products (clothes, cosmetics,jewelry...)
- Go to the drink shop — Hve afternoon tea/buy deesert
- Cosmttlolgy — Get a hair cut/nail painting/tatto-ing/massage
- Have dinner — Eating in restaurant
- Entertainment — Watch movie/go to KTV/hit a bar/play board games
- Go home — Go by taxis

Total expenditures:150yuan-2000 yuan
Reasons for purchase:Promote feelings with friends;relieve fatigue and stress;pleasure in entertainment.

Performance Pattern

Left:These two timelines show how much people usually spend on weekdays and holidays.

Below:This chart analyzes and summarizes the reasons why peoplle buy things,the impact and solutions.

Why do you keep buying

- Convenient and habitual purchase
- Relieve fatigue and stress
- Save time;afraid of trouble
- Cheap and cost-effective
- Everyone has it; conformist mentality

The impact of excessive consumption

- Hate to tidy up the room
- Life satisfaction is reduced
- Spending more unnecessary money
- Want to buy something else soon

Design Goal

- The solution to the problem of unrestrained consumption
- Guide people's consumption desire

Information Architecture

Home Page

Green Consumption

Saving money is easy.

Wallet

Community

Money Saving Plan

Good Lists
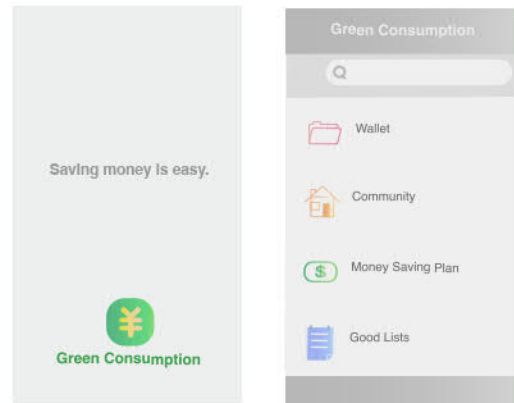
Green Consumption

Above:This is a UI interface mind map of the money saving app which I designed for people.Its purpose is to guide people's consumptionn desire and reduce unnecessary expenses.

Wallet
- Bill
  - Today
  - Week
  - Month
- Achievement
  - Today
  - Week
  - Month

Community
- Second-handed Markting
  - Sell — Upload and edit products
  - Buy — Searching for products
  - Consultation and exchange
- Saving Suggestions
  - Comments
  - Likes
  - Follows
  - Tips
- Friends Lists

Money Saving Plan
- Saving Purpose
- Self-assessment
- Unnecessary Expenditure
  - Purchased
  - Plan to buy

Good Lists
- Necessary Exdpenditure
- Maintenance Plan

Visual Design

In this page I try to explore the relationship between money\value\life and dreams by designing visual elements and images.

Sketch

Deconstructing life from its own perspective.
To achieve a lofty and harmonious state,get rid of the control of the superficial value of goods.
Birds can't fly the sea----Save money,self-discipline,then the dream has the courage to achieve and wait for significance

Everyone has a different sense of happiness,we should acquisesce in our own feelings instead of being dominated by others.That is,we can't fall into the consumption dominatedd by businesses.
ALL beings see deferent things.So we should create our own happiness with wealth reasonably.

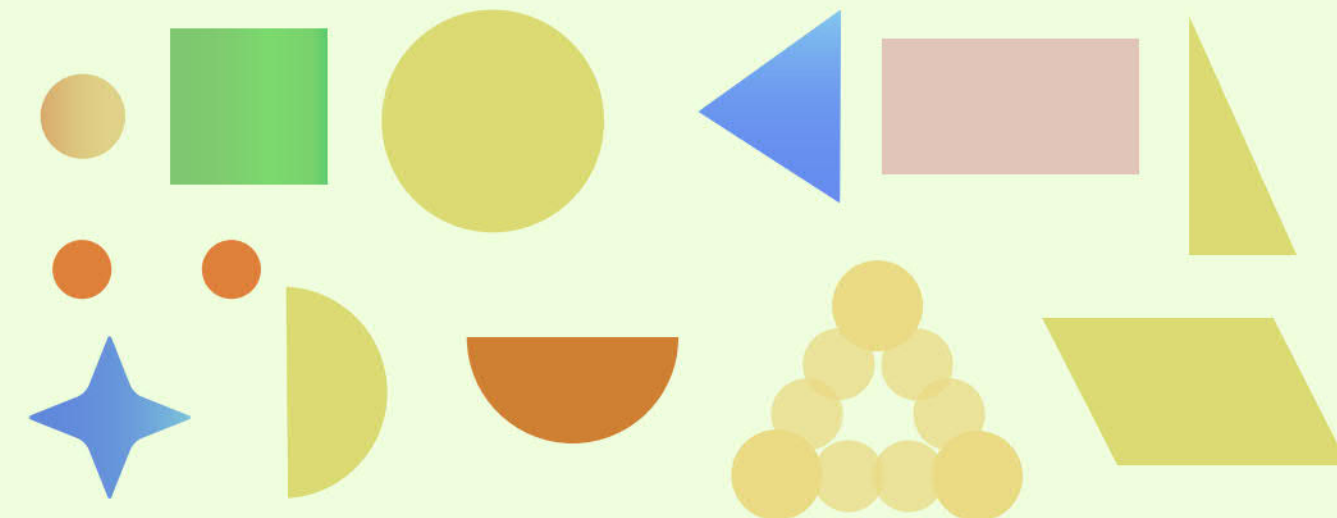Concumption and desire are like equation tracks,knowing the starting point but not the end.In a certain sense,money and consumption can realize the transformation relationship of goals,dreams and self-worth.Only by constantly observing,thinking and understanding life,can we truly understand the essence of things,find things that are really worth consuming,and move towards our own goals to realize our life dreams.
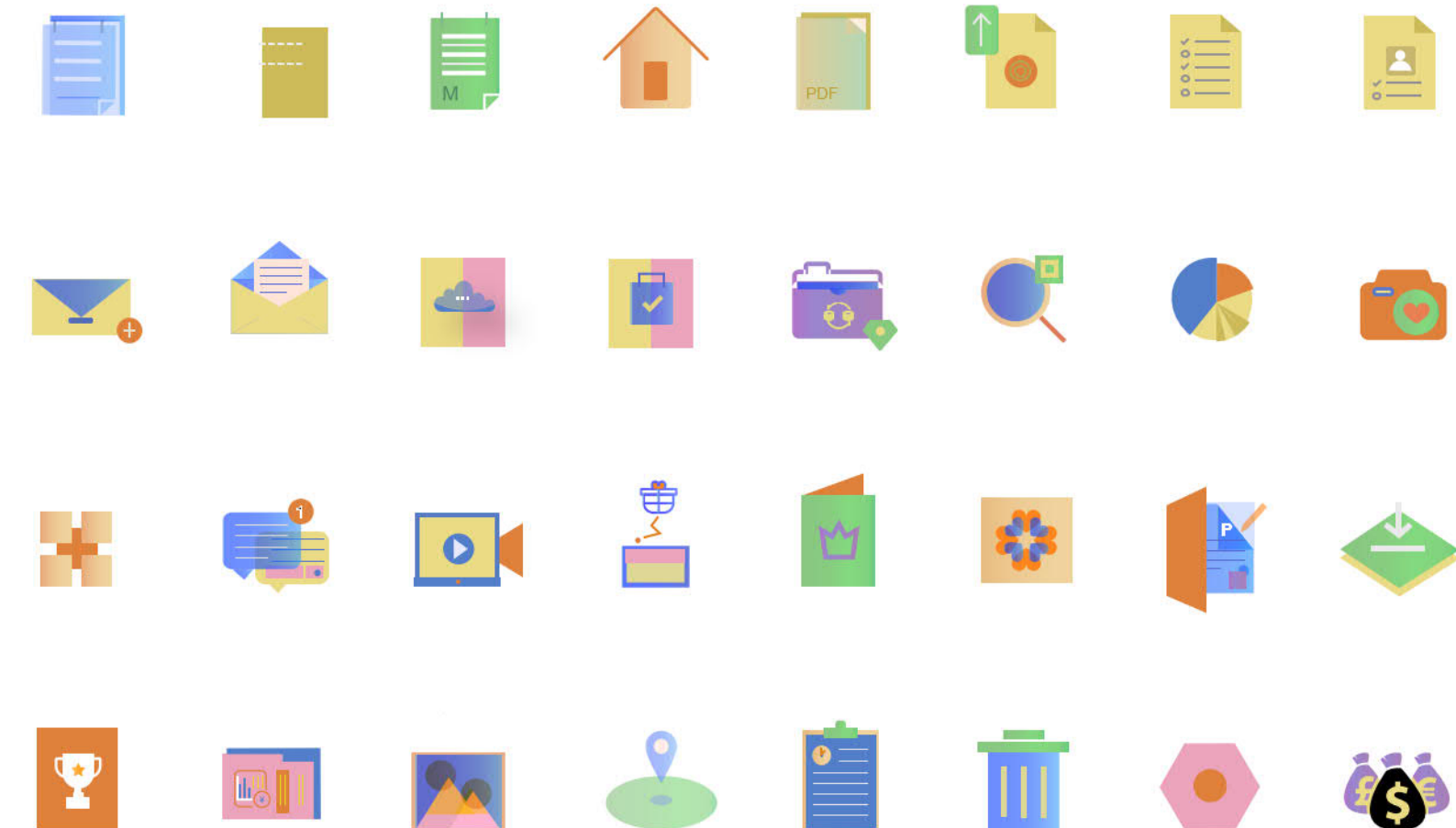
Identity

Font

Euclid circural

A B C D E F G H I J K   0 1 2 3
L M N O P Q R S T U   4 5 6 7
V W X Y Z   8 9

Icon

32 line icons for sketch to kickstart your money saving app's projects.

clue

Name Interpret

"Clues" have the meaning of connecting, prompting and sorting out the development context of things. Here, it refers to the tracking of money, and also represents the necessary process to solve the problem and achieve the goal.

This shows that the app has the function of providing effective solutions to excessive consumption, such as accounting, saving money and sharing, self-evaluation and other functions. And this app is mainly based on the visual effect elements of geometric patterns, with the meaning of rational thinking analysis, corresponding to the logic of clues.

On the whole, the name is catchy and easy to remember, which conforms to the core value and main functions of app.

Give you a **clue** to save your money

Email
Password
Log in

Create an account

Guide people's consumption desire

Make consumption more planned

Sharing saving strategies

Establishing a more rational consuming and saving judgement

Spend money on what really matters

Spend money on what really matters