30 Day Outdoor Mindfulness Journal
About Alena

Alena Robinson is a 5th Year Graphic Communication major with a minor in Environmental Studies. She is interested in illustration, logo design, branding, social media management, and design for products and merchandise. She has had a deep respect and love for the outdoors and is actively pursuing a position in the outdoor industry, advocating for and encouraging folks to appreciate the great outdoors!

*Her Mission Statement:*

I aspire to use my creativity and skills to support and contribute to companies that share my passion for environmental activism, community action, and outdoor adventure!
The practice of mindfulness can have a great impact on human life. “[It] can help us to increase our ability to regulate emotions, decrease stress, anxiety and depression. It can also help us to focus our attention, as well as to observe our thoughts and feelings without judgment” (Center for Change). The most important and influential aspect of mindfulness is the use of grounding techniques to center oneself in the present moment. Because of this, practicing mindfulness in nature can be an intensely powerful experience; activating one’s senses using the surrounding details and aspects of the natural world can be a mighty tool. Additionally, research has shown that practicing mindfulness in nature can also increase one’s belief in climate change, and fuel a passion to address it (Wang, Geng, Schultz & Zhou). Therefore, the benefits of this practice are two-fold — both personal and global.

Because mindfulness and meditation can be a difficult practice to get into, the use of a guide or journal can often be helpful. The 30 Day Outdoor Mindfulness Journal will address this need by presenting users with a product to guide them through this journey — a 30 day guided journal for outdoor mindfulness and meditation. This journal will lead users through 30 different mindfulness prompts and exercises, specifically geared towards the practice of mindfulness in nature.
Project Timeline

Week Four:
- Moodboards
- Branding & Design Assets
- Research

Week Five:
- Branding & Design Assets
- Research
- Prompt Creation

Week Six:
- Research
- Cover Design
- First 10 Pages

Week Seven:
- Second 10 Pages

Week Eight:
- Third 10 Pages

Week Nine:
- Digitally Publish
- Physically Publish
- Showcase
Design Brief

This journal will have a very simple, clean, and modern feel to it. The inspiration for this project comes from modern and sustainable companies such as Wilde House Paper. The journal will be geared towards individuals ages 16+ who are looking to explore their relationship with nature and mindfulness. Because the final product is meant to allow for mindfulness in the outdoors, the colors and design are fairly subdued and calming, with room to explore and personalize your journey. The journal will begin with an introduction into the importance and impact of outdoor mindfulness, giving users a look into the journey they are about to embark on. Users will then be guided through a series of prompts that will ground them in the area they choose to complete them in, and ultimately ground them in their own being. The journal will then conclude with a statement on what they have learned, and an opportunity to reflect upon their growth.
Moodboard
Swear Display Regular
Swear Display Cilati

faf2de

393830

60571f

ba9e80

f8ded3
Illustrated Assets
Mock Ups

Not all pages pictured
Project Reflection

I have completed this course feeling incredibly proud of the work that I have produced. When it came to meeting deadlines and finalizing designs, I had no issue completing my project. This success was directly correlated to the time that I took to refine the beginning stages of my design process. Creating a brief and a detailed moodboard gave me a clear picture of how I wanted to move forward with the design of the journal. However, throughout this process, I felt an incredible amount of pressure to not only create, but also produce a comprehensive finished product. As journaling is both a physical and emotional experience, I felt the need to produce a physical copy of my journal by the time the quarter concluded. This proved to be a more difficult task than I had anticipated. Due to paper shortages at our department print shop, as well as the time constraints of the quarter system, the production of a physical journal ended up not being a feasible goal.

Moving forward, I plan to refine my design and create a physical version of the journal that will be available for use.
**Why Be Mindful?**

**Meditation for CMT is a No-Brainer**
Lugo, E. (2020). Meditation for CMT is a No-Brainer. Hereditary Neuropathy Foundation. https://www.hnf-cure.org/wellness/meditation-for-cmt-is-a-no-brainer/?gclid=CjwKCAjw5P2aBhAlElwAAxY7dDFHlxRc_ml387-lGy-Kbw3xY6AbU19mGqD67axjZW6y4QtrgZBoCvRIQAwD_BwE

**Nature Enhanced Meditation: Effects on Mindfulness, Connectedness to Nature, and Pro-Environmental Behavior**

**Mindfulness Increases the Belief in Climate Change: The Mediating Role of Connectedness With Nature**

**Physiological Effects of Nature Therapy: A Review of the Research in Japan**

**We Are Wired To Be Outside**

**Mindfulness and Nature**

**Health Benefits of Nature**
Busa, M., Green, J., Peterson, H. Professional Practice: Health Benefits of Nature. American Society of Landscape Architects. https://www.asla.org/healthbenefitsofnature.aspx?gclid=CjwKCAjw5P2aBhAlElwAAxY7dISpIiyp0kQ2LHg0mp9kIrGd1I7qZAjvuzT0qQ3d1hcklOk-hU0IRoC8r4QAwD_BwE

**Mindfully Green: Examining the effect of connectedness to nature on the relationship between mindfulness and engagement in pro-environmental behavior**

**Nature connectedness: Associations with well-being and mindfulness**