



SELF-CARE MAGAZINE FOR CREATIVES

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COMD 3504

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OVERVIEW

- As the world has accelerated back to a pre-pandemic pace, work-life-social balance often impinges upon the time dedicated to our self-care.
- Amid this renewed hustle and bustle, it's crucial to listen to our bodies and take out moments to care for our well-being.
- Self-care is a personal journey and requires a blend of unique practices tailored to your needs.

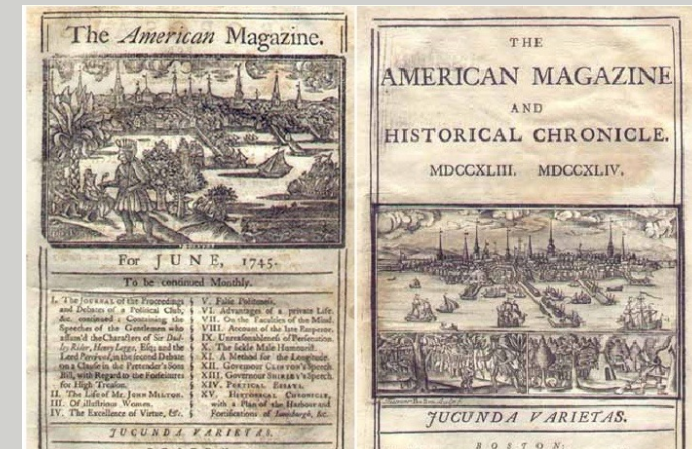




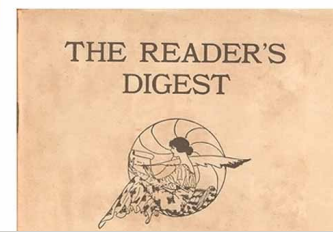
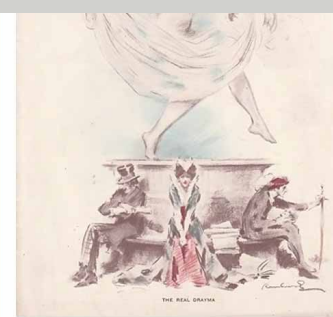
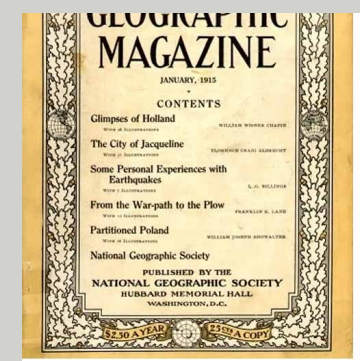
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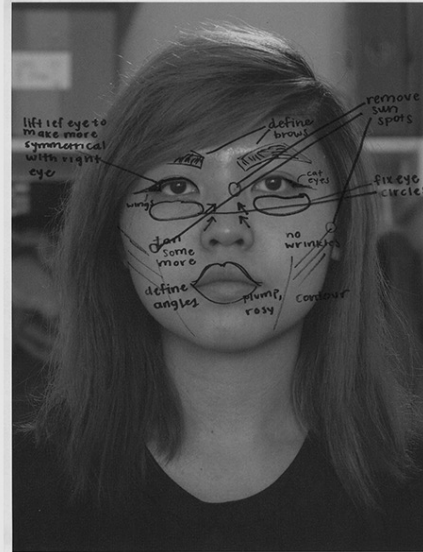


2010



- The modern American magazine stands as a cultural mainstay, boasting a vast readership of 222 million and have become an integral part of American leisure and information consumption.
- Caters to diverse interests such as automotive, art, engineering, fashion, health, shopping, sports, animation, gaming, and more
- The roots of this influential medium can be traced back to the colonial era in the 1700s, marked by the publications of visionaries like Benjamin Franklin and Thomas Paine.
- Magazines find their historical roots in 17th-century Europe, with the evolution of the printing press.
- This pivotal era witnessed the birth of magazines as a medium specifically designed for the swift dissemination of ideas and the acceleration of communication during that time.





SOCIETAL IMPACT

- Magazines also played a significant role in shaping societal beauty standards.
- Showcasing curated images of idealized bodies, fashion, and beauty.
- These publications have represented perceptions of attractiveness, contributing to the establishment and perpetuation of certain beauty norms.
- The impact extends beyond aesthetics, influencing individual self-perception and contributing to broader cultural expectations around one's appearance.



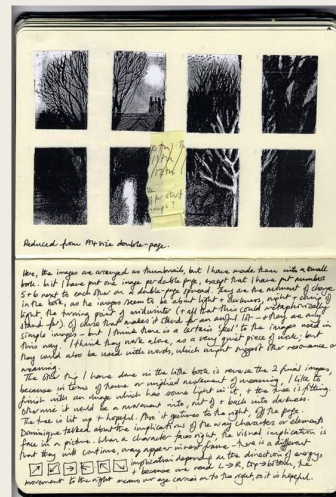
WHAT IS SELF-CARE?

- Rooted in deliberate care, self-care encompasses a spectrum of elements, including:
 - *physical activity, therapy, mental and emotional wellness*
 - *hobbies, rest, spirituality, connection, gratitude*
 - *establishing boundaries*
- These practices, unique to each person, serve as a vital compass for navigating the demands of modern life.



A "WORK-IN-PROCESS" BOOK

- Additionally, it features engaging activities such as reflective journaling and goal tracking to promote holistic well-being.
- This work in "process" is fully modular and creatives are encouraged to add their own mediums and engage with the negative space and printed content.
- Keeping a reflective "art diary."





IMPACT

- This ZINE will find its way into the hands of creatives across the diverse neighborhoods and workplaces scattered throughout the five boroughs of New York City.
- Beyond the city limits, the ZINE with creative communities across the United States and around the globe, fostering a network of inspiration, collaboration, and support.
- A channel for creative expression, integrated into self-care rituals, utilizing an open printed medium as a liberating outlet.

Art Therapy Research

- [Anxiety in Creatives: Coping](#)
[Art World Article May 2020](#)
[Rachel Corbett](#)
- [Creativity and Depression: Is There a Link?](#)
[Psych Central Blog Article](#)
[November 2021](#)
- [Copeo Healing Arts: Art Therapy](#)
- [TEDx The Art of Connection: How Creativity can help our Mental Health | Kate Moore](#)
- [Seeker: How Creativity And Mental Illness Are Linked](#)
- [NIMH: Mental Health & Self-Care](#)