

ONE OF HEARTS

HEALTHY,
REIMAGINED

Mood Board

Visual research and the decision to move beyond the obvious

The word healthy could have led to a predictable visual direction: fitness icons, medical symbols, salads, or a clean wellness aesthetic. Instead, I challenged myself to communicate health through the language of video games. I connected physical wellness to a health bar, then used vegetables, growing plants, bright colors, and collectible power-ups to make the idea feel active, playful, and unexpected.



VIDEO GAME UI

GROWTH

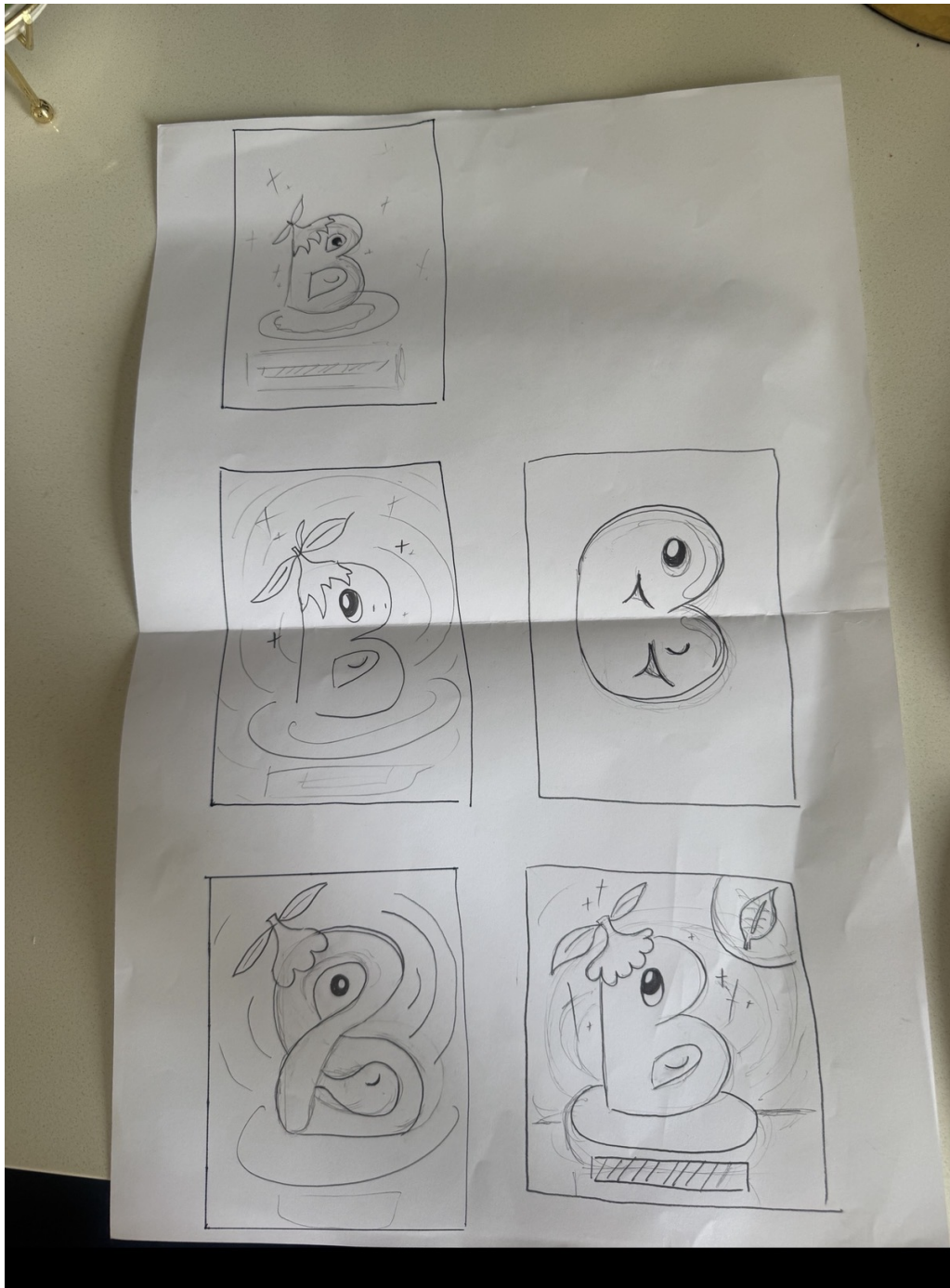
NOURISHMENT

PLAYFUL

Sketches

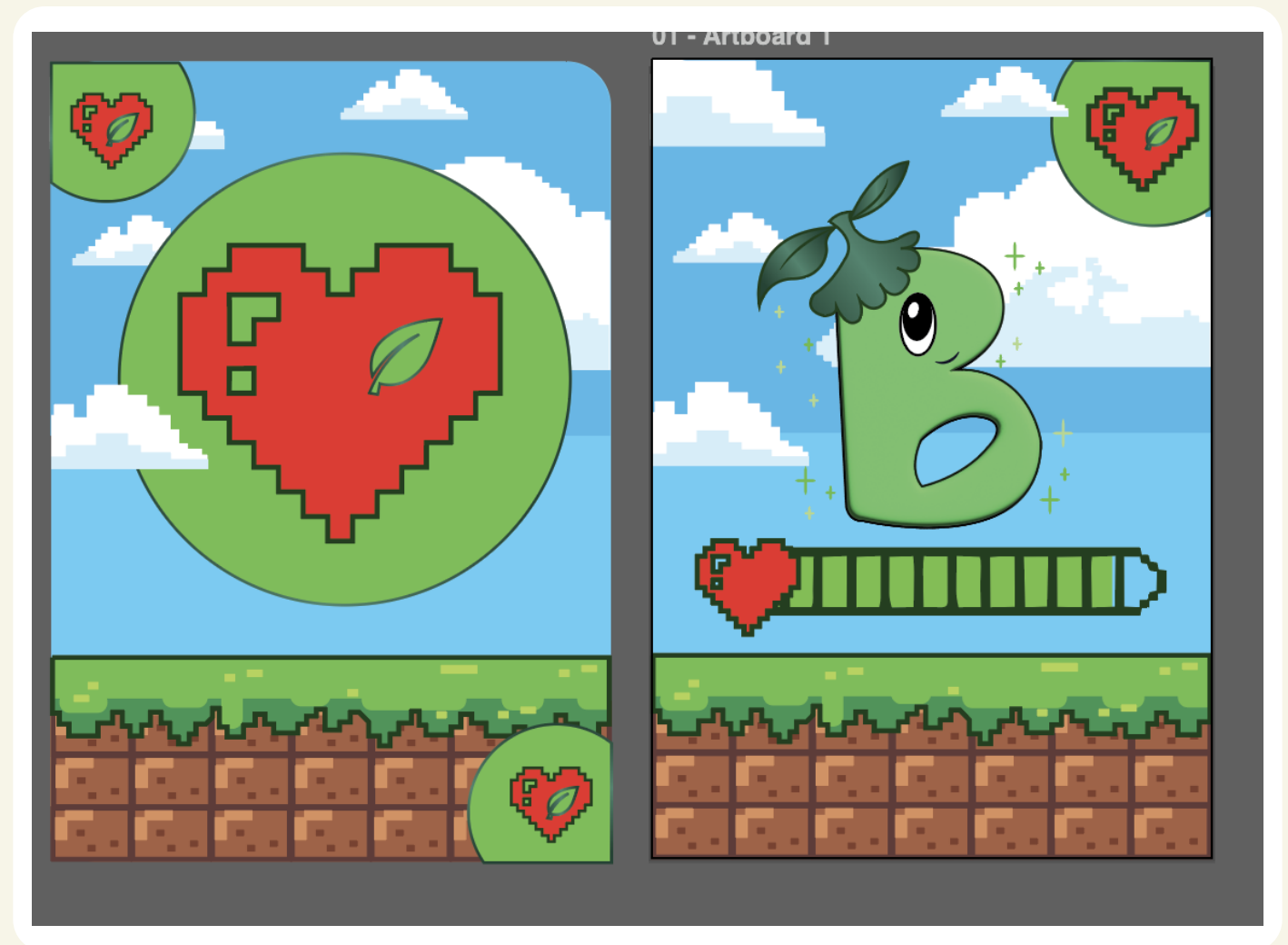
Early compositions, symbols, and character exploration

These sketches explore different ways to turn the letter B into a playful plant character while testing the placement of the health bar, leaf details, facial features, and card composition.



First Design

Establishing the health-bar concept



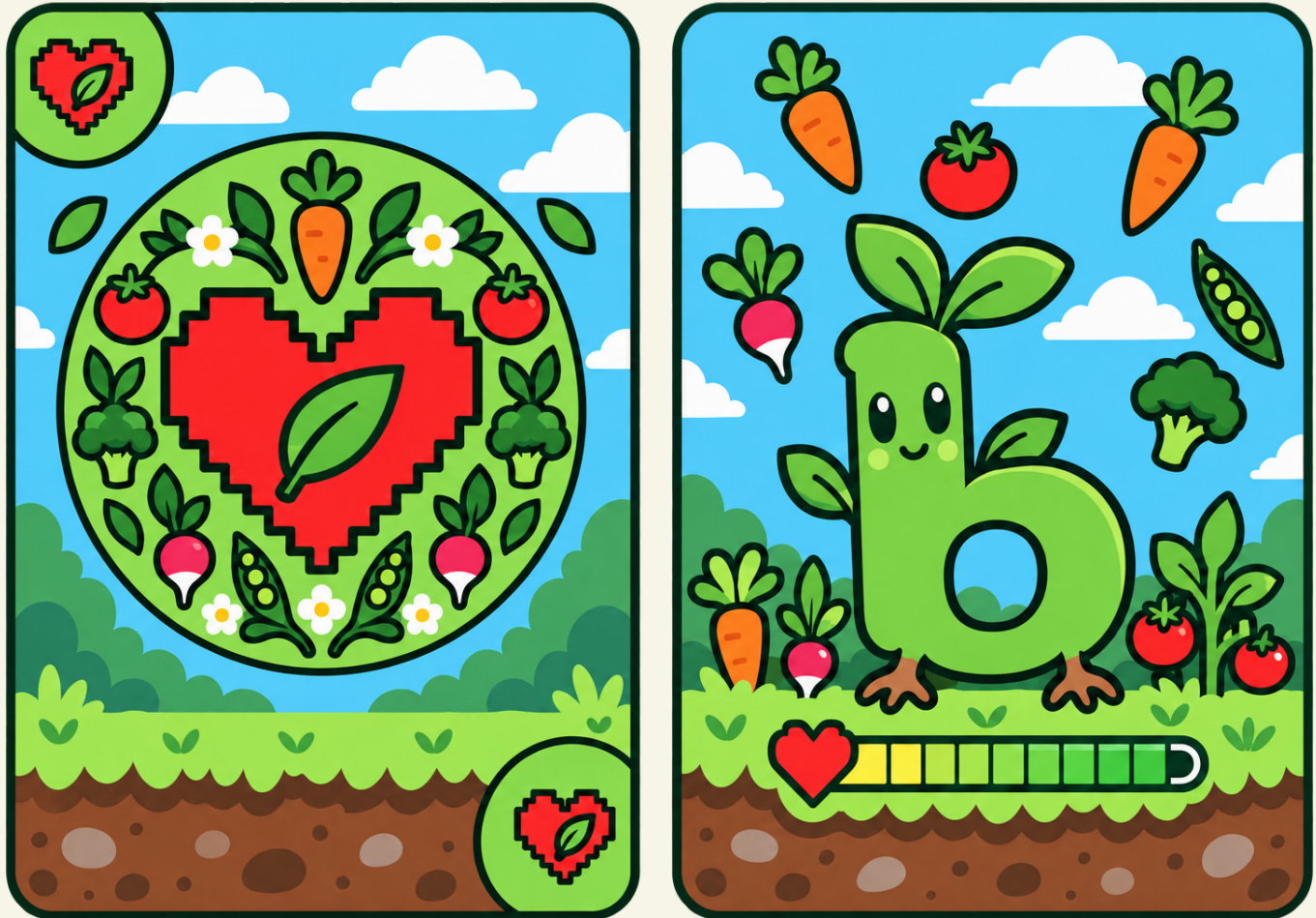
My first version established the main concept: a video-game world where the drop-cap B functions like a character and health is shown through a familiar status bar. The pixel-art setting, heart icon, leaf symbol, and platform-style ground made the theme readable without relying on a traditional wellness look.

WHAT I WANTED TO IMPROVE

The hierarchy needed to be clearer, the B needed to feel grounded, and the healthy idea needed more visual evidence. I also wanted both sides of the card to feel like they belonged to the same world.

Final Design

A clearer, healthier, and more unified game world



The final design strengthens the concept with a cleaner vector-like style, a friendlier plant-inspired B character, and a more intentional system of vegetables growing from the ground and falling like power-ups. The health bar sits directly below the character, while the reverse side uses a symmetrical vegetable wreath to connect the card back to the same healthy game world.

CLEAR HIERARCHY

HEALTH AS PLAY

GROWTH

UNITY

Reflection

What changed, what worked, and what I learned

This project helped me understand that a mood does not have to be communicated in the most literal or expected way. Instead of treating healthy as a medical or fitness theme, I used the visual language of a video game to show that health can be built, collected, protected, and restored. That shift gave me a more original concept and made the assignment more fun to develop.

The biggest improvement from the first design to the final design was the hierarchy. Grounding the B and placing the health bar directly beneath it made the idea easier to understand immediately. Adding vegetables both in the air and in the soil created a stronger connection between food, growth, and energy. Simplifying the forms also made the artwork feel more cohesive and easier to translate into vector shapes.

If I continued the project, I would refine the spacing and small details after printing a test copy, especially around the corner symbols and the vegetables near the character. Overall, the final result feels playful, recognizable, and healthier without losing the challenge of making the letter B the main focus.