

# Alex B. Criswell

## Project Design Document

Includes the following sections.

- Outline
- Blueprint
- Learning Outcomes
- Script
- Research
- Case Study
- Time Log

### Note

- Storyboard is separate.
- *Case Study template courtesy of IDOL courses.*

## Managing Stress By Breathing: 4-7-8 Breathing Technique

### Overview

- **Purpose:** To teach individuals on a mindful breathing technique for stress reduction and relaxation.
- **Description:** The 4-7-8 breathing technique is a mindful breathing exercise that has many benefits for stress reduction and relaxation, as well as reduced anxiety, lower blood pressure, better sleep, and improved concentration.

# Project Information

<b>Project Title</b>	Managing Stress By Breathing 4-7-8 Breathing Technique
<b>Tools used in Development</b>	Microsoft Word, Canva
<b>Time in Development</b>	2.5 hours
<b>Client</b>	Hail Mary Yoga
<b>Collaborators</b>	Mary Smith - owner; Alex Criswell- Instructional Designer/Graphic Designer

# Topic Analysis

<b>Audience</b>	Clients of Hail Mary Yoga - All ages and genders.
<b>Problem</b>	Hail Mary Yoga needed to teach their clients mindful breathing practices.
<b>Solution</b>	An infographic was created to teach their clients on mindful breathing practices.
<b>Resources</b>	Cuncic, A. (2021). <i>What is 4-7-8 breathing?</i> Verywell Mind. <a href="https://www.verywellmind.com/what-is-4-7-8-breathing-5204438">https://www.verywellmind.com/what-is-4-7-8-breathing-5204438</a>

# Outline

TITLE: Managing Stress By Breathing

Topic: 4-7-8 Breathing Technique

Description: The 4-7-8 breathing technique is a mindful breathing exercise that has many benefits for stress reduction and relaxation, as well as reduced anxiety, lower blood pressure, better sleep, and improved concentration.

- 1.) Locate a quiet and comfortable space.
  - Find a comfortable spot where you can sit quietly without disruption and with your back straight.
- 2.) Relax your mouth and tongue.
  - Relax your jaw and gently place your tongue against the back of the top teeth.
- 3.) Exhale all air.
  - Exhale all of the air from your lungs through your open mouth and around your tongue.
- 4.) Inhale slowly.
  - Close your mouth and then inhale for a count of four through your nose.
- 5.) Hold your breath.
  - While holding your breath, count to seven.
- 6.) Exhale slowly.
  - Exhale slowly for eight seconds, making an audible *whoosh* sound as you fully expel all air, pursing your lips if needed.
- 7.) Repeat.
  - Repeat this process for a total of four cycles.

Source: Cuncic, A. (2021). *What is 4-7-8 breathing?* Verywell Mind. Retrieved from <https://www.verywellmind.com/what-is-4-7-8-breathing-5204438>

## Goal Strategy Blueprint

**Lesson Strategy - Course Planning**

Starting Point	Milestone 1	Milestone 2	Milestone 3	Goal
<b>Someone at this stage is:</b>	<b>Someone at this stage is:</b>	<b>Someone at this stage is:</b>	<b>Someone at this stage is:</b>	<b>Someone at this stage is:</b>
Learner is unfamiliar with the 4-7-8 breathing technique.	Learner is able to recall the 4-7-8 breathing process and associated benefits.	Learner is able to explain the 7 steps of the 4-7-8 breathing process in sequential order.	Learner is able to demonstrate the 7 steps of the 4-7-8 breathing process in sequential order.	Learner is able to complete all steps of the 4-7-8 breathing process within two minutes to manage stress and anxiety.
<b>To get to the next stage:</b>	<b>To get to the next stage:</b>	<b>To get to the next stage:</b>	<b>To get to the next stage:</b>	<b>To get to the next stage:</b>
Learner will be provided an overview of the breathing technique and the high-level benefits.	Learner will be able to list the 7 steps of the 4-7-8 breathing process and indicate associated benefits.	Learner will practice the 4-7-8 breathing process.	Learner will execute the 4-7-8 breathing process within a given time limit.	Learner will reflect on stress and anxiety levels before and after use of the 4-7-8 breathing process.
<b>Content Ideas</b>	<b>Content Ideas</b>	<b>Content Ideas</b>	<b>Content Ideas</b>	<b>Content Ideas</b>
				Infographic covering the breathing technique, steps, and benefits.

## Learning Outcomes

### Terminal Course Outcome(s)

1. Learner is able to complete all steps of the 4-7-8 breathing process within two minutes to manage stress and anxiety.
2. Given all steps of the 4-7-8 breathing process are completed within the specified time constraint, the Learner will demonstrate this technique with 100% accuracy within one week of receiving the infographic
3. Learner is able to reflect on their own stress and anxiety levels before and after use of the 4-7-8 breathing process.

## Learning Objectives

- Learner is able to recall the 4-7-8 breathing process and associated benefits.
- Learner is able to explain the 7 steps of the 4-7-8 breathing process in sequential order.
- Learner is able to demonstrate the 7 steps of the 4-7-8 breathing process in sequential order.
- Learner is able to execute the 4-7-8 breathing technique within a given time limit.

## Script

### Course Script

Topic (Section)	Transcript (Say)	On-screen Text (Show)	Design Notes (Do)
Step 1	Locate a quiet and comfortable space.  Find a comfortable spot where you can sit quietly without disruption and with your back straight.	Locate a quiet and comfortable space.	Relaxed person
Step 2	Relax your mouth and tongue.  Relax your jaw and gently place your tongue against the back of the top teeth.	Relax your mouth and tongue.	Relaxed mouth/lips
Step 3	Exhale all air.  Exhale all of the air from your lungs through your open mouth and around your tongue.	Exhale all air.	Show person/mouth exhaling.
Step 4	Inhale slowly.	Inhale slowly.	Show person/mouth inhaling.  Emphasize FOUR seconds.

	Close your mouth and then inhale for a count of four through your nose.		
Step 5	Hold your breath.  While holding your breath, count to seven.	Hold your breath.	Holding air (lungs)  Emphasize SEVEN seconds.
Step 6	Exhale slowly.  Exhale slowly for eight seconds, making an audible whoosh sound as you fully expel all air, pursing your lips if needed.	Exhale slowly.	Show person/mouth exhaling.  Emphasize EIGHT seconds.
Step 7	Repeat.  Repeat this process for a total of four cycles.	Repeat.	Emphasize the fact that this needs to be repeated FOUR times.

## Research

### Overview

Description: The 4-7-8 breathing technique is a mindful breathing exercise that has many benefits for stress reduction and relaxation, as well as reduced anxiety, lower blood pressure, better sleep, and improved concentration.

- 1.) Locate a quiet and comfortable space.
  - Find a comfortable spot where you can sit quietly without disruption and with your back straight.
- 2.) Relax your mouth and tongue.
  - Relax your jaw and gently place your tongue against the back of the top teeth.
- 3.) Exhale all air.
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## References

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## Case Study

### Background – Context

Hail Mary Yoga is a boutique yoga studio who offer yoga classes to various clients. An infographic was created to educate clients on breathing practices in relation to yogic techniques.

Hail Mary Yoga is a boutique yoga business that offers life coaching services and yoga classes. The business is primarily located in Tempe, Arizona; however, Hail Mary Yoga offers virtual sessions to clients in lieu of in-person sessions. In March 2020, the world came

to a halt as a result of the COVID-19 pandemic. People were asked to shelter-in-place at their home to slow the spread of the virus. While businesses began to slowly open after several weeks of the “shutdown”, Hail Mary Yoga decided to remain closed at their physical location for several months until things felt safer again.

## Challenges

Mary Smith, the owner of Hail Mary Yoga, continually emailed clients suggestions to continue their practice at home. While clients were able to practice their techniques at home, many met with Mary virtually for life coaching sessions to keep in touch and ensure they were on target with their overall goals. During these virtual discussions, clients yielded to Mary that they were experiencing heightened stress and anxiety due to the changes in the world and their own lives. Mary knew this was a problem as this was just not a few clients who expressed this information, but over 75% of her life coach client base.

## Solution

Given that at around 75% of Hail Mary’s client base was suffering heightened stress and anxiety levels, the owner knew she needed to take action. Mary researched countless resources in relation to yogic techniques to find a solution to this issue. After reviewing the 4-7-8 breathing technique, she knew this would work well with her client base. While many of the life coach clients were also yoga clients, she wanted to provide a technique to clients who are not familiar with yoga that could be easily understood, learned, and demonstrated.

Mary knew she needed something simple and eye-catching for her clients to be able to grasp and reciprocate the technique.

After consulting with Alex, an infographic was chosen as the learning product as this was easy to distribute and within Hail Mary’s minimal budget for the project. Canva was chosen as the desired design platform given its simplicity to create an easy and eye-catching infographic. This also allowed easy updates for the ID or owner to complete, if necessary.

Given that 4-7-8 breathing technique is a step-by-step process, it made sense to design the infographic into separate sections or steps. This was done in a lateral format so clients would be able to read the design from top to bottom. Mary desired more of a neutral color base as she wanted her clients to focus on the steps of breathing versus the flashy colors of the infographic; however, she still wanted it tastefully designed.



While there were no major challenges when building the solution, a couple iterations were developed. The initial product was acceptable, but some feedback from outside sources was delivered and corrections were made. Mary herself also provided feedback on the design, so quick alterations were needed to the final product.

## Results – Reflection

The most important lesson learned from this project was - Do not assume the first, nor second draft of an item is “the best.” Multiple iterations and corrections may be required for the right product.

The infographic was distributed to Hail Mary’s clients at the beginning of a week, as Mary wanted to be available for several days on-call in case clients had questions about performing the technique on their own. Despite her anticipation of many emails, she barely had any, so she reached out to a few key clients for feedback on the infographic. Those clients reported that the infographic was easy to comprehend and that they had no issues performing the technique on their own. Mary was pleased to hear this information and decided to follow up with more clients in a couple weeks to document their reflections on the breathing technique. Through the upcoming coaching sessions, Mary’s clients stated the breathing technique has greatly calmed their stress and anxiety. Many clients expressed that the technique has helped them sleep better at night or help them manage acute anxiety episodes. Mary estimated over a 50% improvement in stress and anxiety management amongst her clients.

## Time Log

Research

0.5h

Objectives - Blueprint

0.5h

Script

0.5h

Storyboard

0.5h

Graphic Design

2h

Case Study

1h