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BACHELOR'S THESIS
on the topic:

Development of a visual complex for MBTI

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Abstract

With the development of modern society, individuals pay more and more attention to personal growth, career development and interpersonal communication, which enhances the understanding and grasp of individual personality traits. This graduation project focuses on the animalized expression form of MBTI (Myers-Briggs Type Indicator) personality test, aiming to help people understand the personality characteristics of themselves and others in a more vivid and intuitive way. Traditional MBTI tests tend to rely on text descriptions, which can be difficult for some people to understand and apply. To this end, this study combines 16 personality types of MBTI with animal characteristics, and visualizes the characteristics of different personality types through the images and characteristics of animals.

Through literature review and expert interview, the corresponding relationship between MBTI personality type and animal characteristics was established, and a set of MBTI animalization test tools was designed. Through practical research, the effectiveness and practicability of this tool are verified. It can significantly improve individuals' perception and understanding of their own personality characteristics, and promote individuals' self-reflection and improvement.

Through the interaction design of MBTI animalization test, this graduation project enables people to face to face with their own images, greatly increasing the intuitiveness and interest of the test, which can enable people to grasp the personality characteristics of others more directly, so as to choose more appropriate communication methods and strategies, and effectively improve the effect of interpersonal communication. It provides a new perspective and method for promoting interpersonal communication.

Key words: Personality test; MBTI; Animalization; characterc; Intuitive perception

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INTRODUCTION

Relevance of the study. In recent years, with the development of society, the communication between people has gradually decreased. By transforming MBTI personality test into animal images, the diversity of human personality can be shown in a vivid and interesting way, which can help people to understand each other's personality types more intuitively, enhance mutual understanding, and promote effective communication.

This design can also clarify personal character characteristics and defects, not only can help individuals better understand their own personality types and characteristics, but also can make them clear their own personality defects or blind spots, so as to consciously self-reflect and improve. By intuitively revealing the deficiencies in character, this design can help overcome character defects, provide a mirror for individuals, help them realize the aspects that need to be improved, stimulate their motivation to work hard to overcome character defects, and promote their better progress and development in the field of study and work.

Through the design and research of MBTI personality test, it can contribute to the social and personal aspects. At the social level, this design helps to enhance the understanding and harmony of interpersonal relations, inspire people to think more deeply about the differences between themselves and others, so as to promote mutual understanding and harmonious coexistence, reduce misunderstanding and conflict, and promote the harmonious and stable development of society. At the individual level, by clarifying the characteristics and defects of the individual, this design helps to enhance the self-cognition and growth of the individual, help them to find and overcome the deficiencies in the character, and improve the personal quality and happiness.

In addition, this design also has a high practical value and significance, can provide individuals with practical tools and guidance, assist them to achieve

personal development and improvement. At the same time, this design practice also promotes innovation and development in the field of visual communication design, injecting new vitality and possibilities into the field. Finally, through interdisciplinary crossover and integration, this design practice also promotes the communication and cooperation between psychology, personality psychology and visual communication design and other disciplines, and promotes the progress and innovation of academic research.

The purpose of the research:By transforming the MBTI personality test into an animal figure, the diversity of human personality is presented in a vivid and interesting way.

Research Objectives:

- 1.To study the identity and influence of MBTI personality test in young people.
- 2.Explore the relationship between MBTI personality type and animal characteristics.
- 3.Design and verify the animalized visual communication effect of MBTI personality test.
- 4.Develop and test the MBTI personality test animalized interactive system
- 5.To evaluate the application of animalistic design of MBTI personality test in individual self-cognition.
- 6.Explore the innovative application of animalistic design of MBTI personality test in promoting interpersonal communication.

The research subject (theme)MBTI personality test animalized

The object (focus) of the research areStudy on animal image of MBTI personality test

Research methods.This work adopts the following theoretical and thematic research methods: analysis of the literature sources and normative literature of the research topic, comparative analysis of the relationship between MBTI personality type and animal characteristics, systematic, comprehensive and generalized method of data acquisition, functional connectomogram method,

and functional connectomogram method. Design using Adobe Photoshop, Adobe Illustrator, etc.

Elements of scientific novelty. This study can help people to understand each other's personality types more intuitively, enhance mutual understanding, promote effective communication, and thus consciously self-reflect and improve.

Practical significance. Through this design, this study provides users with more intuitive personal personality information to clarify their own characteristics and defects, so as to consciously self-reflect and improve.

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three chapters, the conclusion and general conclusion of each chapter, and 16 personality types. The work contains 27 drawings. The results of the study are 41 pages long.

Chapter I:

TOPIC SELECTION ANALYSIS

1.1 Introduction of selected topics

Over recent years, the rapid development of technology and social media has led to a significant transformation in the way people communicate. Although there has been a decline in face-to-face interactions, there has been a concurrent increase in the importance of personal growth, career development, and interpersonal communication skills. This shift has led to an increased focus on the understanding of individual personality traits and their impact upon relationships and interactions with others.

The increasing popularity of the Myers-Briggs Type Indicator (MBTI) personality test among young people can be attributed to the growing trend of self-discovery and improvement in social interactions. The MBTI enables individuals to gain insights into their own preferences, strengths, and potential areas for personal growth. By gaining an understanding of their own personality type and that of others, young people are more equipped to navigate various social dynamics and build more meaningful connections.

Miscellaneous practical applications of the MBTI in personal development and career planning have also contributed to its growing recognition among young people. A significant proportion of individuals utilise their MBTI results to ascertain suitable career paths that align with their natural inclination and

strengths. Furthermore, it serves as a valuable resource for team-building activities in educational settings or professional environments.

Generally speaking, the growing interest in MBTI reflects a broader societal shift towards prioritising self-awareness and effective communication skills. In modern society, personal growth, professional development and good relationships are all dependent on awareness of self and understanding and judgment of others. Myers-Briggs Type Indicator (MBTI) Personality Type Theory is a widely used tool in psychology that provides a framework for identifying and learning about the inherent preferences of individuals in thinking, feeling, judging and acting. While traditional testing methods are based on textual descriptions, efforts have been made to enhance the MBTI experience by incorporating more interactive and visual elements. For example, some online platforms now offer multimedia presentations and interactive exercises to help individuals gain a better grasp of their personality type.

In addition to these advancements, there has also been a push to make the MBTI more accessible and inclusive. This includes providing translations of the test materials into different languages and ensuring that the content is culturally sensitive. Furthermore, efforts are being made to address criticisms of the MBTI by continuously updating and refining its methodology based on ongoing research in psychology.

Overall, while the traditional test method may have limitations in terms of intuitiveness and interest for some individuals, ongoing developments seek to improve accessibility and user experience for a wider range of people.

In addition to visualizing the characteristics of different personality types, the MBTI animalization study also aims to provide a fun and engaging way for people to learn about themselves and others. By associating each personality type with a specific animal, individuals can easily relate to and understand their own strengths and weaknesses. This approach not only makes it easier for people to grasp the complexities of their own personalities, but also fosters empathy and understanding towards others who may have different traits.

Furthermore, by incorporating animal characteristics into the MBTI framework, this design encourages individuals to embrace their unique qualities without judgment or comparison. Instead of viewing certain traits as inherently "good" or "bad," the animalization study promotes acceptance of diversity in personality types. It emphasizes that every individual has valuable attributes that contribute to the richness of human interactions and relationships.

Ultimately, through this innovative approach, the MBTI animalization study seeks to promote self-awareness, empathy, and appreciation for diverse personalities in a lighthearted yet meaningful manner. By bridging the gap between psychological theory and relatable imagery, it offers a fresh perspective on understanding oneself and others within the context of personality types.

This research also involves conducting surveys and interviews to collect data on how individuals perceive their animal traits in relation to their MBTI personality type. This will deepen the Understanding of the link between human personality and animal traits and contribute to the development of a more comprehensive framework for analysing personality types.

Additionally, the interaction design aspect of this study will involve the creation of a platform or tool that will allow participants to engage intuitively and experientially with their own ‘animalised’ personality type. This may include virtual reality simulations, interactive games, or other innovative approaches that enhance the overall user experience.

By delving into the intricate realms of human behavior and the fascinating parallels found within the animal kingdom, this study endeavors to illuminate new avenues for enhancing interpersonal communication. It aspires to construct a bridge between the two domains, offering a distinctive perspective that transcends conventional approaches. Through immersive activities and thought-provoking exercises, participants are invited to embark on a journey of self-discovery, where they not only engage their senses in unprecedented ways but also develop a deeper understanding of the diverse ‘animalistic’ traits that color the human personality spectrum.

The core ambition of this endeavor is twofold: firstly, it seeks to enrich the communicative experience by making it more vivid and sensually stimulating, thereby fostering an environment where individuals feel seen, heard, and understood at a profound level. By engaging with tasks and scenarios inspired by animal behaviors—such as the complex social dynamics of wolves or the empathetic nature of elephants—participants gain firsthand insights into alternative modes of expression and connection.

Secondly, and equally importantly, the design of this study aims to provoke introspection—a looking glass through which each individual can examine their own behavioral patterns and emotional responses. This process of self-reflection encourages empathy, allowing participants to step into the metaphorical shoes of others whose personalities and life experiences may vastly differ from their own. In doing so, it nurtures a shared sense of humanity amidst our inherent diversity, highlighting how, beneath the surface, we all possess a primal essence that binds us together.

Ultimately, the overarching mission of this innovative approach is to serve as a catalyst for building bridges across social divides. By fostering environments conducive to open dialogue, active listening, and mutual understanding, it strives to create a world where differences are celebrated rather than feared, and where every interaction becomes an opportunity for growth, compassion, and unity. In essence, this unique lens on interpersonal communication acts as a powerful tool for promoting social cohesion, reminding us that, despite our varied backgrounds and ‘animalistic’ dispositions, we are all interconnected parts of a larger, shared human experience.

1.2. Purpose and significance of the topic selection

Furthermore, the use of animal images to represent MBTI personality types also makes the concept more accessible and acceptable to a wider audience. This can enhance self-knowledge and understanding of one's own personality traits

and those of others. By recognising and appreciating the diversity of human personalities, individuals can learn to communicate more effectively with people who have different predispositions, strengths and style of communication. Ultimately, this will contribute to a more harmonious and co-operative society where people can work together towards a common goal based on their personality differences.

With this design, an individual's personality traits and flaws can be visualised in a more intuitive way. This allows individuals to gain a deeper understanding of their own personality types and traits, leading to greater self-awareness. Through recognising possible flaws or blind spots in their personality, individuals are able to consciously engage in self-reflection and work towards improvement.

In addition, by intuitively revealing deficiencies in character, this design serves as a valuable tool for overcoming character flaws. It holds a mirror up to individuals, allowing them to see themselves more clearly and identify areas for improvement. This awareness can motivate people to work hard to overcome character flaws and ultimately achieve personal growth.

An increased sense of self-awareness also contributes to better progress and development in learning and work. By overcoming personal flaws, individuals are better able to excel and succeed in their chosen fields. In conclusion, the ability to recognize and address character flaws is an important aspect of personal development that can have a profound impact in all aspects of life.

The objective of this design is not only to contribute to society and individuals through the design and study of the MBTI personality test animalisation, but also to promote a deeper understanding of oneself and others. Through exploring the different personality types represented by the animals in the MBTI framework, individuals can gain a deeper understanding of their own

strengths and weaknesses as well as those of others. Increased self-awareness can improve communication, empathy and collaboration in social interactions.

On the social level, this design has the potential to promote harmony and co-operation between different groups. By encouraging people to recognise and appreciate the unique qualities of each individual, misunderstandings and conflicts can be reduced. This would ultimately contribute to a more inclusive and cohesive society with mutual respect and understanding.

Individually, the insights gained from MBTI animalisation can take people on a journey of self-discovery and personal growth. Having a better understanding of their own traits and tendencies, people are better able to identify areas for improvement or development. This process of self-reflection ultimately leads to a greater sense of personal fulfilment and well-being.

In conclusion, by harnessing the power of animalisation of the MBTI personality test, this design has the potential to not only improve interpersonal relationships on a societal level, but also to promote personal growth on an individual level.

In Addition, the practical value of this design extends beyond personal use and has the potential to be applied in a variety of industries and fields. its innovative approach and problem-solving skills can contribute to the advancement of visual communication design and inspire new ideas and directions for future projects. By providing practical tools and guidance, the design will not only support personal Development, but also foster a culture of creativity and innovation within the industry. It therefore has the potential to drive positive change and progress in the field of visual communication design, opening up new possibilities for both designers and users.

1.3Introduction to topic selection

The groundbreaking design of this concept elevates the renowned MBTI personality test to unprecedented heights by seamlessly integrating it with the

fascinating traits of animals. By marrying the established frameworks and principles of the MBTI with the distinctive characteristics of a wide array of animals, this approach offers a more intuitive and vibrant interpretation of various personality types. By embodying the MBTI in the form of animals, individuals are able to gain a deeper and more visceral understanding of their own personalities as well as those of others, paving the way for more effective communication and strengthened relationships.

The creative integration of MBTI with animal traits not only elevates the accessibility of the MBTI theory but also injects a sense of fun and relatability into the process of self-discovery and personal growth. It encourages individuals to view their personalities through a lens of curiosity and wonder, making the journey of self-awareness both engaging and enriching.

Collectively, this innovative design presents a fresh perspective on personality types that is both captivating and illuminating for those who seek to gain a deeper understanding of themselves and the people they encounter in their daily lives. It provides a bridge between the abstract concepts of personality theory and the tangible, relatable world of animals, creating a unique and compelling experience that will undoubtedly inspire individuals to embark on a journey of self-discovery and personal growth.

It will also provide a comprehensive exploration of the practical applications of MBTI personality type theory in a variety of areas, including education, career development, and interpersonal relationships. It provides detailed guidance on how individuals can use their knowledge of their personality type to make informed decisions about their academic and career paths, as well as how to communicate and work effectively with others based on their knowledge of different personality types.

In Addition, the design will incorporate case studies and real-life examples that illustrate the impact of MBTI personality types on personal growth and success. By presenting stories of individuals who have used their MBTI knowledge to overcome challenges and achieve their goals, the design aims to

inspire readers to embrace self-discovery and use the insights gained from understanding personality types to lead more fulfilling lives.

Moreover, this project will explore cultural differences that may exist in the interpretation and application of MBTI theory in different regions or among different populations. Through recognising these differences, the project seeks to promote a more inclusive understanding of personality diversity, whilst emphasising universality beyond cultural boundaries.

In drawing our discussion to a close, it is imperative to emphasize that the core ambition of this integrative approach transcends mere recognition of parallels between the intricacies of MBTI personality types and the distinctive characteristics embodied by various animal species. Rather, it aspires to construct a robust, illuminating bridge that fosters profound understanding of how these psychological profiles interweave with the natural world's archetypes, thereby enhancing our comprehension of human behavior in a more holistic manner.

This endeavor not only seeks to validate the existence of such correlations but also to elucidate their pragmatic implications, underscoring the crucial role they play in nurturing self-awareness. By aligning one's personality traits with those observed in animals, individuals can embark on a journey of introspection, identifying strengths they share with their respective animal counterparts and areas for growth inspired by the adaptability and resilience found in nature. This process encourages a deeper sense of self-understanding, which is the cornerstone of personal development.

Furthermore, the exploration of these links holds significant value for communication skills. Recognizing that different personality types mirror diverse animal behaviors can facilitate empathy and effective communication strategies. For instance, understanding an introverted individual's need for solitude, akin to that of a lone wolf, can guide others in approaching them with respect and consideration, fostering an environment conducive to open dialogue and mutual understanding.

The realm of decision-making abilities stands to benefit greatly from this integrative perspective. Drawing analogies between human cognitive processes and the instinctual decision-making observed in animals can offer fresh insights into problem-solving techniques. Just as a fox employs cunning tactics to navigate through challenges, individuals may learn to leverage their unique psychological attributes to make well-informed, intuitive choices.

Ultimately, the overarching goal of establishing connections between MBTI types and animal traits underscores the importance of these correlations in enriching overall personal development. It serves as a catalyst for embracing our innate qualities, learning from the wisdom of nature, and applying these lessons to cultivate a more balanced, adaptive, and fulfilling life path. In essence, this approach invites us to embark on a fascinating voyage of self-discovery, guided by the timeless wisdom encapsulated within both human psychology and the natural world's intricate tapestry.

1.4 Subject research

The MBTI personality test is currently occupying a prominent position in the public's consciousness, finding its way into virtually every facet of our daily lives. However, despite its widespread popularity, many individuals still harbour a rather superficial comprehension of the intricacies and complexities encompassed within the test, primarily owing to the perceived difficulty of the questions and their lack of visual appeal. Recognizing this gap in understanding, our design initiative aims to revolutionize the MBTI personality test experience by introducing the concept of animalization as a novel and engaging way to illustrate the nuanced differences in personality traits between individuals.

Our approach involves a thorough and exhaustive exploration of the intricate connections between MBTI personality types and various animal traits. We delve deep into the psychology of each personality type, identifying the key characteristics and behaviors that are most closely aligned with specific animal species. This process allows us to create a compelling visual narrative that not

only captures the essence of each personality type but also resonates with the target audience in a way that is both intuitive and engaging.

By harnessing the remarkable power of animalization, we embark on a journey to create an innovative suite of interactive and visually captivating testing tools that will revolutionize the manner in which people engage with and approach the MBTI personality test. These cutting-edge tools are crafted with a focus on intuitive design and user-friendliness, ensuring that individuals of all backgrounds and abilities can effortlessly navigate the process of self-discovery.

At the core of our approach is the desire to make the MBTI personality test more accessible and enjoyable for everyone. By incorporating animalization into the testing experience, we aim to break down barriers and invite users to explore their personality traits in a fun and novel way. This visual element adds a layer of playfulness and engagement, making the process more enjoyable and inviting for users of all ages.

Moreover, these animalized testing tools are designed to facilitate quick and accurate identification of personality traits. Whether individuals are seeking to understand their own personalities or those of their peers, the tools provide a user-friendly platform for self-discovery and interpersonal understanding. By leveraging the intuitive nature of animalization, we aim to make the MBTI test more approachable and relatable for a wider range of individuals.

Ultimately, our goal is to enhance self-awareness and interpersonal communication skills through the development of these engaging testing tools. By providing a more accessible and enjoyable platform for understanding MBTI personality types, we hope to foster deeper connections and understanding among individuals. The incorporation of animalization into the test serves as a bridge between the complex theory of MBTI and the general population, broadening its appeal and making it more relatable to a wider range of individuals.

In addition to enhancing accessibility and enjoyment, the diversification of MBTI personality type theory through animalization fosters a deeper

appreciation for the complexity and diversity of human personality. By presenting the concepts in a novel and engaging way, we aim to inspire individuals to delve deeper into the nuances and intricacies of the theory. This, in turn, can lead to a more comprehensive understanding of the unique characteristics and traits that make up our individual personalities, ultimately enriching our self-awareness and interpersonal communication skills.

Summary of the chapter I

1.The importance of MBTI personality test and identity enhancement:

With the decrease of social development and interpersonal communication, the importance of personal growth, career development and interpersonal communication has become prominent, making individuals pay more and more attention to the understanding and grasp of personality traits.

As a widely used psychological tool, MBTI personality test helps people to identify and understand personal preferences in thinking, perception, judgment and action, etc., which is widely recognized by young people and becomes an important way for their self-cognition and social interaction.

2.Innovative design of Animalization of MBTI Personality test:

In view of the lack of intuitiveness and interest in the traditional MBTI test, an innovative design of animalization of MBTI personality test is proposed. 16 animals correspond to 16 personality types to concretely show the characteristics of different personality types.

This design is designed to increase user acceptance and engagement with the MBTI test in a novel and interesting way, so that people can more intuitively feel the strengths and weaknesses of different personality types.

3.Purpose and significance of design:

The design aims to animalize the MBTI personality test to help people understand each other's personality types more intuitively, enhance mutual understanding and promote effective communication.

Through intuitive personal personality information, individuals can clarify their own characteristics and defects, self-reflection and improvement, so as to make better progress and development in study and work.

The design also has practical value and significance to promote the innovation and development of visual communication design.

4. In-depth research and practice of design:

In the design process, the corresponding relationship between MBTI personality type and animal characteristics is analyzed and compared to ensure accurate matching.

The design not only focuses on the theoretical framework, but also focuses on practical application, aiming to design a set of intuitive and interesting animal-based test tools to help users quickly identify and understand the characteristics of themselves and others.

Chapter II

BACKGROUND RESEARCH AND DESIGN ORIENTATION

2.1 Background research

As modern society develops, people are increasingly concerned about personal growth, career development and interpersonal communication. Such heightened attention has led to a greater understanding and awareness of individual personality traits. Myers-Briggs Type Indicator (MBTI) personality type theory has become a widely used psychological tool that provides valuable insights into individual personality differences.

The traditional MBTI test, however, is largely text-based and may lack intuition for some individuals. This can make the test feel too abstract and difficult to understand for some people. Consequently, there is a growing need for more interactive and visually appealing versions of the MBTI test to cater for different learning styles and preferences.

New digital platforms have been created to meet this need, offering interactive MBTI tests with visual elements such as videos, images, and animations. Such enhancements provide a more immersive experience for test takers and help them better grasp the concepts presented.

Furthermore, advances in technology have made possible the development of mobile apps that make MBTI tests available anytime, anywhere. That accessibility makes it easier for individuals to use the material at their own convenience.

In summary, the development of these tests has helped to make the MBTI more accessible and understandable to a wider range of individuals. By incorporating visual elements and utilising technology, we can increase the validity of personality assessments while catering for different learning preferences.

Not only does this innovative design provide a new and interesting way to learn about personality types, but it also adds a fun and engaging twist to the traditional MBTI test. Individuals can easily empathise and identify with their own personality traits by incorporating images of animals that represent different personality traits. Using this approach, the complex MBTI framework is presented in a more intuitive and visual way, making it easier for people to grasp and apply in their daily lives.

Additionally, the incorporation of animal imagery does not detract from the scientific rigour of the MBTI test. Indeed, it enhances the overall experience of the test, making it more enjoyable and relatable. Such a unique approach also appeals to a wider audience that may find traditional personality tests intimidating or uninteresting.

In summary, this design aims to make it easier and more engaging for people to understand their own and others' personality types. This is a creative way to bridge the gap between psychological theory and practical applications in everyday life.

The MBTI animalisation study has a wide range of applications and potential. It could be useful in a variety of fields, enabling individuals and others to understand their personality traits more intuitively, thereby promoting personal growth, career development and interpersonal interactions.

Furthermore, the application of the MBTI Animal Taxonomy in education can help teachers better understand students' learning styles and preferences. Having recognised these differences, educators can then adapt their teaching methods to suit different learners, ultimately improving academic performance and student engagement.

Within the business world, the MBTI Animal Taxonomy can be used in team building exercises and leadership development programmes. Through the identification of the strengths and weaknesses of each individual on a team, managers can strategically assign tasks that match the natural abilities of each member. This will not only increase overall productivity, but also create a

positive work environment where employees feel valued for their unique contributions.

Furthermore, in the field of mental health and counselling, the MBTI animal traits provide valuable insights into an individual's thought processes and emotional responses. A therapist can use this information to guide clients towards self-awareness and personal growth by helping them identify patterns of behaviour that may be impeding their progress.

In summary, the study of MBTI animal traits can enhance our understanding of human behaviour, promote harmonious interactions between people, and hold great promise in a variety of disciplines.

2.2 Research status and progress

Currently, the application of MBTI personality test animalisation to visual communication design is still in its early stages. A number of researchers have begun to explore the potential combination of MBTI personality test and animal imagery and its impact on design. Through questionnaire surveys and specific case analyses, for example, scholars have delved into the different preferences for animal imagery shown by individuals with different personality types, and how these preferences affect the overall design effect. Furthermore, efforts are being made to incorporate the animalisation of the MBTI personality test into brand identity design to create a more personalised and appealing brand image. An emerging trend suggests that there is great potential for improving the effectiveness of visual communication design by catering to individual differences in personality and preferences.

Yet, there are some limitations to the current study. For one thing, the theoretical underpinnings of animalisation in MBTI personality tests are not yet fully established and may not cover all aspects of human personality. Consequently, further research is needed to refine and extend the theoretical framework in order to gain a fuller understanding of how animalisation accurately represents different personality types.

Next, although the current study provides valuable insights through theoretical discussions and case studies, there is a lack of systematic empirical research to validate its application in real-world design environments. A more rigorous experimental study is necessary to assess the validity and reliability of using animalisation as a visual communication design tool.

To conclude, future research should focus on strengthening the theoretical underpinnings and experimental designs to explore the full potential and practical applications of utilising the animalisation of the MBTI personality test in visual communication design. This would help bridge the gap between theory and practice and provide designers with a more robust framework for understanding and catering for different personalities through visual media.

2.3 Data integration

The MBTI, or Myers-Briggs Type Indicator, is a widely used personality classification system that provides insight into an individual's psychological traits and behavior patterns. The system classifies personalities into two broad categories: I introversion and E extroversion, and further refines this into a total of 16 unique personality types. Each personality type is divided based on four core elements: motivation, information-gathering style, decision-making style, and lifestyle and analysis and judgment.

First, motivation is the key to understanding individual personality types. Introverts (I) tend to draw their energy from the inner world. They pay more attention to their inner thoughts, feelings and reflections. Extroverts (E), on the other hand, tend to draw their energy from the outside world and are better at socializing, expressing, and acting.

Second, the way information is collected is another important differentiator. Some people (S) prefer to collect information through actual perception, they pay attention to details, and are good at observing and describing facts; While others (N) are more inclined to get information through intuition, they focus on possibilities and future trends, and are good at insight and prediction.

Then, decision-making style is also an important factor in the division of personality types. Some people (T) pay more attention to logic and rationality when making decisions, they tend to analyze pros and cons and pursue objective facts; While others (F) focus more on emotions and values, they tend to consider the feelings and needs of others and pursue harmony and consensus.

Finally, lifestyle and methods of analysis and judgment are also key to distinguish different personality types. Some people (J) are more inclined to plan and organize, they focus on results and achievements, and are good at setting goals and implementing plans; While others (P) prefer flexibility and adaptation, they pay attention to process and experience, and are good at coping with changes and adjustments.

By taking these four core elements into account, the MBTI system can fully and accurately reveal individual personality traits and behavior patterns, thereby helping people better understand themselves and others, optimize interpersonal relationships, and improve work efficiency and quality of life. (see Figure 2-1, 2-2).

2.4 Design orientation

MBTI Personality Test Animalisation was designed to create a visually appealing and interactive experience for the user. By utilising animal pictures as a medium, the design provides an intuitive way for individuals to connect with their MBTI personality type. With the interactive design, users are able to connect directly with their personality type in a face-to-face manner, thus gaining a deeper understanding and identification of their personality traits.

Moreover, the design focuses not only on providing a fun and personalised experience, but also on being culturally sensitive and practical. This ensures that the needs and preferences of a diverse range of users are catered for, regardless of their background or cultural influences. Ultimately, the goal is to help individuals quickly and intuitively get to grips with their MBTI personality type, while enjoying the process.

Overall, the animalistic design of the MBTI personality test is intended to provide an inclusive and enjoyable experience that promotes self-discovery and understanding without sacrificing cultural sensitivity or practicality.

MBTI personality tests are targeted at a diverse audience, including individuals from all walks of life who are curious to learn about their unique traits and behaviours. They include students seeking personal growth, professionals aiming for career advancement, and individuals looking to improve their relationships.

By participating in the MBTI test, users gain valuable insight into their strengths and weaknesses, communication styles, decision-making processes, and overall attitude toward life. This self-knowledge can help users make more informed choices in personal and professional situations.

In addition, the MBTI test is a powerful tool for team building and co-operation in the workplace. By understanding their own personality type, as well as the personality types of their co-workers or team members, individuals can enhance interpersonal dynamics and work together more effectively to achieve common goals.

In summary, the MBTI personality test provides a holistic approach to self-discovery and self-improvement that resonates with people who want to better understand themselves and succeed in all aspects of their lives.

During the design process, the accuracy and applicability of the design is ensured by taking into full consideration the symbolism of animals in different cultural contexts. Meanwhile, it also focuses on the intuitiveness and fun of the design, simplifies the complex issues, and allows users to intuitively understand their own personality traits. Hopefully, the animal design of the MBTI personality test can provide users with a new perspective for testing personality traits and help them better understand their inner world, thus promoting personal growth and development.

Summary of chapter II

1. Innovative and intuitive design of MBTI personality test animal:

As a psychological tool, MBTI personality type theory may seem abstract in describing individual personality differences through words. Animalization design cleverly uses the animal image as an intuitive and vivid medium, combining the MBTI personality type with the symbolic meaning of animals, so that users can understand and identify their MBTI personality type more quickly and intuitively.

This innovative design approach not only increases the interest and personalization of the test, but also makes the design closer to the needs and preferences of different users through cultural sensitivity considerations, further enhancing the intuitiveness and appeal of the MBTI test.

2. MBTI personality test animalistic design in personal growth and interpersonal communication application value:

Through the animalized design of MBTI personality test, users can more intuitively understand their personality characteristics, so as to make more appropriate decisions in daily life and work, and promote personal growth and development.

At the same time, animalistic design also enables individuals to display their personality traits more intuitively, which helps to enhance mutual understanding and communication, and improve interpersonal relations. This kind of design also has potential application value in career development, which can help individuals better understand themselves and find suitable career direction and development path.

Chapter III

DESIGN PROCESS AND RESULTS

3.1 Visualization design of MBTI personality test animalized

3.1 .1 Visualization design idea of MBTI personality test animalization

When delving into the MBTI Personality Test Animalization Visualization, it's crucial to embark on a thorough information gathering process. This primarily serves as the foundation for the subsequent stages of the project. Let's break down the MBTI Personality Test, starting with its specific introduction.

The MBTI, or Myers-Briggs Type Indicator, is a personality assessment tool that categorizes individuals based on their preferences in four dimensions: Extroversion (E) versus Introversion (I), Sensing (S) versus Intuition (N), Thinking (T) versus Feeling (F), and Judging (J) versus Perceiving (P). The development of this test can be traced through three distinct stages: the origin stage, the developing stage, and the boom stage. During these phases, the MBTI has evolved from its initial conceptualization to its widespread adoption and application.

To bring this complex personality assessment to life, we must collect and classify both internal and external information related to the MBTI. This involves understanding the nuances and nuances of each personality type, as well as the broader cultural and societal implications of the test. Once this information has been gathered, we can proceed with the animalized visual design of the MBTI Personality Test.

The content of the interaction design will be divided into three stages. The first stage involves the conceptualization and planning of the animal representations. For each MBTI personality type, we will select representative

and symbolic animals that exhibit characteristics and behavioral patterns similar to the corresponding personality. This ensures that the animalized visualization accurately reflects the essence of each personality type.

The second stage focuses on the visual execution of the animalized representations. Here, we will employ various visual elements, such as color and shapes, to further distinguish and emphasize the unique characteristics of each personality type. For color, we will utilize different hues and tones to create a visual hierarchy that intuitively communicates the differences between the various MBTI types. The choice of color will be based on its psychological associations and symbolic meanings, ensuring that it is consistent with the characteristics of the personality type.

The third stage involves the integration of these animalized representations into the interaction design. This includes the use of symbols, icons, and other visual cues to modify and enhance the content. The goal is to create an engaging and intuitive user experience that allows viewers to intuitively feel and understand the content of the interaction design. By incorporating elements that are visually appealing and easy to comprehend, we can increase the readability and recognition of the design, making it more accessible and engaging for a wide range of users.

Throughout this process, we will remain mindful of the cultural and societal implications of the MBTI Personality Test. By creating a visually compelling and meaningful animalized visualization, we aim to promote a deeper understanding and appreciation of the complexities of human personality.

3.1 .2 MBTI personality test animalization visual design finalized

In the creation of the visual design, we have embraced a fresh and uncomplicated aesthetic, utilizing yellow, black, and white as the cornerstone hues. These colors not only provide a vibrant visual experience but also serve to emphasize the vibrant spirit of the design. The objective is to captivate the

audience and convey the essence of the MBTI personality type through vibrant animal imagery.

To establish a clear connection between the animal images and the MBTI personality test, we have designated a specific section to elaborate on this connection. Here, we showcase the animal silhouettes, pairing them with the appropriate colors and MBTI personality traits. This arrangement is intended to foster an intuitive understanding of the design, making it both engaging and enjoyable for the viewer.

The animal silhouettes are chosen carefully, each representing a distinct trait or aspect of the MBTI personality types. The use of colors complements this, with yellow representing energy and positivity, black symbolizing depth and mystery, and white standing for purity and clarity. These colors, in conjunction with the animal imagery, work together to create a visually arresting and thought-provoking design.

The overall goal is to immerse the viewer in the world of MBTI personality types through the lens of animal imagery. By combining bright colors, engaging animal silhouettes, and a clear explanation of the MBTI-animal connection, we aim to foster a deeper appreciation for the charm and insights offered by the animalization of MBTI personality testing. (see Figure 3-1, 3-2).

3.2 Font design

In the intricate art of logo and font design, a meticulous blend of mechanical technology and a nuanced understanding of 16 distinct personality types is paramount to successfully capture the essence of science and technology within the design works. This fusion not only expresses the cutting-edge technological prowess but also caters to the varying tastes and preferences of diverse audiences. When it comes to font design, the importance of legibility, uniqueness, and memorability cannot be overstated.

In a cyberpunk-inspired design, fonts play a pivotal role in enhancing the recognition and differentiation of a brand or product. They are the visual

representation of the voice and tone of a company, conveying a sense of futuristic sophistication and technological prowess. By incorporating futuristic elements and geometric shapes, fonts can evoke a sense of the cyberpunk universe, where technology and humanity coexist in a harmonious yet sometimes chaotic manner.

To achieve this, designers must delve deeply into the nuances of each personality type. They must understand the visual language that resonates with each type and how best to incorporate it into the logo and font design. Whether it's the minimalistic aesthetic preferred by the Rational type or the bold and daring style favored by the Entrepreneur, each personality type brings a unique perspective that contributes to the overall design.

Moreover, the fusion of mechanical technology with these personality types allows for the creation of designs that are not just visually appealing but also functionally sound. Mechanical elements, such as gears, bolts, and circuit boards, can be seamlessly integrated into the logo and font design, giving them a sense of depth and complexity. This not only adds to the visual appeal but also reflects the technological prowess that lies beneath the surface.

In drawing the discussion to a close, it becomes abundantly clear that the harmonious fusion of mechanical technology's precision and the profound comprehension of the 16 personality types in the realm of logo and font design stands as a pivotal cornerstone. This unique blend is not merely a creative choice but a strategic imperative when endeavoring to encapsulate the very spirit of science and technology, all framed within the captivating aesthetic of cyberpunk inspiration.

The essence of such integration lies in its ability to strike a delicate balance between the cold, futuristic allure of machinery and the nuanced understanding of human psychology as embodied by the Myers-Briggs Type Indicator or similar frameworks. By meticulously weaving these elements into each curve of a logo or the rhythm of a font, designers are effectively bridging the gap

between the technological marvels of tomorrow and the intricate tapestry of human identity.

This approach fosters designs that transcend mere visual appeal; they become communicative vessels, conveying subtle messages about innovation, progress, and the diversity of human experience. Each design element, from the sleek metallic finish of a letterform inspired by advanced robotics to the subtle curves echoing the empathetic nature of certain personality traits, contributes to an immersive narrative that speaks directly to the viewer's sensibilities.

Moreover, in a world where digital interfaces dominate and attention spans wane, integrating these principles allows designers to craft visuals that not only arrest attention but also foster meaningful engagement. They create logos and fonts that are not just seen but felt—resonating with audiences on a subconscious level and etching themselves into memory as enduring symbols of a future that is both technologically advanced and deeply humane.

Ultimately, this meticulous synthesis ensures that cyberpunk-inspired designs are more than superficial tributes to a genre; they embody the marriage of humanity and technology, reflecting our collective aspirations and fears about the road ahead. In doing so, these designs carve out a distinctive space in the hearts and minds of viewers, leaving behind a footprint that lingers long after the initial encounter—a testament to the power of thoughtful design in capturing the zeitgeist of our times.

3.2 .1 Font design concept

When embarking on the design process for the logo and font, the initial thought is to capture the essence of the "mechanical" aesthetic while effectively communicating the aura of science, technology, and science fiction. The goal is to not just create a visual representation, but to trigger an emotional resonance with the viewer.

To achieve this, the selection of colors plays a crucial role. Grey, as a neutral yet powerful hue, is chosen as the dominant tone. It embodies the seriousness and precision of mechanical engineering while also lending a futuristic, technological vibe.

As for the main elements, screws are a natural fit. They are ubiquitous in machinery, symbolizing the intricate workings and precision of mechanical systems. Incorporating screws into the design not only highlights the mechanical theme but also adds a layer of visual interest and uniqueness.

Moving on to the font design, the concept of "screws and straight lines" is employed to evoke a hard, mechanical sensation. These straight lines represent the rigidity and precision of mechanical components, while the screws add a tactile, three-dimensional quality. The combination of the two creates a font that is both visually arresting and conceptually aligned with the mechanical theme.

In the various sketches and iterations, the fonts are adorned with black and gray blocks. These blocks mimic the appearance of metal or mechanical parts, giving the font a mechanical, tough, and technological appearance. The blocks are carefully positioned and sized to enhance the legibility of the font while maintaining the overall aesthetic.

In its entirety, the logo and font design embark on a meticulous journey to encapsulate the very spirit of mechanical aesthetics, seamlessly intertwining it with the allure of scientific advancement, technological innovation, and the boundless imagination of science fiction. By meticulously selecting grey as the foundational hue, not only does this choice evoke a sense of industrial precision and futuristic minimalism, but it also serves as a canvas upon which the intricate details can truly shine.

The incorporation of screws – those ubiquitous symbols of assembly and engineering prowess – as central motifs within the design, adds layers of depth and meaning. Each screw, meticulously placed and painstakingly detailed, stands as a testament to the intricate inner workings of machinery, symbolizing the complex harmony that exists within technology. This subtle yet powerful

element weaves a narrative of strength, reliability, and the intricate dance of parts that form the backbone of our modern world.

Complementing this visual symphony is a custom font, meticulously crafted to echo the design's overarching theme. The letters, formed from a harmonious blend of stark straight lines and solid black or gray blocks, exude an air of unwavering stability and technological sophistication. This font isn't merely a tool for communication; it's a visual language in itself, speaking directly to the viewer's subconscious, evoking feelings of trust in the precision and forward-thinking embedded within the design.

Together, these elements coalesce into a visual experience that transcends mere aesthetics. They construct a bridge between the tangible realm of mechanics and the intangible territories of scientific dreams and speculative futures. Upon encountering this design, viewers are instantly transported to a realm where science and fiction converge, inspiring a sense of wonder and igniting the spark of curiosity that lies within us all. It leaves an indelible mark, etching itself onto the viewer's memory as a reminder of the infinite possibilities that lie at the intersection of art, science, and imagination.(see Figure 3-4).

3.3 Image design

Clarify the basis and characteristics of the division of 16 personality types. Then, through in-depth analysis and comparison of the characteristics of various animals, the corresponding relationship between MBTI personality type and animal characteristics is established, and based on this, 16 corresponding animal images are designed, and supplemented with elements such as color, posture, props and other elements to highlight the personality characteristics of different animal images. All animal images are created in the style of cyberpunk. Ensure its unity.

For example, in the image of the owl corresponding to INTJ, purple is adopted as the main color of the image and matched with corresponding

ornaments, such as wearing gold glasses and holding a pipe in his mouth, which corresponds to his personality characteristics of independent thinking, rational analysis and creativity.

In INFJ's corresponding unicorn animal image, the overall use of white as the main color, with berets and glasses and cigarettes have not been extinguished, in order to reflect the personality type of idealism and emotional rich characteristics.

In the meticulously crafted lion image that symbolizes the ESTJ personality type, a bold and striking shade of red dominates the animal's form, infusing it with vitality and an unmistakable aura of strength. This choice of hue not only captivates the viewer's attention but also serves as a visual metaphor for the intense passion and unwavering determination that characterizes individuals of this type. The lion's countenance is etched with a resolute firmness, its eyes gazing steadfastly ahead, embodying the profound sense of duty and dependability that lies at the core of their being. Every line on its face speaks volumes about their commitment to uphold their responsibilities, reflecting a spirit that stands unyielding in the face of adversity.

Adorning this regal creature are stylish red sunglasses, a creative touch that adds a layer of sophistication and modernity to the traditional symbolism of the lion. These sunglasses, far from being a mere accessory, symbolize the unique brand of leadership that ESTJs embody – one that combines a forward-thinking vision with a respect for tradition. They convey an air of authority laced with a hint of playfulness, suggesting leaders who are approachable yet command respect through their decisive actions and clear direction.

The majestic posture of the lion, enhanced by the fiery red shades, projects an image of confidence and capability, encapsulating the essence of individuals who thrive in roles where they can organize, lead, and bring order to chaos. It is a testament to their innate ability to navigate challenges with a pragmatic mindset, always ready to take charge and steer their team towards success. In essence, this vivid depiction of a lion in red transcends beyond mere aesthetics;

it is a powerful visual narrative that eloquently communicates the essence of the ESTJ personality - reliable, responsible, and undeniably influential leaders in their realm.(See Figure 3-5).

3.4 Poster design

A poster design with 16 personality animal images, the overall poster design is in black colour. Emphasis of the poster is on the MBTI personality test animal images and the design is embellished with mechanical fonts. A black and grey font is used to highlight and enhance the images, creating a coherent and unified look. Use of circles and lines in the graphic add interest and technology to the overall design. Poster's layout emphasises the images of the 16 animals with different personalities, highlighting their unique features and characteristics. These elements were incorporated to make the poster visually appealing and informative, effectively communicating the subject matter. By using bold colours and clean, modern design elements, each animal image is highlighted and emphasised. Sleek and sophisticated, the overall aesthetic of the poster reflects the complexity and diversity of the personality types it represents. In addition, the design includes detailed descriptions and other information about each personality type, providing viewers with valuable insights.

This poster is therefore an engaging educational tool for those interested in exploring and learning about different personality types. With a clear and engaging design, the poster effectively conveys information and stimulates curiosity, making it a valuable resource for a wide range of audiences. In conclusion, the poster design successfully captures the essence of the 16 character animal images while also presenting them in a visually appealing and accessible way.(see Figure 3-6).

3.5 Interaction design

Inspired by the famous Myers-Briggs Type Indicator (MBTI), we have crafted an interactive question-and-answer mini-programme that provides users with a unique and engaging way to discover their personality type through the lens of an animal figure. Bridging the gap between the complex world of personality types and an intuitive understanding of animal traits, this innovative tool provides users with a fun and insightful experience.

At the centre of this mini-program is a powerful database of the basic personality types of the MBTI. Through answering a series of thought-provoking questions designed to reveal personal preferences, values and behaviours, users are able to reveal their personality type in the form of an animal figure. The animal images are each uniquely designed to represent a specific MBTI type, providing users with a visual representation of their inner traits.

Additionally, each animal picture is accompanied by a special cinema ticket, adding an exciting reward element to the experience. Not only does this incentivise users to participate, it also encourages them to delve deeper into the world of MBTI personality types.

But there is more to the mini-programme than that. Through scanning an embedded QR code, users can watch an AI-generated special effects video that immerses them in their animal personality type. Showing the specific characteristics of the user's chosen animal, the video combines the animal's innate traits with the user's personality to create a truly personalised experience. Videos also analyse the user's personality traits in detail, giving users insight into how they interact with the world and relate to others.

In addition, the mini program leverages advanced camera technology to create a truly interactive experience. By capturing the user's facial features through the camera, the program is able to blend these features with the characteristics of their chosen animal. Combining human expressions and actions with animal facial features, the program utilizes a projector to display a lifelike representation of the user's MBTI personality type in animal form. This

immersive projection allows users to see themselves in a new light, providing a unique and engaging way to understand and identify their MBTI personality type.

The mini program's ability to capture and integrate facial features with animal imagery offers an unparalleled level of personalization. Whether users prefer the mischievousness of a fox, the strength of a lion, or the wisdom of an owl, the program is able to bring their personality to life in a way that is both entertaining and insightful.

Overall, this MBTI answering mini program offers users a fun and intuitive way to understand and identify their MBTI personality type. By blending the complexity of personality types with the simplicity of animal imagery, the program creates a unique and engaging interactive experience that enhances users' sense of entertainment and engagement. Whether users are curious about their own personality or simply looking for a fun way to spend their time, this mini program is sure to provide a memorable and rewarding experience.(see Figure 3-7, 3-8).

Summary of chapter III

1.An innovative attempt to integrate font design and personality type image

In logo and font design, mechanical technology is closely combined with the image of 16 personality types, which not only enhances the sense of technology in the design, but also highlights the characteristics of each personality type through unique font design. The use of gray tones, screws and other elements to add a mechanical sense to the font design, which not only meets the requirements of the sense of science and technology, but also enhances the identification and differentiation of the design, making the design work have a unique cyberpunk style.

The combination of font design and animalistic image of personality type not only enriches the expression form of design, but also enhances the emotional resonance of design. Through animal images to convey the characteristics of

personality types, the design is more intuitive and easy to understand, easy to arouse the resonance of the audience, and improve the communication effect of the design.

2. Fun and practical interaction design

The interactive design part provides users with a unique and interesting experience through technical means such as answer mini programs, AI special effects videos, and real-time face capture. This design not only increases the user's sense of entertainment and engagement, but also enables users to more intuitively understand their MBTI personality type, promoting personal growth and interpersonal communication.

By combining animal facial features with human facial expressions or movements, a unique and interesting interaction is created, making the design more lively and interesting. At the same time, this design also takes into account the actual needs of users, and provides users with practical functions, such as obtaining movie tickets, understanding personality characteristics, etc., making the design both interesting and practical.

Chapter IV

PROBLEMS AND SOLUTIONS IN THE CREATIVE PROCESS AND DESIGN RESULTS SHOW

4.1 Problems in the creation process

During the creative process of incorporating the animalisation of the Myers-Briggs Type Indicator (MBTI) personality test into visual communication design, I encountered several major challenges. The first was insufficient information gathering for the initial design. More specifically, I found it a daunting task to collect detailed characteristics of the 16 personality types and the corresponding 16 animal images in the MBTI animalisation framework. This lack of detailed information made it difficult to provide a comprehensive and accurate visual representation of each personality type.

Secondary, establishing precise correspondences between personality types and animal images was another obstacle. It was critical to match the unique characteristics of each MBTI personality type to the animal image in a way that captured the essence of the type while keeping the design visually interesting and intuitively appealing. It required an in-depth understanding of the MBTI system and the symbolism of the various animal images.

Challenge number three, a veritable tightrope walk in the realm of design, was to meticulously strike a harmonious equilibrium between the alluring embrace of intuitive design and the intricate depths of in-depth detail. This formidable task called for an artistic alchemy, one that could transmute the arcane intricacies embedded within the Myers-Briggs Type Indicator (MBTI) personality test into visual symphonies that dance on the canvas of understanding.

The MBTI, a psychological assessment tool revered for its comprehensive dissection of human personality into sixteen distinct types, posed a unique hurdle. Its concepts, like delicate strands of wisdom, needed to be woven

carefully into visual representations without losing their essence. The endeavor necessitated a designer's touch that was both surgeon-like in precision and poet-like in expression.

To achieve this, designers found themselves treading the fine line between two poles: simplicity, which beckons with its unassuming charm and immediate accessibility, and complexity, a labyrinthine realm where the richness of each personality type lies waiting to be discovered. The interface had to become a gateway, a Rosetta Stone capable of translating the esoteric language of psychological traits into a vernacular that resonates with every user.

Intuitive designs were crafted not merely to please the eye but to guide the mind effortlessly through the maze of personality facets. Each element, from color palettes that subtly echo the emotional landscapes of different types to iconography that encapsulates the core values of each category, was meticulously chosen and placed. These visuals aimed to create an instant rapport with users, allowing them to recognize themselves or others in the mirror of these graphical renditions.

Simultaneously, the challenge underscored the importance of preserving the granularity of MBTI's insights. Every curve, hue, and spatial arrangement within the design carried the weight of representing the subtle nuances that differentiate an INFJ's introverted intuition from an INTJ's strategic thinking, or an ENFP's vivaciousness from an ESFP's sensibility. It was a balancing act akin to choreographing a ballet where each pirouette and plié must convey a story while maintaining the fluidity of the performance.

In conclusion, the quest to fuse intuitive design with in-depth detail in the context of the MBTI test was nothing short of a creative odyssey. It demanded a deep dive into the psychology of perception, a nuanced understanding of symbolism, and a relentless pursuit of clarity without sacrificing depth. Through this process, designers didn't just create interfaces; they constructed bridges between the abstract world of personality theory and the tangible reality of

human experience, making the intricate dance of personalities visually intelligible to all.

And finally, I had to consider the audience for the design. Animating a design for an MBTI personality test means catering for a diverse group of people with varying degrees of familiarity with the MBTI system. It is important to ensure that the design is accessible and understandable to the target audience, whether or not they have previous knowledge of or exposure to MBTI personality testing. This involves careful consideration of visual language, symbols and cultural connotations to ensure broad appeal and comprehension.

4.2 Solutions

In-depth research and analysis: I delved into the theoretical basis of the MBTI personality test, analyzed the core characteristics of each personality type, and referred to relevant psychological research to ensure an accurate match between the animal image and the personality type. At the same time, I also studied the personality characteristics of various animals, looking for the animal image that best matched the personality type.

Multiple tests and revisions: During the design process, I conducted multiple tests and revisions. I invited people from different backgrounds to give feedback, understand their understanding and acceptance of the design, and make adjustments accordingly based on the feedback. At the same time, I experimented with different design styles and elements to find the best balance.

Simplify and highlight the core: In the design, I simplify complex MBTI concepts and use easy-to-understand visual elements to express them, so as to enhance users' intuitive understanding of their own personality characteristics and highlight the core characteristics of each personality type. At the same time, I also focus on the integrity and consistency of the design, making sure that all design elements revolve around the same theme. Communicate with the tutor more, maintain communication, have a discussion on the topic, and determine

the topic in the discussion. Collect relevant materials to conduct in-depth research and analysis of the content and form of the design: Through discussion and research with teachers and classmates, I analyzed the core characteristics of each personality type and the personality characteristics of various animals, and referred to relevant psychological research to ensure the accurate matching of animal image and personality type.

On the basis of in-depth understanding of basic information, I conducted multiple tests and modifications: I strengthened the collection of relevant information, invited people from different backgrounds to give feedback, understood their understanding and acceptance of the design, and tried to adjust different design styles and elements according to their feedback, so as to find the best balance point.

In the quest to refine the design's essence and amplify its central objectives, the paramount aim is to facilitate seamless communication between the user and the instructor. This endeavor necessitates an approach that bolsters the intuitiveness of the design, all while meticulously preserving its structural integrity and visual consistency. By doing so, we embark on a journey to demystify the intricate labyrinth of MBTI personality test concepts, transforming them into easily digestible visual components and interactive methodologies.

Our mission is to transform complex psychological constructs into vivid, accessible illustrations, thereby breathing life into the heart of each personality archetype. Through the judicious use of color, symbolism, and concise explanatory narratives, we aspire to create a design language that speaks directly to the user, fostering immediate comprehension and resonance with their unique character traits.

By simplifying the arcane terminology often associated with the Myers-Briggs Type Indicator, we construct a bridge between academia and everyday understanding. This is achieved not by diluting the depth of the theory but rather by translating it into a vernacular that invites exploration and self-discovery in a

non-intimidating manner. Every visual element is meticulously crafted to reflect the nuanced dimensions of each personality type, ensuring that the core characteristics are accentuated without compromising the richness of the underlying psychology.

Furthermore, the design philosophy behind this platform meticulously weaves together a user-centric approach with sophisticated navigation systems. It thoughtfully orchestrates an intuitive pathway that seamlessly guides users through the intricate labyrinth of their multifaceted personality traits. Every click or swipe becomes a journey of self-discovery, as the interface intuitively adapts to individual preferences, ensuring that no facet of one's unique character remains unexplored.

The integration of visually compelling infographics adds a dynamic layer to this experience. These graphics ingeniously transform complex psychological data into easily digestible visual narratives, allowing users to grasp abstract concepts about themselves with remarkable clarity. Whether it's a colorful pie chart illustrating the balance of introversion and extroversion or a vivid mind map tracing the interconnectedness of various traits, these visuals make the exploration not just informative but also aesthetically pleasing.

Personalized feedback mechanisms serve as the proverbial cherry on top, offering tailored insights that resonate deeply with each user. By leveraging advanced algorithms, the system crafts feedback that feels like a personalized coach, encouraging users to delve deeper into their strengths, address areas for growth, and celebrate the nuances that make them who they are. This level of customization fosters a sense of ownership and investment in the process, transforming what could be a mundane task of self-analysis into a captivating and fulfilling adventure.

In essence, this thoughtful blend of navigational ease, interactive visuals, and personalized engagement transforms the often-intimidating journey of self-exploration into an enjoyable and rewarding experience. Users find themselves effortlessly traversing through the depths of their own psyche, collecting

valuable insights along the way, and ultimately emerging with a richer understanding and appreciation of their unique selves.

In summary, our pursuit revolves around distilling the complexities of the MBTI into a streamlined, visually compelling format that doesn't just inform but also inspires. It's about creating a design that serves as a clear lens, allowing users to glimpse the depths of their individuality with clarity and excitement, while simultaneously enhancing the dialogue between learners and educators. This harmonious blend of simplicity, intuition, and depth forms the cornerstone of our design philosophy, aimed at celebrating the uniqueness within us all.

Summary of chapter 4

1. Insufficient information collection:

In the process of creating the animalized visual communication design of MBTI personality test, due to the lack of in-depth research and sufficient collection of MBTI personality characteristics and corresponding animal personality characteristics, the initial design faces many difficulties.

2. Difficulty of matching personality type with animal image:

Accurately matching the MBTI's 16 personality types to animal figures, while keeping the design interesting and intuitive, was a challenging task. This requires designers to not only understand personality types, but also explore the animal's personality traits and find the best fit between them.

3. Design intuitiveness and detail balance considerations:

In the design process, how to maintain the intuitiveness of the design while deeply describing the details of the design is a problem that needs to be balanced. Designers need to find a balance between simplifying complex concepts and highlighting core features to ensure the overall effect and audience acceptance of the design.

Conclusion

Incorporating the MBTI Personality Test's concept of 'animalisation' deeply into the field of visual communication design is a multifaceted process, from initial conceptualisation to painstaking research, intricate design, and ultimately, the receipt and implementation of feedback. There are unique challenges at each step of the process that require nuanced attention and strategic decision-making.

A primary challenge lay in harmonising the animal imagery with the different MBTI personality types. Ensuring the precision of this harmonisation, I began to delve deeper into the theoretical underpinnings of MBTI, delving into the core traits that define each personality type. That understanding, coupled with a keen insight into the personalities of various animals, enabled me to combine the two in perfect harmony. In this process, I repeatedly utilised questionnaires many times and collected feedback from different sources until a harmonious balance was achieved.

Design phase itself requires a focus on intuitive principles, utilising visual elements that are both easy to understand and impactful. The aim was to capture the essence of each personality type and distil its complexity into a simple yet powerful visual representation. To achieve this, I emphasised coherence and consistency in the design, ensuring that all elements were closely aligned around a unifying theme.

Acceptability of the design amongst the target audience was also an important consideration. To measure this, I invited people from different backgrounds to interact with the design and provide feedback. Their comprehension of the design and insights into its appeal enabled me to make informed adjustments that enhanced the intuitiveness and appeal of the final product.

In drawing the final curtain on this extensive endeavor, it is imperative to emphasize that the undertaking was not merely a path paved with challenges, but also one adorned with enriching discoveries and personal growth. This odyssey necessitated not just a cursory comprehension of the Myers-Briggs Type Indicator (MBTI) and its fascinating correlation

with animal archetypes, but a profound, almost scholarly grasp of the intricate nuances embedded within each personality type.

Coupled with this intellectual demand was the requirement for an artistic intuition that could breathe life into the abstract world of psychological profiles. A keen aesthetic sensibility, akin to that of a master artisan, was vital in translating the esoteric language of personality traits into visual symphonies. Each color palette, shape, and texture meticulously selected, served as brushstrokes on the canvas of human psyche, reflecting the depth and diversity inherent in the MBTI spectrum.

Moreover, the process underscored the importance of empathetic design, where the designer's compass pointed unwaveringly towards the true north of the target audience's desires and inclinations. It wasn't about imposing preconceived notions or artistic whims; rather, it entailed listening intently to the silent whispers of the viewers' expectations and tailoring the designs accordingly. This commitment to empathy fostered an environment where creativity thrived in harmony with relevance, ensuring that the output resonated deeply with its intended recipients.

The fruits of this labor-intensive journey are designs that transcend their status as mere visual manifestations. They stand as living embodiments of the intricate dance between individuality, symbolism, and the potent force of visual storytelling. Each piece speaks volumes about the complex interplay of personality traits, the symbolic power of animals, and how, when artfully combined, they can communicate ideas and emotions in ways words often fail to achieve.

In essence, these designs have become more than the sum of their parts – they are gateways into understanding the human experience, invitations to explore the depths of our own personalities mirrored through the lens of imaginative imagery. Through this rigorous yet rewarding journey, we have not just crafted visuals; we have unlocked a new dimension in understanding the profound connection between who we are, what we see, and how we communicate our inner worlds to those around us.

In short, the animalization concept of MBTI personality test was integrated into the design process and implementation of visual communication design in the "Looking for People" Advertisement. I deeply understood my shortcomings and the direction of

improvement, which made me clear the direction of my future career development. I believe that after this graduation project, I will make a great contribution to my future design. It can better play its advantages to make more excellent design works, and contribute to the development of our country's cultural undertakings.

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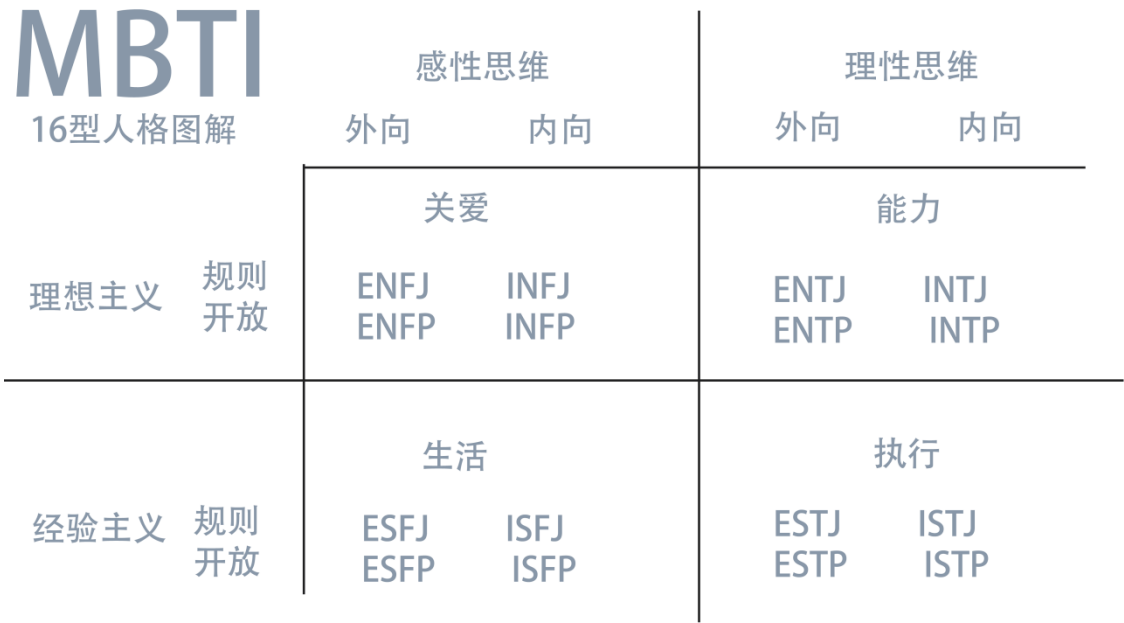


Figure2.1

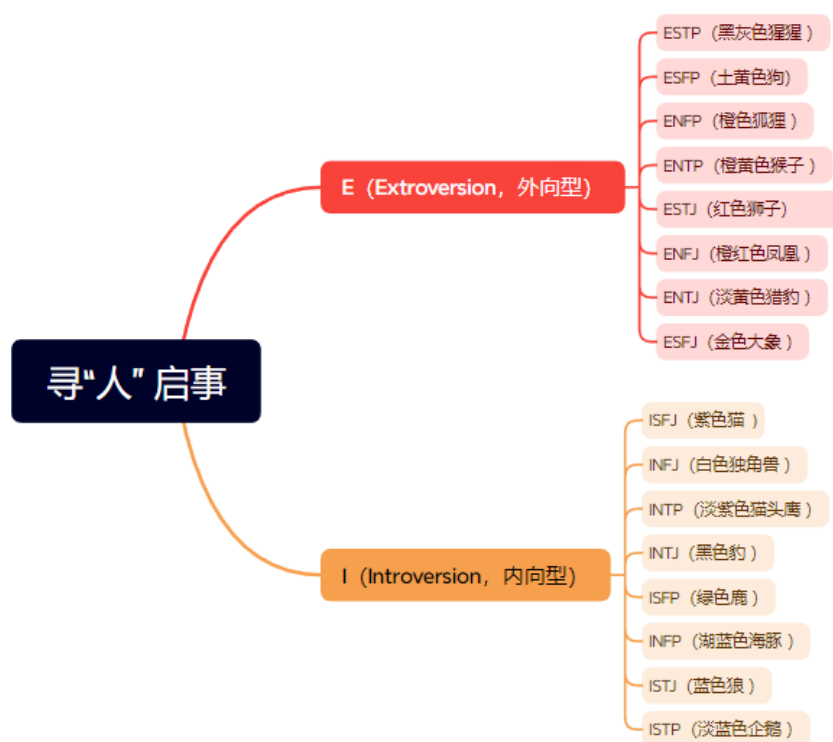


Figure2.2

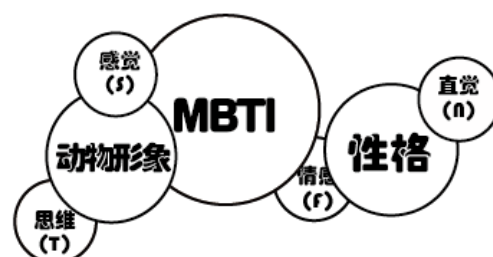


Figure3.1

寻“人”启事

MBTI人格测试动物化

人格类型的分类

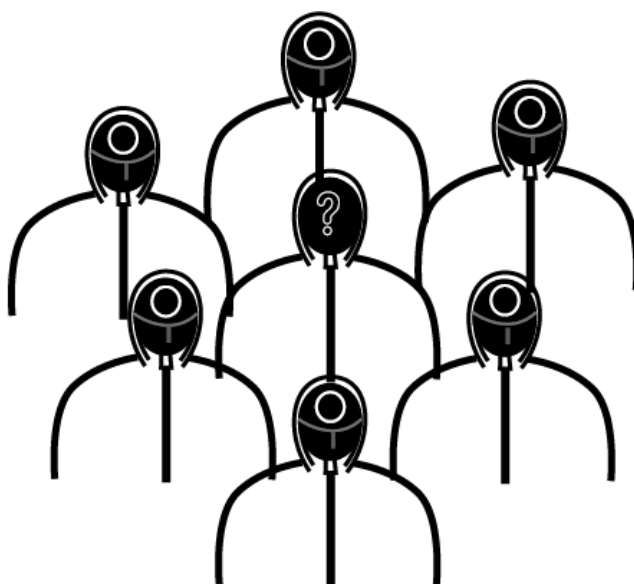


你的人格形象是什么动物?

将人格类型划分为16种不同的类型，每种类型由四个字母代表

，包括E（外向）和I（内向）、S（实感）和N（直觉）、T（思考）和F（情感）、以及J（判断）和P（知觉）。

寻“人”启事



LOOKING FOR A "PERSON" NOTICE

MBTI人格测试16种人格类型

MBTI		感性思维		理性思维	
16型人格图解		外向	内向	外向	内向
理想主义	理想主义	ENFJ ENFP	INFJ INFP	ENTJ ENTP	INTJ INTP
	现实主义	ESFJ ESFP	ISFJ ISFP	ESTJ ESTP	ISTJ ISTP

MBTI的内外向分类

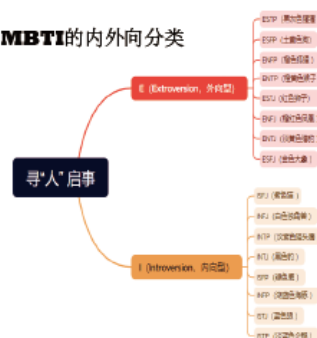
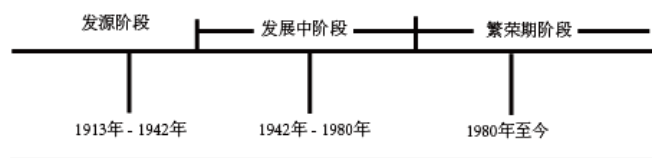


Figure3.2

寻“人”启事

MBTI人格测试发展时间顺序



动物形象颜色



理论基础奠基者

卡尔·古斯塔夫·荣格



凯瑟琳·库克·布里格斯

共同创立
MBTI人格测试



伊莎贝尔·布里格斯·迈尔斯



Figure3.3



Figure3.4

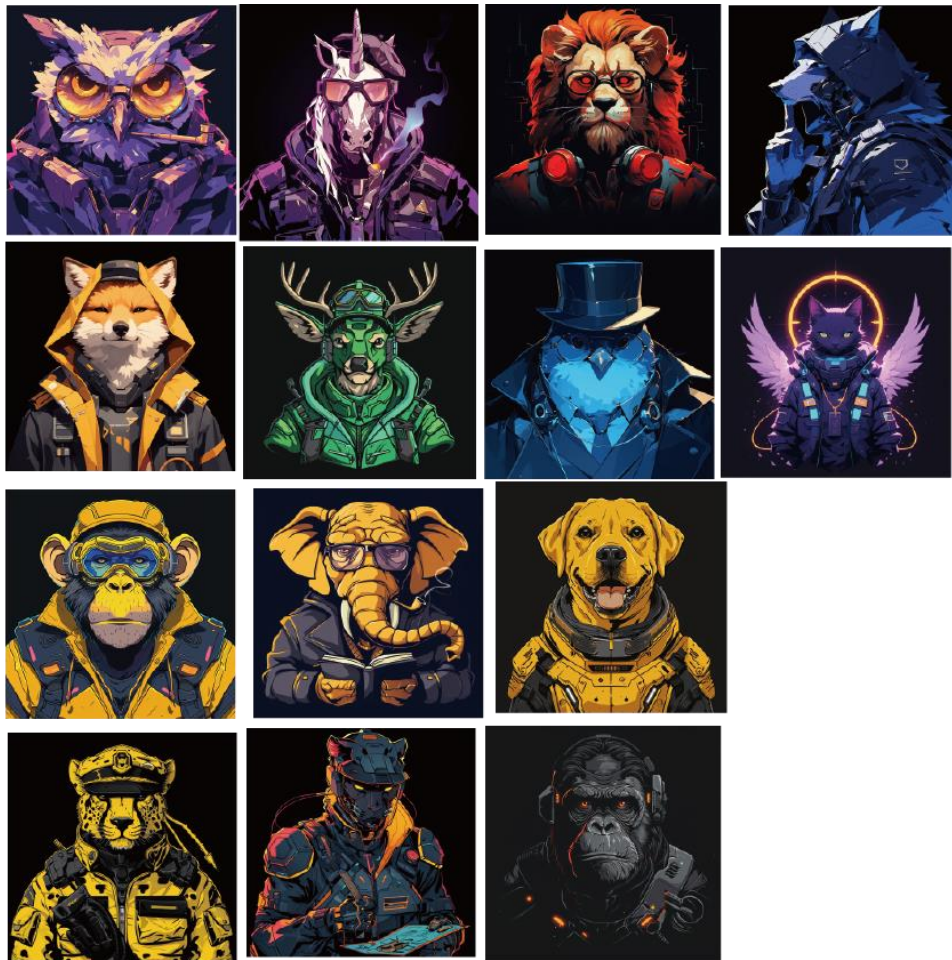


Figure3.5



LOOKINGFOT A • "PERSON" • NOTICE-MBTI PERSONALITY TEAST

寻“人”启事

MBTI



MBTI动物化
2024

MBTI人格测试
PERSONALITY TEST


BLACK GRAY ORANGUTAN
16/1
人格类型:
黑灰色猩猩

PERSONALITY TEAST • LOOKINGFOT A • "PERSON" • NOTICE-MBTI PERSONALITY TEAST

LOOKINGFOT A • "PERSON" • NOTICE-MBTI PERSONALITY TEAST

寻“人”启事

MBTI



MBTI动物化
2024

MBTI人格测试
PERSONALITY TEST

Orange-red monkey
16/1
人格类型:
橙黄色猴子

PERSONALITY TEAST • LOOKINGFOT A • "PERSON" • NOTICE-MBTI PERSONALITY TEAST

LOOKINGFOT A • "PERSON" • NOTICE-MBTI PERSONALITY TEAST

寻“人”启事

MBTI



MBTI动物化
2024

MBTI人格测试
PERSONALITY TEST

BLUE WOLF
16/1
人格类型:
蓝色狼

PERSONALITY TEAST • LOOKINGFOT A • "PERSON" • NOTICE-MBTI PERSONALITY TEAST

LOOKINGFOT A • "PERSON" • NOTICE-MBTI PERSONALITY TEAST

寻“人”启事

MBTI



MBTI动物化
2024

MBTI人格测试
PERSONALITY TEST

ORANGE FOX
16/1
人格类型:
橙色狐狸

PERSONALITY TEAST • LOOKINGFOT A • "PERSON" • NOTICE-MBTI PERSONALITY TEAST

LOOKINGFOT A • "PERSON" • NOTICE-MBPI PERSONALITY TEAST

寻“人”启事

MBTI



MBTI动物化

2024 MBTI人格测试
PERSONALITY TEST

DARK BLUE PENGUIN

16/1

人格类型:
深蓝色企鹅

PERSONALITY TEAST • LOOKINGFOT A • "PERSON" • NOTICE-MBPI PERSONALITY TEAST

LOOKINGFOT A • "PERSON" • NOTICE-MBPI PERSONALITY TEAST

寻“人”启事

MBTI



MBTI动物化

2024 MBTI人格测试
PERSONALITY TEST

PURPLE CAT

16/1

人格类型:
紫色猫

PERSONALITY TEAST • LOOKINGFOT A • "PERSON" • NOTICE-MBPI PERSONALITY TEAST

LOOKINGFOT A • "PERSON" • NOTICE-MBPI PERSONALITY TEAST

寻“人”启事

MBTI



MBTI动物化

2024 MBTI人格测试
PERSONALITY TEST

RED LION

16/1


人格类型:
红色狮子

PERSONALITY TEAST • LOOKINGFOT A • "PERSON" • NOTICE-MBPI PERSONALITY TEAST

LOOKINGFOT A • "PERSON" • NOTICE-MBPI PERSONALITY TEAST

寻“人”启事

MBTI



MBTI动物化

2024 MBTI人格测试
PERSONALITY TEST

LAKE BLUE DOLPHIN

16/1

人格类型:
湖蓝色海豚

PERSONALITY TEAST • LOOKINGFOT A • "PERSON" • NOTICE-MBPI PERSONALITY TEAST



Figure3.6



Figure3.7



Figure3.8

