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*The Creative Process
of Undergraduate
Final Year Projects*

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Azahar Harun and
Mohd Zaki Mohd Fadil

GRAPHIC PHILOSOPHY

*The Creative Process of
Undergraduate Final Year
Projects*

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Mohd Zaki Mohd Fadil

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Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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Comparative Analysis of Visual Element of Children Reading

introduction

Reading is a big part of our lives and we have been taught it since childhood. Reading is important in children's early childhood education. It takes place during the development. Developing reading skills is important so that when they grow up they can do the complex reading. Today, however, Malaysia's literacy rate is still low and improving, but still short of the target of 100%. Children's attention is drawn more to mobile phones and television than from the book. As such, this study is designed to examine color.

Researchers are also studying color factors and the types of colors they like. This allows publishers to put out recommended color children's books. Additionally, the children's readers used in this study are books from seven continents of the world. This book is actually used by children from 7 years old to 12 years old.

Researchers use Newton's color theory, which includes primary, secondary, and tertiary colors, to examine the colors found on the world's seventh continent.

Researchers have also proposed a type of color system suitable for children to read books.

There are several storybooks published for children in Malaysia. Books for children that are constantly increasing in number also bring certain qualitative problems in terms of their design. Various details that need attention in storybook design also come into play. The design of storybooks specially prepared for the early age group is likely to have a positive or negative effect on the learning process. Therefore, there is a need for a new storybook design that is designed taking into account the developmental characteristics and needs of the target audience. Based on the research conducted under this study, it was found that the number of story books that were composed by paying attention to the developmental characteristics of the target audience and complying with the design elements and principles is far from satisfactory.

This study deals with the problems encountered in the use of external structure, internal structure, typography, and illustration elements in storybooks published for children that form the study sample and are analyzed based on the established criteria. In this qualitative study, a literature review and study area were conducted. Techniques used in children's storybooks are evaluated.



Figure 1. Space children book cover page

objectives

- To investigate the relationship between design and evaluation.
- To identify the different combinations of design and evaluation methods that applied onto items
- To explain that various designs can change the vital thing to the healthy development of young minds.

impact of visual elements

Throughout the history of children's reading material, visual elements have played a key role in conveying the story and developing the characters. From illustrations that bring the characters to life, to text that provides essential context and depth, these visual elements have had a substantial impact on the success of children's reading books. One key aspect of understanding the impact of visual elements on the success of children's reading books is to conduct a comparative analysis between different works. This will allow us to see how the visual elements of one book may differ from another and how those differences may impact the success of the book. For example, a comparative analysis of two children's reading books might reveal that one book has more vivid illustrations and a more concise text than the other. This could lead to the conclusion that the book with the more vivid illustrations and concise text is more successful than the book with more detailed text and less vivid illustrations. It is also important to consider the artistic style used in each book when conducting a comparative analysis. Different styles, such as unrealistic art or abstract art, can have a great impact on the success of a children's book. For example, a book that uses unrealistic art may be more successful than one that uses abstract art because the cartoon art allows children to easily connect with the characters and the story.

Finally, when performing a comparison analysis, the colors utilized in each book should also be considered. Dark hues may set a more sombre tone, while bright colors may produce a more vibrant mood. We can better grasp the popularity of children's reading books by comprehending how colour can affect the mood of a book. Overall, comparing the visual components of children's reading books can help us better understand how different components can affect a book's success. We may comprehend why some books are more popular than others by looking at the narrative, drawings, artistic approach, and colour schemes employed in various publications.

importance of visual elements

The visual elements of children's reading books are incredibly important. Not only do these graphics provide an engaging and interactive experience for young readers, but they also help to convey the meanings of words and stories in a way that is much easier to understand. Images can also be used to illustrate difficult concepts and ideas, while also helping to break up longer passages of text. A child's imagination can be stimulated by visual aspects as they explore the vivid and colourful graphics and photos. This can make reading more pleasurable and assist to reinforce the concepts taught in the book.

importance of visual elements

Additionally, using drawings might aid kids in remembering the characters, settings, and storyline they read. Visual elements play an integral role in books specifically designed for children. From the colorful illustrations that adorn the cover to the vibrant pictures that accompany the text, these visual elements provide an element of fun and entertainment that can help make reading a more enjoyable experience. Furthermore, these illustrations not only make a book more visually appealing, they can even help young readers better understand the story with colorful pictures to represent the characters, settings, and events of the story, it can be easier for a child to comprehend the narrative and remember the key details. Additionally, the illustrations can help simplify more complex topics, such as those found in science textbooks, and can provide a visual aid for better understanding. Through the use of visuals, children's books can provide a rewarding and engaging experience for young readers.

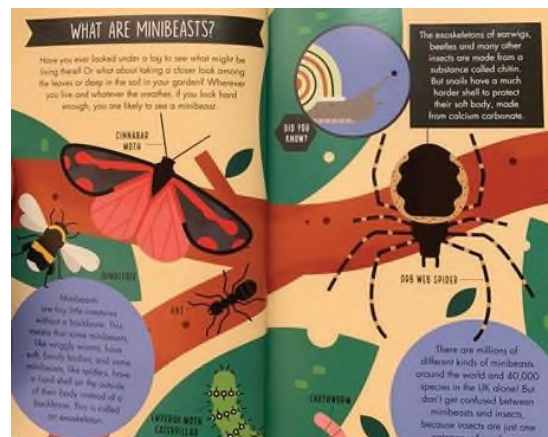


Figure 1. Content of Mini-beast Children Book

Visual elements play an integral role in books specifically designed for children. From the colorful illustrations that adorn the cover to the vibrant pictures that accompany the text, these visual elements provide an element of fun and entertainment that can help make reading a more enjoyable experience.

visual identity

Any brand's visual identity is a crucial component since it allows the company to stand out from the crowd. It often consists of a number of graphic components, including a logo, colour scheme, typography, and imagery. For their brands to be consistent across all platforms, businesses need to develop a visual identity. Customers are more likely to recognize and connect the brand with its attributes and principles as a result.

As people easily recognize and associate with the brand, strong visual identity also contributes to the development of trust and loyalty. A wonderful strategy to promote literacy and foster a love of reading is by developing a visual identity that features kids reading books. Bright and interesting graphics that also promote the value of reading should be used.

color

Colors can be powerful visual cues for conveying emotions and messages. They can be used to evoke a range of feelings, from joy to sadness, and can instantly draw attention to a particular element of a composition. Different colors have the power to evoke a range of reactions and responses from viewers, making them a powerful tool for visual communication. For example, bright colors are often used to convey joy, positive energy, and optimism, while dark colors can be used to convey a sense of dread and sadness. Colors can be used to make a subtle statement about a character or group, or to create a strong contrast between characters or objects.

layout

The layout of children's books is very important for their successful reading. Studies have shown that a good layout helps children understand the text better and become better readers. When a book is laid out in an appropriate and visually stimulating way, it engages the child in the story and teaches them about how different texts interact. For example, illustrations and typography can help to bring the characters and settings to life. Additionally, the arrangement of text on the page can help to emphasize the main points of the story and make them easier to remember. Layout is therefore an integral part of creating an enjoyable, effective reading experience for children.

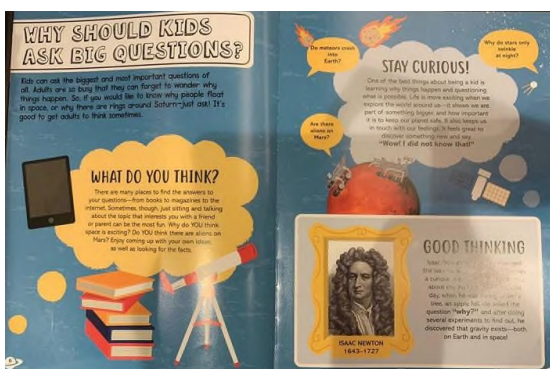


Figure 1. Content of Space Children Reading Book

typography

Typography is an important component of book layout, as it contributes to the overall aesthetic of the book and can influence how readers engage with the text. Factors that should be considered when designing the typography of a book include readability, legibility, balance, contrast, and font size. Readability refers to the ease with which text can be read, while legibility refers to the clarity of letter-forms. Balance relates to the way in which different elements of the text are arranged, while contrast helps to draw attention to certain elements. Font size should be chosen with the target reader in mind, as larger font sizes are more readable for younger readers. The target audience's age range must be taken into account.

image and graphics

Images and graphics can be used to represent characters, settings, and scenes from the book, helping to bring stories to life, while also providing visual cues to help children understand the text and retain information. Images and graphics can also help to draw attention to important moments within the story and can be used to highlight key points to readers. Additionally, images and graphics can add an extra level of interest to the book and can make the story more enjoyable for kids.

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“Every great design begins with
an even *better* story”

- Lorinda Mamo

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