Design Of A Picture Story Book "DKV Picture Story Book"

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Abstract: This illustrated story book takes up the theme of the world of visual communication design with the title "DKV Dunia Color Adventure" which tells about a child named Bella who really likes the world of visual communication design, in this book it is told about Bella who is confident of delving into the world of visual communication design after meeting several adults who have dabbled in the world of visual communication design. One by one they explain everything that is available in the world of visual communication design according to their areas of expertise in the world of design. This is what attracts more and more people to know more about the world of visual communication design.

Keywords: design, picture story books , picture story books DKV

BACKGROUND

Designing a picture story book entitled "DKV Color Adventure" requires careful consideration and planning. The book will be based on a color theme and aims to educate and entertain young readers. In addition, books must use language that is easy for readers to understand, following standards of clarity and coherence in sentence structure and vocabulary. In addition, the visual aspects of the book, such as the layout and cover design, should also be considered to ensure its appeal to readers. (Reynolds & Evans, 2009). The colors used in this book will be carefully selected to evoke positive emotions and enhance the learning experience. According to Eliza's research on Minangkabau Model Based Development, books without words and picture-based stories can effectively transfer cultural values to children while developing their early literacy skills (Jambak & Eliza, 2020).

Picture books are story books presented using illustrations and text or writing, these books are generally aimed at children aged 1-12 years. The book development process will involve thorough research, brainstorming sessions, and collaboration with experts in the fields of early childhood education and illustration. This collaborative effort will ensure that the book meets the highest standards in terms of educational value, literary quality, and visual appeal.

Additionally, the book will be designed in an easy-to-use format, with age-appropriate font sizes and spacing to make it easy for young readers to read.

The use of picture story books is very important in teaching character education to children (Turan & Ulutas, 2016: 169). Turkey has started this, a research conducted by Gul & Atay (2018: 1-11) revealed that in Turkey, the percentage of story books pictures with values inserted characters increased from 2000 until 2014. Character values are These include friendship, success, wisdom, tolerance, doing good, happiness, politeness, respect, love, and responsibility. The increasing inclusion of character values in picture story books shows that picture story books are an effective means of instilling character. Designing picture story books for children is the process of creating story books that use interesting pictures and characters to teach children about various topics, such as character education and plants. This picture story book has several benefits, such as:

a. Provide information that children can read and understand.

b. Develop oral communication and cognitive thinking.

c. Expression of feelings and experiences.

RESEARCH METHODS

In designing a picture story book, several steps that can be followed include:

1. Ideas and concepts: Starting from the idea or concept that you want to reflect in the picture story book.

2. ,Data collection: Collecting the information needed to support the ideas or concepts that have been prepared.

3. Data analysis: Analyze the data obtained to determine the structure and characters that will be used in the picture story book.

4. Pre-production, production and post-production stages: Carrying out the production stages, from preparation, manufacture, to evaluation after production is complete.

Benefits of Design

Picture story books have many benefits for children, including:

1. Increase vocabulary and enrich children's language.

2. Improve thinking skills and help cognitive development.

3. Encourages interest in reading and helps develop children's imagination.

4. Help children nderstand information more easily.

5. Improve oral communication skills and express feelings.

6. Help children understand the values of character education.

7. Helps children feel close to parents and improves emotional connection.

Design Objectives

1. To create educational and useful reading books.
2. To create interesting reading, ask your child to read.

LITERATURE REVIEW

Reading is an individual need and has become a style life for everyone to obtain information through reading (Somadayo, 2011:33). Several media that can be used to obtain information include social media, newspapers, formal books and picture story books specifically intended for children.

Story book with picture

Picture story books are a form of communication media in the form of bound books containing information and knowledge that present an essay, story or fairy tale. equipped with pictures to clarify the text and to help the process of understanding the objects contained in it a story. Hasanuddin (2015:9) states that "a story is something created through imagination and can be separated from reality". Toha (2010:18) believes that "story books are books that present stories using pictures". Picture story books are one of the books that are close to a child's world. According to Mitchell (2003: 87), picture story books consist of pictures and writing that come together to form a story. From this statement, it can be concluded that pictures and writing are two important components supporting picture story books. This is in line with the statement of Saxby & Winch (1991:75) which reveals that picture story books, "... *means a work of fiction in which text and pictures are of least equal importance...* " Based on this information, information can be obtained that Writing and pictures are equally important components in a picture story book. Images are imitations of items, animals, plants and others. An image is anything that is realized visually in two-dimensional form as an expression of someone's feelings or thoughts. Sadiman, et al (2008:31-32) explain that in making good images you must pay attention to several conditions, namely as follows:

1. Authentic , the image must honestly depict the situation as people see the real thing,
2. Simple , the composition of the image should be clear, show the points in the image,
3. U relative size, images can enlarge and reduce actual objects.
4. Images should contain movement and action. Good pictures do not show objects or objects in a still state but show certain activities .

Narrative text as reading material and pictures as illustrations are the two main things in picture story books. Nurgiyantoro (2005: 152) explains that picture story books are story reading books that display verbal narrative text accompanied by pictures as illustrations. This opinion is in line with Huck, Hepler, & Hickman (1987:197) who reveal that picture story books convey messages through two mediums, namely through images and text. Sadiman, et al (2008:93) argues that there are four elements of appropriateness of text media (incl in it a picture book), including:

1. Content components, including conformity with the curriculum, accuracy with learning support materials,

2. Linguistic components, including suitability of language use to the level of development of students, communicative use of language, appropriate use of language

3. requirements for coherence and integration of thought flow .

4. Presentation components, including presentation techniques, learning presentation and completeness information,

5. Graphic components include book size, book cover design and book content design

RESULTS AND DISCUSSION

This design stage is built based on the results of data collection that has been carried out previously. The data is used to generate ideas and thoughts in designing picture story books.

1. Character Determination

The characters that will be used in the story book "DKV World Color Adventure" consist of Bela as the main character, Rian, Maya, Ethan, Zara, and Diego as additional characters.

Character Visualization

a. Visualization of Children's Characters

(Bela)   (Rian)   (Maya)

Figure 1. Child character

Figure 2. Adult Characters

2. Narrative Writing (Ceita Plot)

The narrative contained in the picture story book "Color Adventures in the World of DKV" is as follows.

In a city full of creativity and imagination, there lived a little girl named Bella. Bella has a huge imagination and a burning artistic soul . He has always been interested in the world of Visual Communication Design (DKV) and wanted to understand why design can be so interesting.

One day, Bella finds a magical book in the library with the title "Colorful Adventures: Uncovering the Wonders of the World of Visual Communication Design". His eyes were sparkling because he knew that an amazing adventure was waiting for him in the book.

Bella opened the book and without realizing it, she was drawn into a magical world full of color and magic.

When Bella finds herself stranded in the world of design, she quickly realizes how amazing everything around her is.

Bella: "Wow, I'm stranded in a world full of color and magic! Everything is so amazing!"

Bella's adventure continues when she meets a mural artist named Diego.

Diego: "Welcome, Bella! I'm Diego, a mural artist. You'll see how wonderful the world of visual communication design is here."

Bella: Thank you, Diego! Your paintings are so stunning. How can you create great works of art on city walls?

Diego: It all involves skill and creativity. I depict the stories and aspirations of the community on these walls. Murals bring hope and beauty to our city.

After watching Diego work, Bella felt inspired to create her own mural.

Bella: "I want to create my own mural! How can I learn?"

Diego: "We can start by learning the basic techniques. Come on, grab your brush and let your imagination flow. Don't be afraid to get creative!"

Bella's next adventure takes her into the world of graphic design. He meets Zara, a talented and dedicated graphic designer.

Zara: "Hello, Bella! I'm Zara, a graphic designer. How are you?"

Bella: "Hello, Zara! Nice to meet you. I'm interested in graphic design. How do you use design software to create interesting work?"

Zara: "Design software is a great tool to express our ideas. We can create interesting posters, logos or brochures digitally. Come on, let's try to create something together!"

During Bella's journey, she also meets a creative product designer named Ethan.

Ethan: "Hello, Bella! I'm Ethan, a product designer. Nice to meet you. Product design is another way to express creativity and innovation."

Bella: "Hello, Ethan! I've always been curious about product design. How do you create unique and functional items?"

Ethan: "It involves understanding form, materials, and function. We can play with new ideas and create products that benefit other people."

When Bella's adventure ends, she returns to the real world with a burning passion.

Bella: "Everything is so exciting! I feel more and more inspired to learn more about visual communication design. I want to be a part of this magic!"

Diego: "Great, Bella! The world of visual communication design awaits your imagination and creativity. Never stop learning and creating. You can change the world with the power of design!"

Bella: "Thank you, friends! I promise to continue learning and contributing through design. Together, let's explore the wonders of this world and share our creativity with the world."

With new enthusiasm, Bella decided to continue her education in visual communication design. He promises to continue learning, creating, and making positive contributions through design. Bella knew that deep down.

Her design journey, every color, shape and idea has the power to change the world into a more beautiful and inspiring place.

After Bella escapes the magic book's trap, she finds herself in the middle of an extraordinary art exhibition with her friends.

Bella: "Wow, this exhibition is amazing! Look at all the amazing design work around us."

Maya: "That's right, Bella! Each of these works is so unique and expresses a different message."

Rian: "It turns out that visual communication designs have their own magic. They can influence the way we see and understand the world."

Full of excitement, Bella began to explore the exhibition.

Bella: "Look at this poster! The striking color combination and creative layout make it so eye-catching."

Maya: "Yes, Bella. Poster design does have the power to convey a strong message quickly."

Rian: "And look at this brochure, it's so informative! The typography is easy to read and the pictures support the message you want to convey."

Bella: "The illustrations also really bring the story to life. I feel like I'm involved in it."

Maya: That's right, Bella. Illustrations can make stories more interesting and captivate our imagination.

As Bella walked along the exhibition halls, she met the brilliant designers who had created these works. They share the inspiration behind each design work, their creative process, and the challenges they face.

Bella learned the importance of in-depth research, understanding the target audience, and selecting the right design elements to create effective messages. He also studied design techniques, such as the proper use of color, typography, and layout.

Rian: "Being a visual communication designer is definitely fun. We can use our creativity to create meaningful works."

Bella: "Yes, Rian! Visual communication design is a powerful tool for conveying messages, influencing change, and inspiring others."

Maya: "Come on, let's continue to develop our creativity and learn more about visual communication design. Who knows, we could become great designers in the future!"

Rian: "Of course, Maya! This adventure has opened our eyes to the wonders of the world of design. I am very excited to learn and create more."

Bella: "We've discovered the colorful magic of visual communication design. Now, let's share this joy with others and create positive change through design!"

As Bella's adventure nears its end, she feels excited to share what she has learned with her friends. Bella came home with the magic book in hand, ready to invite Maya and Rian to go on an adventure with her in the world of visual communication design.

Bella's adventure in the world of visual communication design ended, but her enthusiasm to continue learning and creating never faded. Bella realizes that the world of design is a place that never runs out of inspiration and wonder.

3. Picture Story Book Design

    a. Storybook Cover

Figure 3 Storybook cover

    b. Page 1

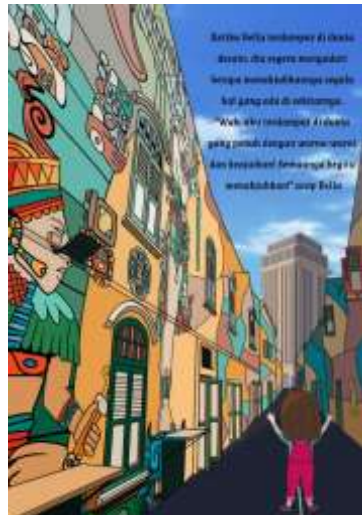**Figure 4. Page**

    c. Page 2

Figure 5. Page2

d. Page 3

Figure 6. Page

e. Page 4

Figure 7 Page4

f. Page 5

Figure 8 Page

g. Page 6

Figure 9 Page 6

h. Page 7

Figure 10 Page 7

i. Page 8

Figure 11 Page 8

j. Page 9

Figure 12 Page 9

k. Page 10

Figure 13 Page 10

l. Page 11

Figure 14 Page 11

m. Back Cover

Figure 15 Back Cover

CONCLUSIONS AND RECOMMENDATIONS

The design of picture story books is designed to meet the reading media needs of young children. Book designs that are dominated by pictures are expected to increase children's interest in reading. This picture story book tells the story of a child named Bella who experiences the world of visual communication design. Bella has artistic talent and a strong imagination in the world of visual communication design. According to Adi Kusrianto (2007), Visual Communication Design is a scientific discipline that aims to study communication concepts and creative expressions through various media to convey messages and ideas visually by managing graphic elements in the form of shapes and images, letter order, and color composition and layout (layout or appearance).

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