

Exploring the impact of design elements on children's books: visual literacy, physical layout, content, and illustrations

Harshani, K.R.N.

Dept. Library and Information Science,
University of Kelaniya, Sri Lanka.
nilukah@kln.ac.lk

Abstract

Children's books play a foundational role in early education and development. Design attributes of these books wield a profound influence on a child's reading experience, imprinting their cognitive growth and overall engagement. This research aims to explore and understand the impact of design elements on children's books, with a particular focus on the physical layout, content, and illustrations. The population of this research was the early childhood children's picture books. The sample for this research comprises 100 children's picture books, selected through a systematic random sampling method. This method involves the use of well-defined criteria and a randomised process to ensure that the sample is representative of the broader population of children's picture books. Data gathered from the research were analysed through descriptive analysis techniques. Through an analysis of various design choices and their implications, this research seeks to show how the arrangement of elements, the structure of content, and the art of illustration collectively contribute to the educational and emotional resonance of children's literature. The study addresses challenges encountered in the utilisation of external structure, internal organisation, typography, and illustrative components in storybooks designed for children. This qualitative research incorporates a comprehensive review of literature and fieldwork. It underscores the techniques arranged in children's storybooks, with a particular

emphasis on the fundamental role of illustrations. These illustrations serve as a bridge for children, facilitating a deeper comprehension of text and enriching their understanding of the world around them. Consequently, this research not only recognizes the vital significance of the interplay between design and content in shaping children's literary experiences and lifelong reading habits but also delves into the challenges faced by authors and publishers in the realm of children's storybook writing. These challenges encompass a wide range of factors, such as maintaining age-appropriate content, engaging storytelling, and the need for diversity and cultural sensitivity in an increasingly globalised world.

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