VI Міжнародна науково-практична конференція
«АКТУАЛЬНІ ПРОБЛЕМИ СУЧАСНОГО ДИЗАЙНУ»
Київ, КНУТД, 04 квітня 2025 р.

УДК 7.12.01

DESIGN OF CHILDREN'S BOOKS: TRADITIONS AND INNOVATIONS

BEZUHLA Ruslana[1], LU Zhu [1,2]

[1] Kyiv National University of Technologies and Design, Kyiv, Ukraine
[2] Kyiv Institute at Qilu University of Technology, Jinan, People`s Republic of China
bezuhla.ri@knutd.edu.ua, 896518238@qq.com

The paper analyzes the design of children's books. The study includes an overview of the various stages of development in the design of children's books. Modern trends and innovations in this area are analyzed.
Key words: children's book, children's psychology, traditions, modern style, interactivity.

INTRODUCTION

Under the background of the current digital wave and the integration of multiculturalism, children's books are undergoing profound changes and continuous development. From traditional paper picture books to interactive electronic books with multimedia elements, their forms and contents have undergone tremendous changes. Early children's books focused on the simple transmission of basic cognition and moral education, while modern children's books tend to stimulate children's creativity, critical thinking, and emotional resonance. This evolution not only reflects the change of social values, but also reflects the innovation of educational concepts and the reconstruction of children's reading experience by scientific and technological progress.

PURPOSE The aim of this study is to analyze the synthesis of traditional hand-drawn illustrations and contemporary digital art.

RESULTS AND DISUSSION

In the early 20th century, children's books were designed in a more traditional style. The illustrations are mostly hand-drawn in a realistic or slightly exaggerated style, and the colors are relatively soft and elegant. Book design in this period focused on storytelling, visual design played a supporting role, and the overall style was relatively simple and implicit, reflecting the basic cognition and aesthetic standards of children's books in society at that time.

With the development of social culture and the updating of children's education concepts, the style of children'book design began to change in the middle of the 20th century. Illustration style gradually towards diversification, there have been abstract, Tonghua and other forms of expression. Book design in this period began to focus on stimulating children's imagination and creativity, attracting children's attention through unique visual styles and typography, so that children can not only acquire knowledge but also enjoy visual pleasure in reading [2].

VI Міжнародна науково-практична конференція
«АКТУАЛЬНІ ПРОБЛЕМИ СУЧАСНОГО ДИЗАЙНУ»
Київ, КНУТД, 04 квітня 2025 р.

_____

Since the 1980s, children's book design has entered a phase of multi-faceted innovation. On the one hand, with the development of computer technology, illustrations are more refined and richer, and the use of color is bolder and gorgeous. On the other hand, the form of books continues to innovate, and a variety of interactive books such as flip books, cave books, and 3-D books have emerged. The application of digital technology has also brought new possibilities for children's book design, and multimedia children's books combined with e-books, audiobooks and paper books have gradually emerged, providing children with a multi-sensory reading experience, further expanding the boundaries of children'sbook design [1].

Fig. 1. Cloth book
(from the little red book mall, 2024)

Fig. 2. Special-shaped book
(from the little red book mall, 2024)

As an emerging genre of books, interactive children's books combine the strengths of traditional paper books with modern digital technologies to provide children with a richer, more diverse and immersive reading experience. It can not only stimulate children's interest in reading, but also promotes the development of children's cognitive, language, creativity and other capabilities to a certain extent, so it has broad application prospects in the field of children' education [4].

In the interactive reading experience, children are no longer mere readers, but can participate in the story through a variety of means, such as clicking, swiping, folding, and voice interaction. In some story books, children can choose the path of the story and decide the actions of the characters. For example, in Figure 3, children can help the little hipposqueeze toothpaste by manipulating the machinery. This interactive nature greatly increases children's reading motivation and participation [3].

Interactive reading also combines a variety of sensory stimuli such as vision, hearing, touch and even smell. For example, the beautiful illustrations and animations in the books can attract children's eyes; Sound special effects and music background can enhance the auditory experience; Special materials and

VI Міжнародна науково-практична конференція
«АКТУАЛЬНІ ПРОБЛЕМИ СУЧАСНОГО ДИЗАЙНУ»
Київ, КНУТД, 04 квітня 2025 р.

_____

touch areas provide a tactile experience that allows children to more fully perceive the story content, as shown in Figure 4.

Fig. 3. Push-pull book
(from the little red book mall, 2024)

Fig. 4. Touch book
(from the little red book mall,   2024)

Children's books serve as an important medium for children to acquire knowledge and emotional experiences. The visual appeal of children's books directly affects their reading willingness and reading experience. In the competitive book market, children's books with outstanding visual design are more likely to stand out and have a positive impact on children's growth and cognitive development.

Creativity and interest in the use of graphics :Graphics are the core element of children's book design, and vivid and creative graphics can stimulate children's imagination and reading interest.In children's books, graphics are presented in various forms, including realistic paintings, cartoon characters, abstract patterns, etc.For example, the "David Can't" series of picture books uses simple and exaggerated cartoon characters to create a mischievous David, and every expression and action is vividly portrayed, making it easy for children to find resonance with these graphics, as if they see their own shadow [5].

In addition, the creativity of graphics is also reflected in the unique presentation of the plot. Some picture books use unique perspectives or deformation techniques to represent things, such as "This is not my hat," in which the image of the little fish wearing a hat and its adventure in the underwater world are portrayed through delicate and creative painting techniques, making the whole story full of suspense and interest. The organic combination of graphics and text is also the key to enhancing visual appeal. Graphics can supplement, explain, or expand the content of text, so that children can better understand the meaning of the story while reading the text, and enhance the interest and coherence of reading.

VI Міжнародна науково-практична конференція
«АКТУАЛЬНІ ПРОБЛЕМИ СУЧАСНОГО ДИЗАЙНУ»
Київ, КНУТД, 04 квітня 2025 р.
_____

Future children's book designs will further enhance the interactive experience. The designer will use more interactive design elements, such as tactile materials, AR / VR technology applications, etc., so that children can be more deeply involved in the reading process.

As the demand for personalization grows, children's book design will move toward personalized customization. Customized book content, visual style and interactive formats are based on factors such as the age, interests and reading ability of different children. This will enable each child to have unique books that meet their own needs, better meet the different reading needs of the individual child, and improve the targeting and effectiveness of children's reading.

Cross-media convergence will become an important trend in children's book design. Children's books will be more closely combined with other media forms such as animation, games, film and television to form a complete IP ecological chain.

CONCLUSIONS

Modern children's book design has gone through a process of evolution from traditional to modern. In the future, children's book design will continue to move towards enhanced interactive experiences, personalization and cross-media convergence. Designers should make full use of various technical means and cultural resources to create more creative and outstanding children's books that meet children's reading and growth needs, and build a more colorful reading landscape for children's spiritual world.

REFERENCES

1. Lü J. Basic Course of Book Design. Hubei Fine Arts Publishing House, 2015. Pp.38-56.

2. Song J. My Picture Book Theory. Hunan Children's Publishing House, 1997. Pp.12-31.

3. Peng P. Contemporary Illustration Art. Henan Fine Arts Publishing House, 2004. 138p.

4. Walter B. The Work of Art in the Age of Mechanical Reproduction. Jiangsu People's Publishing House, 2006. Pp. 28-61

5. Zhu Z. Introduction to Children's Literature. Higher Education Publishing House, 2006. P.24

БЕЗУГЛА Р., ЛУ Чжу
ОФОРМЛЕННЯ ДИТЯЧОЇ КНИГИ: ТРАДИЦІЇ ТА ІННОВАЦІЇ

У статті аналізується дизайн дитячої книжки. Дослідження містить огляд різних етапів розвитку дизайну дитячих книжок. Проаналізовано сучасні тенденції та інновації в цій сфері.

Ключові слова*: дитяча книга, дитяча психологія, традиції, сучасний стиль, інтерактивність.*