

ABSTRACT
DESIGN OF EMOTION RECOGNITION EDUCATIONAL MEDIA IN EARLY
CHILDREN 3-5 YEARS OLD IN BANDUNG REGENCY

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Emotions are define as feelings that children have physiologically and psychologically aimed at responding to events that occur around the child. Recognizing emotions at preschool ages can increase children's success in interacting with others at school. The existence of Early Childhood Education (PAUD) institutions is important for developing children's personalities and emotions. However, learning is more focused on improving children's thinking intelligence so that right brain abilities are give less attention. Children often express emotions, especially anger, feelings of envy towards fellow friends, and so on. It will result in children having antisocial behavior. It is necessary to choose the right media solution while attracting the child's attention which can be use as a guide in guiding the child. This research uses qualitative methods based on visual communication design theories, comparison of similar projects, and SWOT analysis. Illustrated books displayA lots of pictures and colors that children like, so illustration books are the right medium for introducing children to emotions. It's hope that this research can introduce and teach children about emotions.

Keywords: Illustration, Emotion, Early Childhood