

Fitriana, Rina. 2015. *Interactive Book Design to Support Learning Activities of Pos Paud 3-4 Years Old at Kelurahan Tugu-Depok*. Final Project. Concentration of Graphic Design. Visual Communication Design Study Program. Faculty: School of Creative Industries. Telkom University.

*Satuan PAUD Sejenis (SPS)* is an institution that do the integrated education. It provide education for children with various services in Posyandu and Bina Keluarga Balita (BKB), for example *Pos PAUD*. *Pos PAUD* are spread in every Rukun Warga (RW) in Kelurahan Tugu. The teachers in *Pos PAUD* communicate and use the media in a learning process. However, the problem usually appear when they have to teach 3-4 years children (A Category). This problem are about visual and media of learn.

This thought of final project based on two theory, Child and Media Theory, and Element of Visual Communication Design and Child. Those thought will be analized according the qualitative metode, which will be explain the elemen of visual communication design as a reference to build the concept.

According those analysis, the writer found that the media which used in *Pos PAUD* learning process have to be match with the *Pos PAUD* principle; simple, cheap, have a high quality, and also have to be compatible with the thematic curriculum that has been used by *Pos PAUD*. In the other hand, 3-4 year old children need some interaction in motoric learning. That process should be done by practice in a field continuously, and supported by the environment near the children, so they can easily understood what they just learn. So, the solution for that problem according the theories which writer analized is the interactive book design.

This interactive book using basic colors that tend to be warm colors, flip technique, and supported by the main character is a couple of cats. This book focuses on the main activities that draw a line with the theme of communication tools, and comes with creative activities as the continued development of the material in the book.

Keyword: Interactive Book, Learning Activities, PAUD, Depok