

ABSTRACT

Bandung a capital west java which puts forward local culture martial arts. Martial arts very suggested to be taught in young as early as possible, in addition to health also train the that achievement he the art of preserving local culture. One aspect of art studied by all martial arts schools in indonesia is a single created by the organization martial arts indonesia (IPSI). But in teach aspects of martial arts to children 9-10 years have problem in terms of learning used media, both types of media and visual the media.

In data collection and the formulation of the concept, the use writers the qualitative method and by decomposing elements visual communication design.

Based on analysis in a media and targets, found that media is suitable is media with the interaction between teachers and students to the practice directly and done many time over to quickly understand target audience.

Mapping on designing mind is used to find keyword to be used as a reference in designing, these keywords are active strong and news.

The end result of this study of books illustration designed for children aged 9-10 year. The illustration is designed by keywords that obtained from the results of mind mapping and analysis, so in terms of illustration, layout, typography used will be directed. Hopefully this illustration book kids will be more aggressive to learn martial arts.

Keywords: Book Illustration, The Jurus Tunggal IPSI, Kids