

ABSTRACT

ILLUSTRATION BOOK DESIGN OF CHILDREN AGES 3-6 YEARS TO INVITE THEM TO PLAY OUTSIDE

Nowadays technology affects parenting patterns. Parents have rarely accompanied the children to play, so the children spend more time to play with gadgets at home. The risks gained from playing gadgets at home are able to inhibit children growth. In order to avoid the risks, the role of parents to invite playing outdoors is very important, because outdoor activities have a number of benefits that are important for the growth aspect of children. From the issue the author obtains the required data using several methods. The research methods used are observation methods, interview methods, questionnaire methods, and literacy review. After conducting data collection, the author performs an analysis aimed at learning the needs of research topics. The design created in this final project regarding the topic of research is a child's illustration book on the benefits of playing outdoors. The concept of the message used in the design of this illustration book is to provide information about the benefits of playing outdoors related to the growing aspect of children. The illustration of the message conveyed more readily acceptable to parents and children, so the use of media book illustration is more effective and motivates the interest of parents and children to read it.

Keyword: Playing Outside, Children Education, Children Growth, Illustration Book.