

## **ABSTRACT**

*Emotion is something that every individual have. It is very natural and normal for an individual to feel a variety of emotions that arise even from childhood. However, there are times when emotions can't be controlled properly and unfortunate things happen. In children, uncontrolled emotions can cause tantrums such as screaming and throwing their belongings at other people if their wishes are not fulfilled. Therefore, education about Emotional Quotient Intelligence or EQ is needed for children from an early age so that children can control their emotions well as expectation. The purpose of this design is to create a illustrated story book about emotional intelligence so the children can become interested in learning various emotions and can implement them well in their environment until they are grown up. The benefit of this research is to develop learning media for children in studying various educations, such as Emotional Quotient Intelligence and can be applied to another subjects. The data collection process was carried out by observation, interviews, questionnaires, and literature study. The obtained data were then analyzed using comparative matrix analysis, with reference to eight topics; graphic design, Visual Communication Design, storytelling, children's story books, illustration, drawing style, layout, and font/typography.*

**Keywords:** *Graphic design, Visual Communication Design, storytelling, children's story books, illustration, drawing style, layout, and font/typography.*