ABSTRACT

Emotions are feelings that make humans feel happy, sad or angry. However, of course children aged 4 - 6 years cannot directly understand the emotions they experience. Often parents make mistakes in introducing the process of managing and accepting emotions to their children. The lack of effectiveness regarding information media for recognizing emotions in children is often uninteresting and boring for children. Children tend to get bored if the only information media available is in the form of illustrations and writing. Based on the phenomena that occur, it can be concluded that children need information media regarding the introduction of emotions that is more interactive and interesting by following correct graphic design principles. This research uses a qualitative approach through observation, interviews and literature studies as well as data analysis using comparative matrix analysis to understand the characteristics of children aged 4 -6 years. Through this design, it is hoped that it can increase children's interest and interest in deepening and understanding the emotions they feel

Keywords: Emotions, children, Information Media, Illustration