

ABSTRACT

Alicia Kristela Limoharjo (625170020)

CHILD'S ILLUSTRATION BOOK DESIGN : ANIMAL ALPHABET

In this developing age, children aged 1-3 years are introduced by their parents ranging from surrounding objects, numbers and also the alphabet. The alphabet is a writing system consisting of 26 vocal letters and consonants. Introduction to the alphabet is done from showing the letters of the alphabet to listening to the alphabet. Learning can be done to children aged 1-3 years through topics of interest to children their age. Alphabet learning can be done with various conventional media such as books, flashcards, posters, surrounding objects and cardboard.

As we know in this Covid 19 pandemic era, learning began to be moved to online media where parents also need to understand the use of gadgets. But gadgets can harm a child if not in parental supervision. Therefore, the design of illustrated books that use animal topics aims to facilitate parents in the introduction of the alphabet. In addition, qr code support media is also needed that can be connected to applications that can be used with parental supervision. The interactive use of animal food in this illustrated book also aims to provide entertainment so that children do not get bored easily when learning the alphabet. Book media is also an effective media where by using the alphabetical book media contained is not easily scattered and neater

Keyword : *Alphabet, Batita, Illustration Book, Interactive*