ABSTRACT

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DESIGN AN ILLUSTRATION BOOK OF INTRODUCTION TO TYPES OF PHOBIA

Every human being must have experience fearing of something because in parts of the human brain is sensitive to anything harmful. Phobias are different from ordinary fears. Phobias are an abnormal and irrational fear. But there are still those who have not been able to distinguish phobias with ordinary fears for lack of knowledge and understanding. For the layman, phobia is often interpreted as a common fear when encountering an object or certain conditions. For example, if one is afraid of a snake, he/she will be called snake phobia (*Ophidiofobia*); if afraid of dogs, he/she will be called dog phobia (*Cynophobia*). Phobias have many different types and it can be differentiated by their classification. Because there are many types of phobia, people still don't know or not aware of the existence about some types of phobia or didn't know the name of the phobia. Therefore, the purpose of designing this illustration book is to introduce phobias and types of phobia through illustration book with attractive visual presentations for target audiences to more easily understand phobias. How to design an illustration book of introduction to different types of phobias with visual presentations of interest for the target audiences? In this final project essay, discusses the meaning, concepts, processes, and the results of illustrated book design of introduction to various types of phobias.

Keywords: fear, phobia, types of phobia, illustration book