



BOOK DESIGN FOR ENHANCE KID'S PERCEPTION OF BODY BEAUTY

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ABSTRACT

In recent years, more and more people have experienced body image anxiety. Due to the social media disseminating a single standard of aesthetics to the public. Many people are dissatisfied with their own bodies and believe that only those that conform to society's standards are beautiful. Misconceptions have led to an increasing number of people possessing a range of health problems. The illustrated story makes kid realize that the body can do many things. Focusing on what the body can do and not just the image of how beautiful it looks. It allows kid to gradually build up their self-confidence and treat their bodies correctly during their early growth. This essay uses a literature research method to analyze the reasons that influence body image and the impact of cultural context on people's consciousness. The result of this thesis attempts to create picture book from the kid's perspective that are physically and mentally appropriate and convey the correct aesthetics of body image. The significance of the study has led to the development of positive body image in kid. Recognize new perspectives on their body image from picture books. Learn to accept their bodies as they are and build self-confidence.

Keywords: Body image, Standard of body beauty, Acceptance of the body, Body anxiety, Beauty.

1. Introduction

There are many factors that influence the perception of physical beauty, and this article lists a few of the major ones. Three of these factors are social media communication, culture, and the influence of people around us. In modern society, information is widely and rapidly disseminated. The aesthetic standards received by the public are constantly reinforced by the media. Tall, thin, well-toned, glamorous people are idealized in magazines, on the Web, on prime time television, and in the cinema. (Sassoon J. H., 2012). Commercials use models as representatives and thus convey a concept. I want to become as beautiful as the model's body. The purpose of advertising is to motivate consumers to spend money. And the image of beauty tells the consumer that I need to buy these products to become beautiful. Advertising: Selling an ideal with altered images. With the goal of expanding the market for beauty products, advertising seeks to convince women of the need to attain a standard of beauty that can only be achieved through extensive use of such products (Sassoon J. H., 2012). This has, to some extent, deepened the aesthetic standard of thinness as beauty. Thin is what is recognized, thin is good. Also, according to (Thompson J. H., 1999), exposure to magazines and television may lead to body image dissatisfaction and eating disordered symptomatology among girls and women. The media plays a large role in influencing how each person's attitude and perception of their own body

is viewed. There is increasing evidence that the media may play a powerful role in the formation of eating and body image disturbances. (Thompson J. H., 1999)

Each person is born in a different cultural background, influenced by different environments, and holds different concepts. Throughout the different periods of China, each has its own aesthetic standards that are unique to that period. For example, in the Tang Dynasty, it was the plumpness that was the standard of physical beauty. Consider fullness as beauty, open as fashion were the aesthetic characteristics of Tang people, and the Tang Dynasty secular landlord class and the civil class had the same aesthetic taste, so from the Tang Dynasty they pushed the appreciation of fullness as beauty to the extreme, there were a lot of paintings with this fuller figured women image. (Wan, 2015) In that period, the aesthetic beauty promoted was voluptuousness, the fleshy plumpness of the body. In contrast, the Song dynasty was characterized by a thin, slender waist as the main aesthetic standard. In "Palace Concert Rehearsal," we can see characters dressed in simple and modest Beizi (long-sleeved garments) with straight collars and side slits. The loose fit and narrow skirt worn with a tight chest wrap fully showcased the slender and graceful physique of Song women. (Jane, 2023) The difference from the Tang Dynasty to the Song Dynasty, from plump as beauty to slim as beauty, is so great. Different periods and different cultural backgrounds also had different aesthetic standards.



Figure 1 "Palace Concert Rehearsal."

Retrieved from: <https://www.newhanfu.com/46824.html>

The people around you also play a role in how you view your physical beauty. The findings also reflect how relationships in society influence beauty perceptions of young women and girls (Kaziga R. M., 2021). As (Gunnarsdóttir H. H., 2014) said, The finding resonates with a study on peer and parental relationships where the author found that parent and peer comments on appearance encouraged unhealthy body image. It is evident that the social relationships around us affect how we perceive our physical beauty.

2. Objectives of the study

The goal of this paper is to convey multiple aesthetic standards and to enhance children's perceptions of their own body awareness. The perception of body image provides a viable approach and solution. Through the picture book as the main vehicle, the story and picture elements are designed to resonate and make kid think, so as to establish a correct view of the body.

2.1 To effectively provide a perspective for kid to rethink their attitudes and perceptions about themselves and their bodies.

2.2 Convey a pluralistic aesthetic standard. Beauty is not a single solidity. It can also be rich and diverse.

2.3 Provide a preventive measure to reduce body dissatisfaction, body anxiety and anorexia in adolescence and adulthood.

3. Materials and methods

3.1 Techniques

I made some experiments on the content techniques of picture books. The first attempt was a combination of collage, oil stick and watercolor. The content of this experiment is a girl who, after experiencing internal self-denial and self-loathing, was also lost, uncertain and sad. She also tried to lose weight under the influence of advertising media, but everything was not satisfactory. When she walked into an old castle, she found an incredible garden inside. All kid are able to be themselves. Accepting their bodies and embracing their imperfections. There the girl gains warmth and love.



Figure 2 Content to try briefly

The final result of the attempt is shown in the picture above(Figure2). The overall visual effect of this attempt is good, and the combination of collage, watercolor and oil stick can be. But the richness of the story content needs to be enhanced. For example, whether it can attract the kid's attention or whether it can make the child integrate into it. Can the kid learn to accept his or her body and hold a diverse and open attitude towards the body. Whether the kid can build confidence from it.

3.2 Material texture test and character design

The second time is to use materials for texture testing and character design.I collected some materials about women and conducted an experiment of texture.



Figure 3 Material texture test

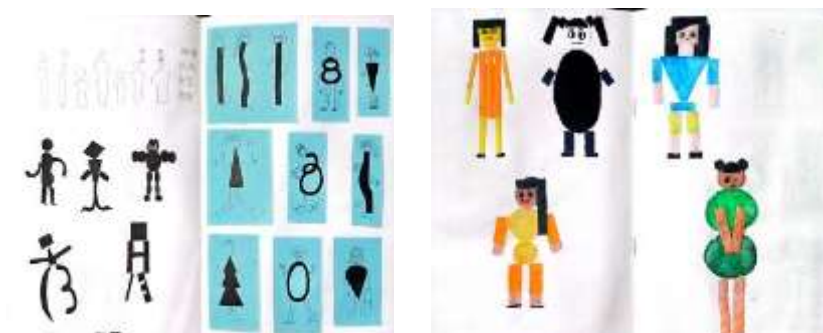


Figure 4 Character design

The final results of the experiment are shown in the figure2. The textured materials used in the figure are cotton swab sticks, tissue paper, wet wipes, cosmetic pads and sanitary napkins. Dot pressing, scraping, sticky printing and woven thread stitching were used to show different textural textures. The character design is divided into three different combination methods. The first, I based on the more common figure shapes rectangle, oval, square triangle, hourglass and inverted triangle. After I stereotyped the basic shape types, I added different materials and finally combined them into a more anthropomorphic image. The second, randomly cut out different shapes and collaged



them according to the basic figure type. With randomness and flexibility. The third one, the basic figure type is first cut and reorganized, and finally the anthropomorphic image is added. This technique experimentation and texture attempt worked well. More interesting combinations were created by changing the techniques. This texture test was average and will not be put into the illustrated book making process. It also takes into account the possible image quality problems that may occur after the image is scanned, the details are not rendered clearly enough, etc.

4.Design process

4.1 Design concept

My work is inspired by small ice cubes, which can be deformed and turned into any shape. Ice can also be metamorphosed. When it melts, it can turn into water, water vapor and solid.



Figure 5 Pictures of ice cubes

It allows kid to build a positive body image, accept themselves and develop a diverse aesthetic view of their bodies at an early age. The ice cube can be shaped into a variety of shapes and is inherently shape-shifting. As it changes, how Little Ice Cube views her body shape is important. Taking Little Ice Cube as a perspective on how she treats her body attitude can give kid a sense of reference.

I designed two books in one, but after some modifications and enhancements, I decided to use the second book as my final product.

First, I used collage and hand-drawn methods to first explore the design of the picture book characters. Then draw the story version to briefly outline the development of the story, and then proceed to whether the story is sensible and logical. Finally, refine the details. Finish drawing all the content on the computer.

In terms of character exploration, the final character image is found through collage and hand drawing.

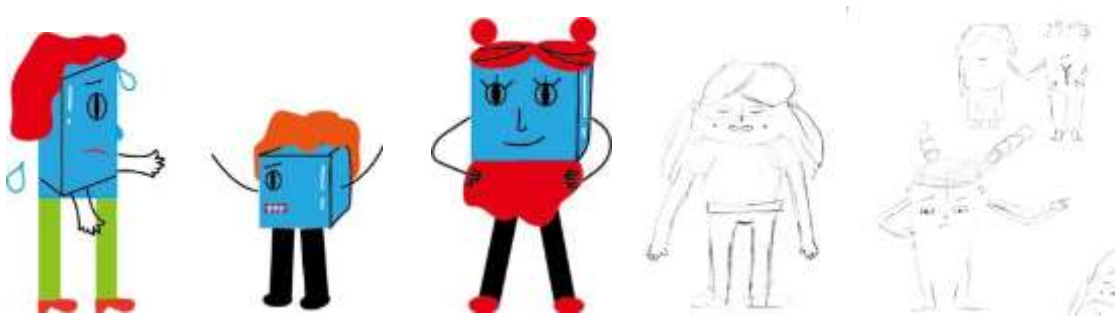


Figure 6 Character image 1



Figure 7 Character image 2

The first story I wrote was about the little ice cube who experienced some interesting things in the forest, and she saw beautiful things on different animals and wanted to take them for herself and become beautiful. However what suits other people does not necessarily suit her. Each person has their own characteristics on them that are beautiful. Little Ice Cube has the beautiful feathers of a parrot, but she cannot fly like a parrot after she puts them on herself. Little Ice Cube has a turtle shell but can't turn over because it is too heavy. Little Ice Cube has the elk antlers, but because of the fear of fighting, and run away. Finally, when she met a passerby who needed help, Ice Cube used her body's ability to help the passerby. The wonderful ability in her body makes her gradually have confidence. What we need is what our bodies can do, not just what they look like. Everyone is a unique individual, with their own beauty.



For Little Ice Cube's character design, I drew it through a series of movements and expressions.

I changed the character's image so that she looks more cute and dynamic. The previous figure(Figure8) looked a bit clumsy.

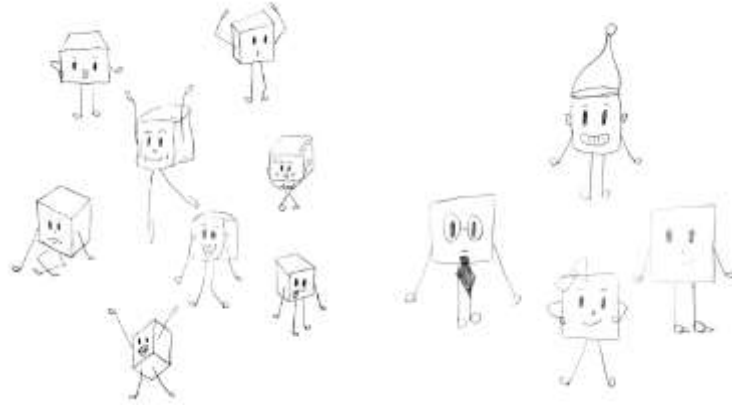


Figure 8 Character image 3

One more important step before the finished draft was to draw the storyboard. For the storyboard of the second story, I made two versions of the attempt.

Version one:

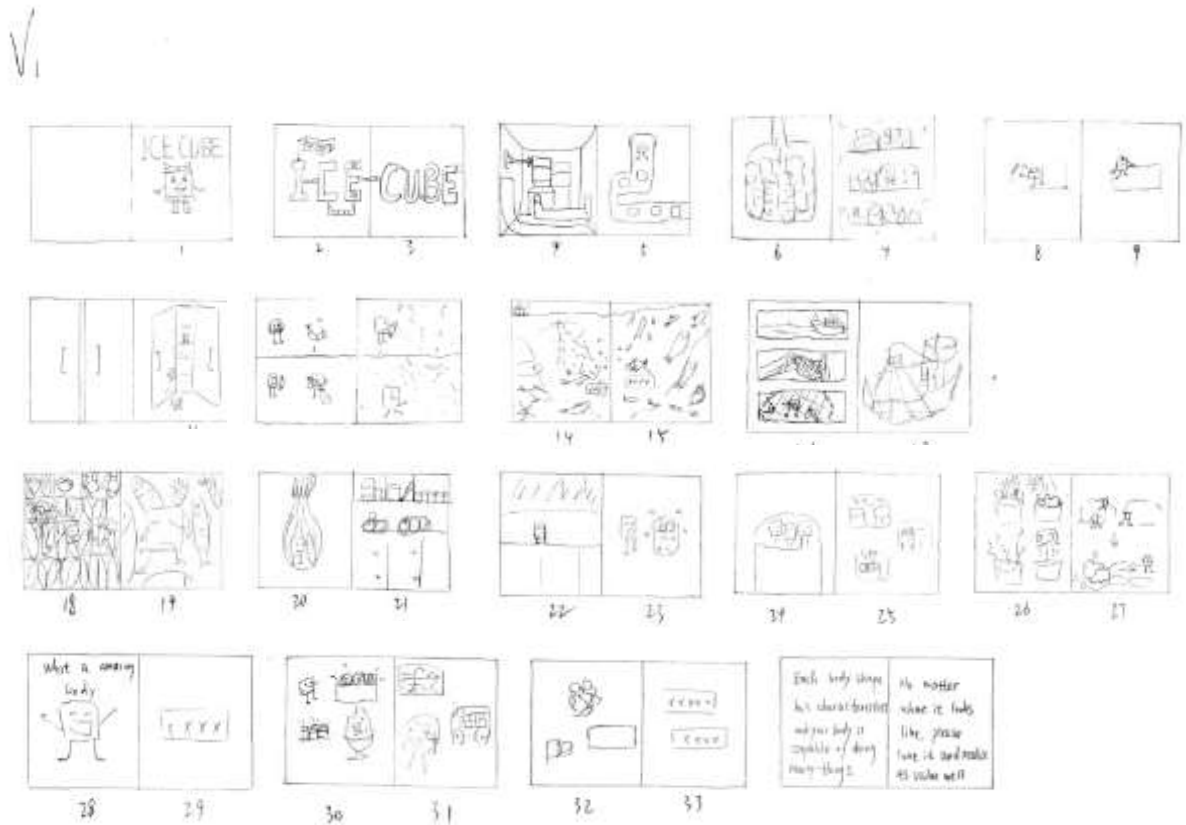


Figure 9 Version One Story Edition Collection

Version two:

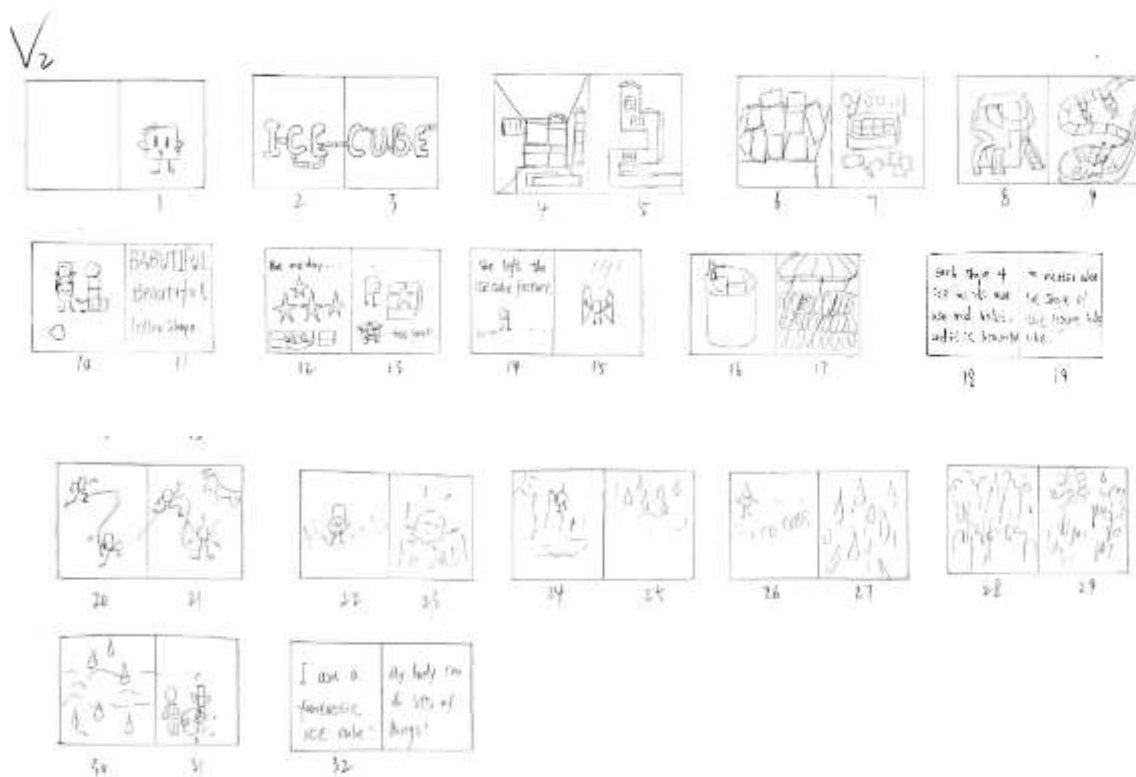
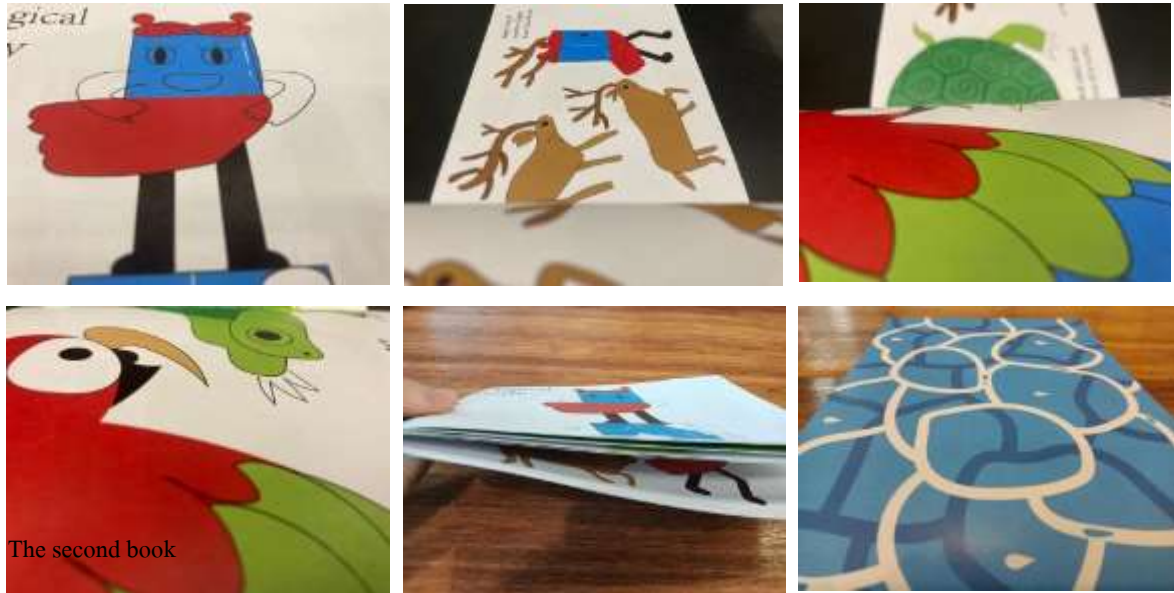


Figure 10 Version two Story Edition Collection

The second story focuses on the birth of the little ice cubes from different molds. The little ice cubes have friends of different body types and they all play and grow together. But one day, some star-shaped ice cubes were made and quickly taken away to the outside world. Star ice cubes are angular and beautiful, and the little ice cube can't help but wonder, is it only the good-looking ice cubes that are chosen? So to find the answer, the little ice cube left the ice factory. She encountered little yellow cylindrical ice cubes playing happily in the drink, and they were able to bring the cold taste. Little Ice Cube met the pellet ice cubes in the market for seafood preservation, they can give food preservation. Each ice cube has its own use and value, regardless of its shape and color. And the little ice cube is exploring its body's ability to be beautiful, it is full of power, and it is able to bring a wonderful experience to people.

4.2 Design outcome



The second book

Figure 11 The first book



Figure 11 The second book

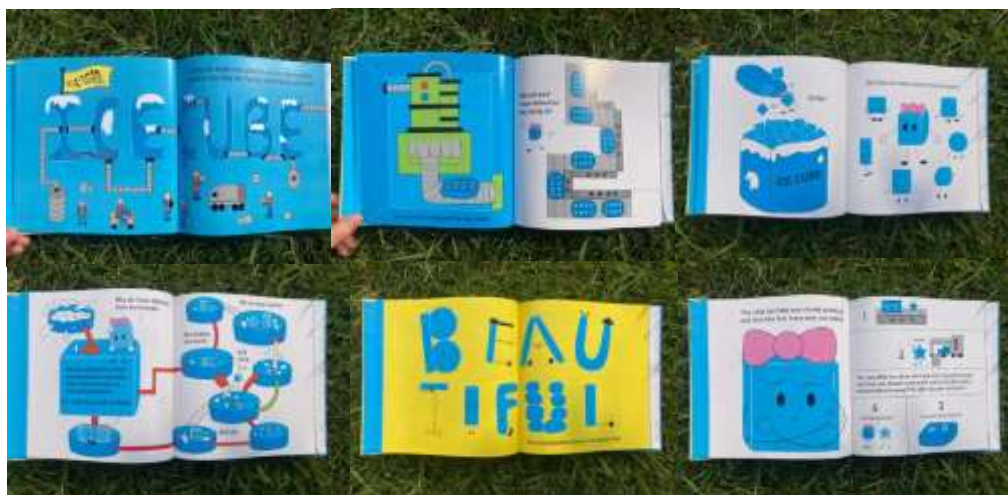




Figure 12 Contents of the whole book

5. Conclusion & discussion

This piece of article describes my thinking and approach to the design process. The design itself focuses on human needs and is dedicated to solving the problems that arise. In terms of background research, we know that the topic of body image anxiety has been widely spread and mentioned in recent years. Adolescents, adults and kid are at risk of developing body image anxiety or body dissatisfaction that can lead to serious consequences. We will make precautionary measures in advance to convey to people the correct diversity of aesthetics and how to treat their bodies properly. To a certain extent, we can reduce the probability of problems and give a healthy environment for growth. And I will use picture books as a vehicle to facilitate children to learn how to look at the body positively and understand what the body can do, rather than focusing on how the body looks. Picture books are the most suitable form of books for kid to read, and the picture-based illustrations are more stimulating to kid's interest in reading. Picture books are heavy with characters that need to be expressed in simple geometric shapes to make them easier for kid to understand and bring in. I use bright colors to enhance the attractiveness of the pictures.

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