

ABTRACT

DESIGNING THE BOOK “ADVENTURES OF THE SWEET LESS SUGAR” FOR CHILDREN AGED 6-12 YEARS OLD

Carlene Setia Anindita.¹⁾, Yunisa Fitri Andriani, S.Ds., M.Ds.²⁾

¹⁾ Student of Visual Communication Design, Universitas Pembangunan Jaya

²⁾ Lecturer of Visual Communication Design, Universitas Pembangunan Jaya

Excess sugar consumption is one of the causes of increased risk of diseases such as diabetes. The lack of child-friendly educational media leads to a low understanding of the dangers of sugar consumption from an early age. Therefore, media that can deliver health messages in a fun and communicative manner is needed. This research aims to design an illustration book entitled “The Adventure of the Sweet Reducing Sugar” as an educational media for children aged 6-12 years. The research uses a qualitative method with data collection techniques in the form of literature studies, comparative studies, target audience analysis and interviews. The final result of this final project is the design of an illustration book that conveys information about the negative impact of excessive sugar consumption, packaged in an adventure story that is adapted to the visual characteristics of children. It is expected that this media can increase awareness and understanding to children aged 6-12 years about the importance of the dangers of excess sugar.

Key words: Excess Sugar, Children Education, Illustration Book.