



# EXPLORING BOOK DESIGN AS A TOOL FOR STORYTELLING



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Project III  
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# ABSTRACT

This project proposes a way for sharpening a child's experience reflecting how the action of the medium correlates to the action taking place in the story which helps them to construct the meaning themselves.

abcde



# “TELL ME A STORY”



Since people began to communicate with each other, “Tell me a story” has been a request of both children and adults.

Storytelling is one person telling others of something and when told in an interesting manner makes it to be a more pleasurable experience.

UNCERTAINTY

# OBJECTIVE

**Give children a dynamic experience in storytelling**

interest

Curiosity

**The project aims to make:**

- ★ The book more visual than verbal.
- ★ The book should contain interest, surprise, curiosity and continuous entertainment.
- ★ To use various materials in different form to create dimensions and numerous possibilities.
- ★ Thus, the level of interaction can differ depending on the medium.

SURPRISE

experience

entertainment

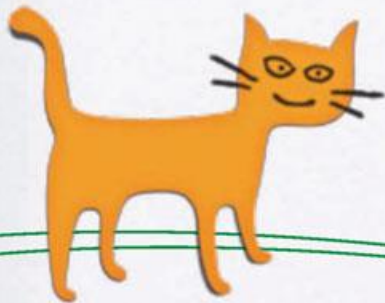


5-10

# TARGET GROUP

This book is meant for storytellers as well as children between the age group of 5-10 years.

The story and structure of the book should be such that it is exciting for the child to read it, as well as for a storyteller to narrate it.



STORYTELLERS



# DATA COLLECTION



**Anything u design for children has to be interactive so that they indulge in it.**





**Children's story books are the medium for teachers and parents to generate a meaningful meeting point.**







**With the help of fantasy, imagination required information can be given to them in a rather interesting and exciting manner.**







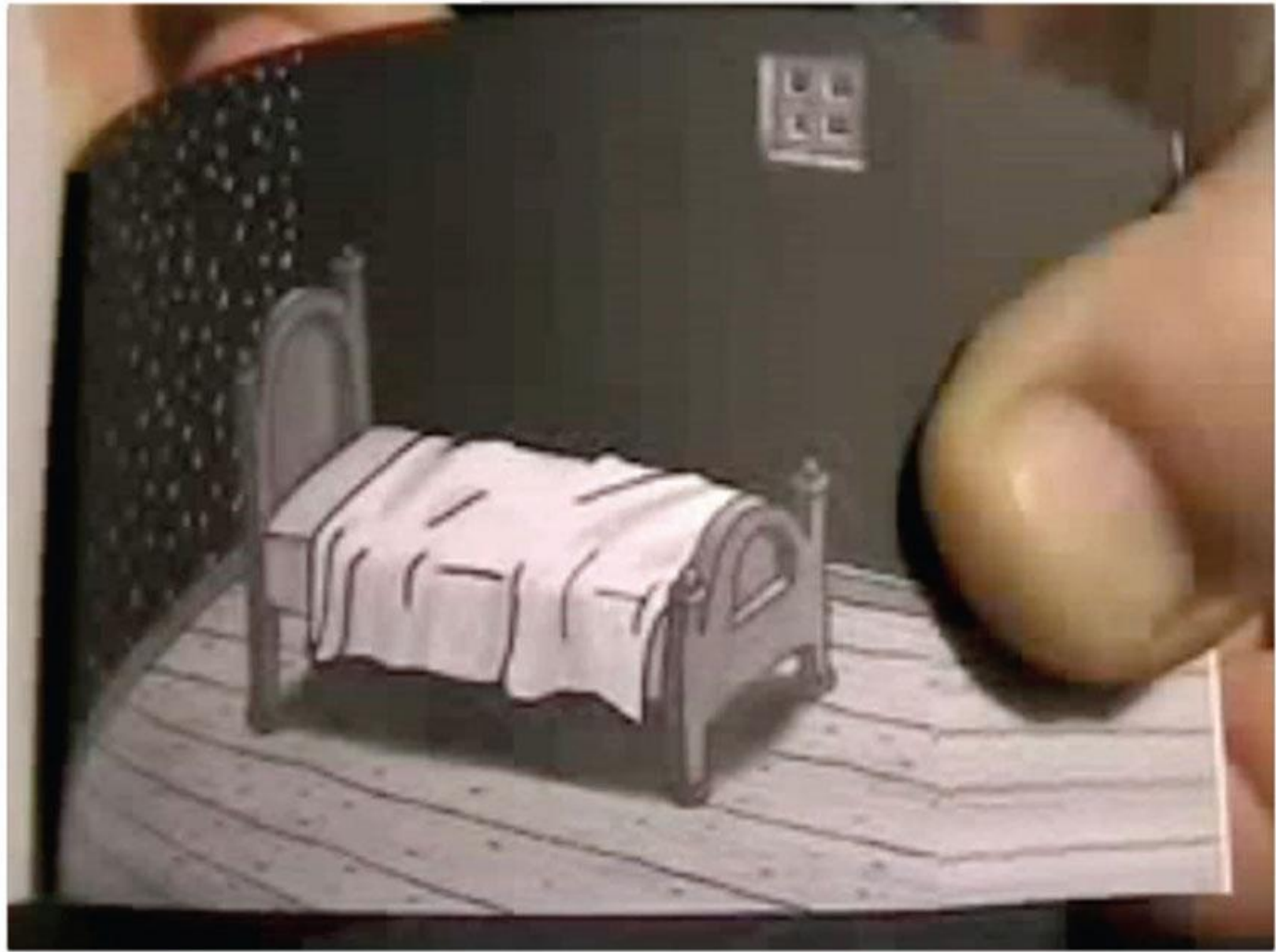
**Children like bright colors, bold big pictures, more illustrations than the text.**





**In addition to increasing knowledge artworks help in developing the imaginative ability of children.**





**There should be some exaggeration and a sense of drama which will make them laugh and also make them feel as though they are participants.**











A brief research was done on children to help me understand



psychology

GRASPING power

ADAPTATION

knowledge

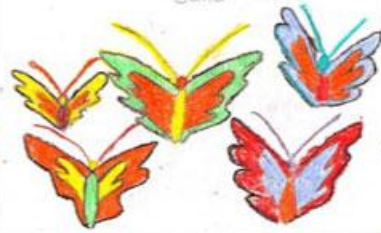
interest

imagination



I found out their inclination and the strength of their imagination through their drawings.

bold



dreamy



form



freedom



fantasy

repetition



# Children's views

## Following Observations Emerged -

- ★ Visual appearance | attraction.
- ★ Like more illustrations | artworks than text.
- ★ Like bold, bright, simplified, stylized and beautiful colored forms.
- ★ They perceive the story like animation, in other words they like to see the story while they read it.
- ★ They expect to feel the incidents in the story, the gesture, posture, fear, sound, beauty, power, horror, strength, fantasy etc.. as realistically as possible.
- ★ They also expect the typed matter to be expressive.





# Parent and teachers views .

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- ★ Children are impatient and inquisitive
- ★ Aid for storytellers.
- ★ They want stories to be acted, animated, and expressed through pictures and words.
- ★ Should be informative and entertaining.
- ★ Artwork in which parent and child get involved, leads to communication between the two and brings them close while they read the book.
- ★ Audio Visual
- ★ Attractive packaging
- ★ They believe that any language can be taught through stories.







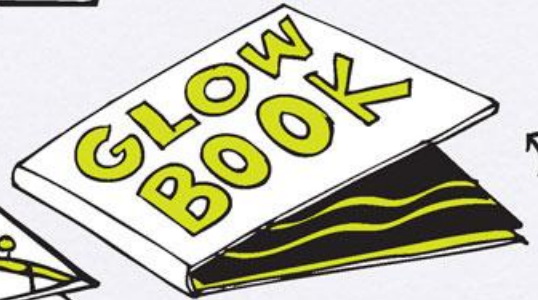
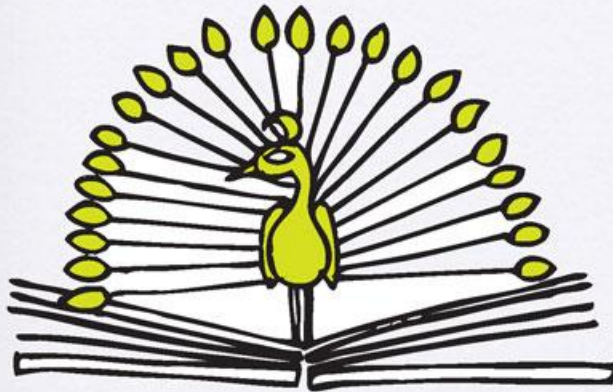
# FOCUS

- ★ Designing a book which gives the reader a very different visual experience while reading the story.
- ★ Also the story and structure of the book should be such that it is exciting for the child to read it, as well as for a storyteller to narrate it.



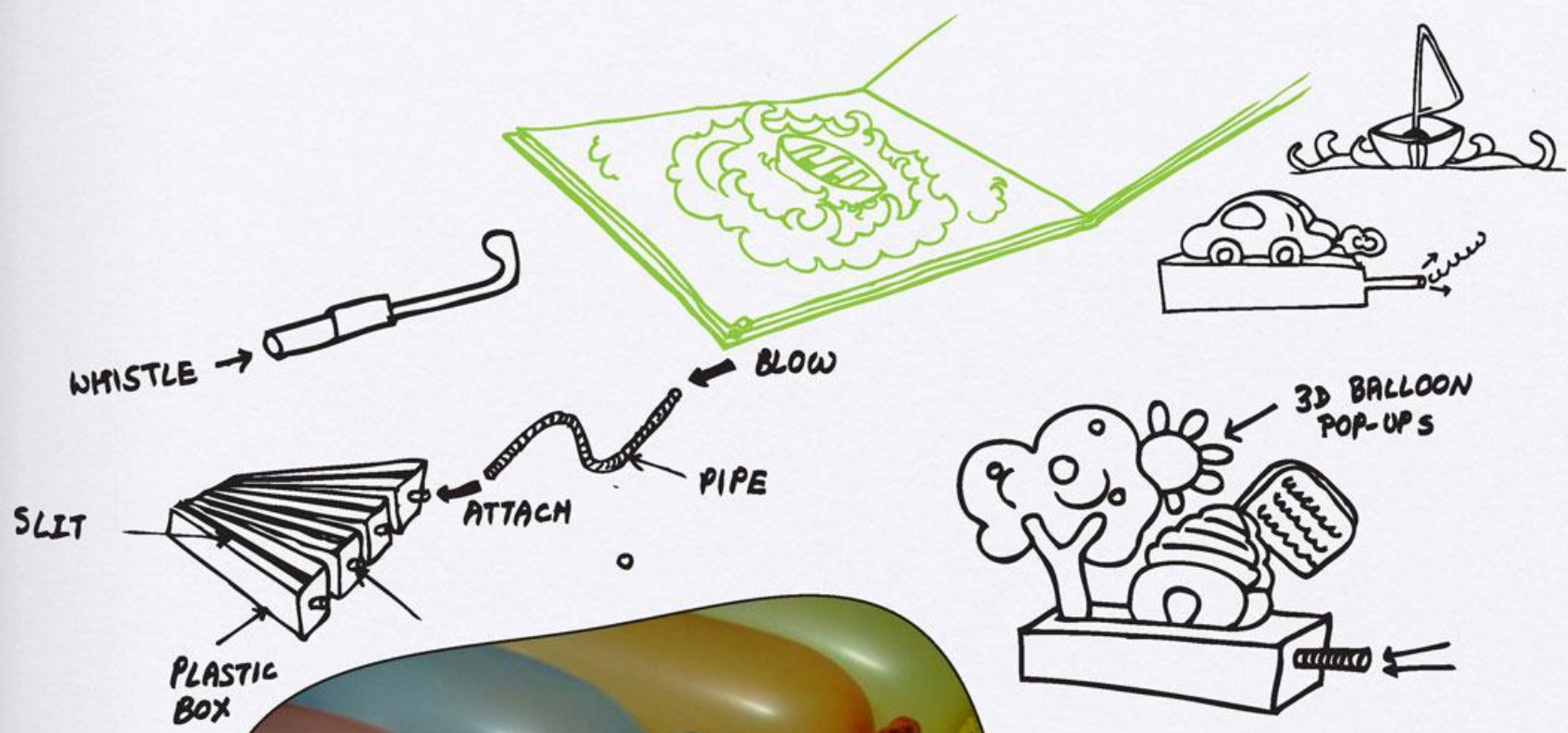
# IDEATI N

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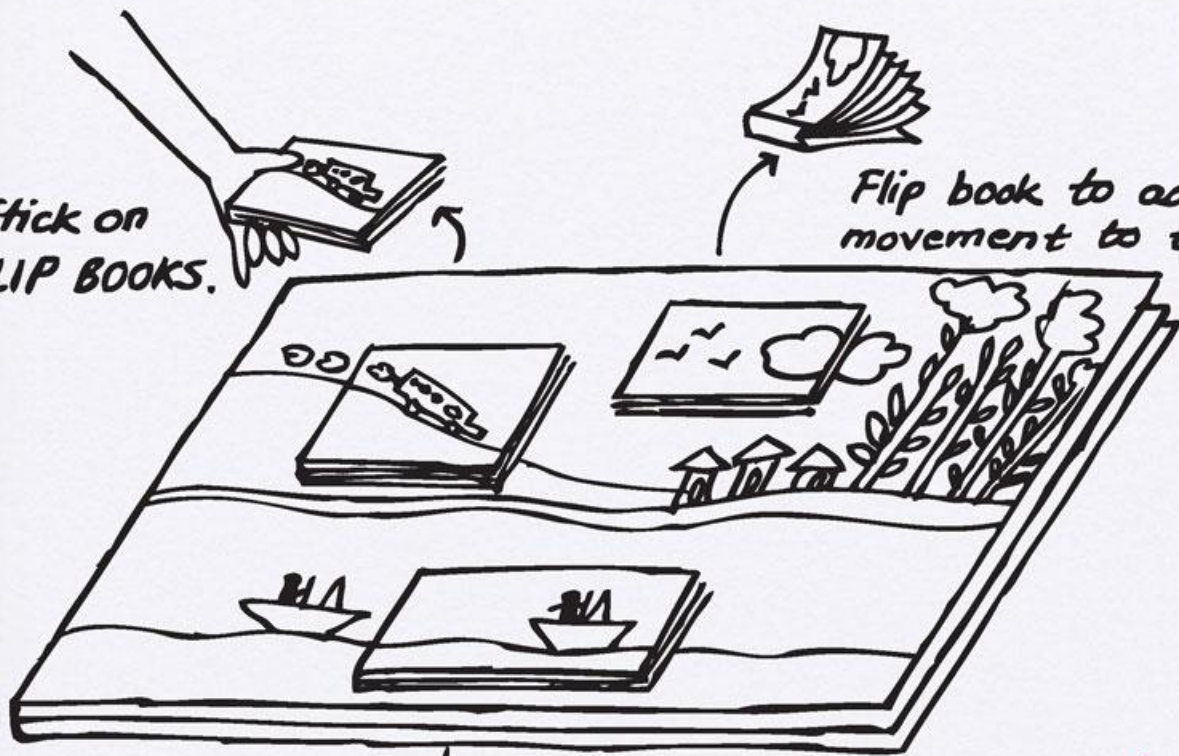
Radium Glow Book





Blow Book

Stick on  
FLIP BOOKS.



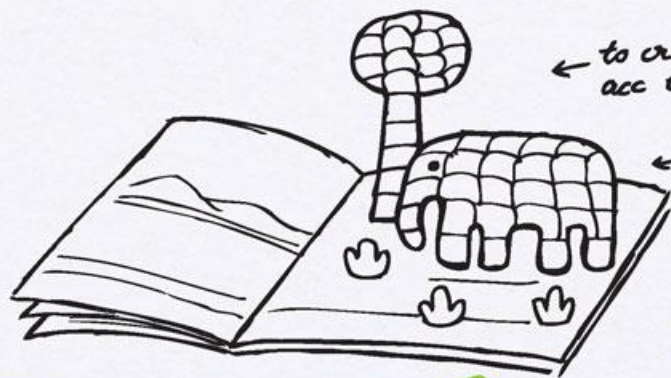
Flip book to add animation/  
movement to the story.



Flip Book



# Build Book



← to create 3D scenarios acc to the story

← building up forms by interlocking



← sponge blocks

learning →

game →



Story Selection

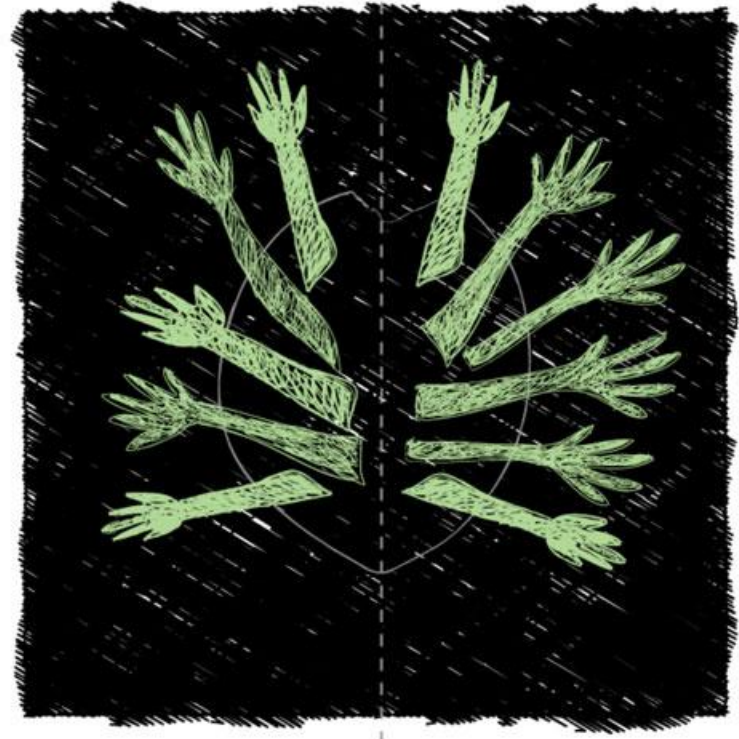
# MONSTERS IN THE NIGHT



# Story Board

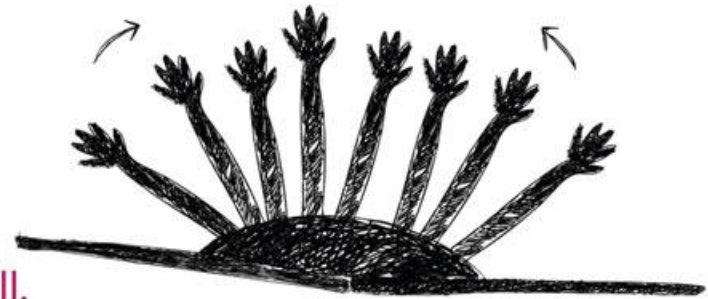


Very very late one night.  
after my mommy had turned off the lights.  
Then came the monster from the haunted sight.

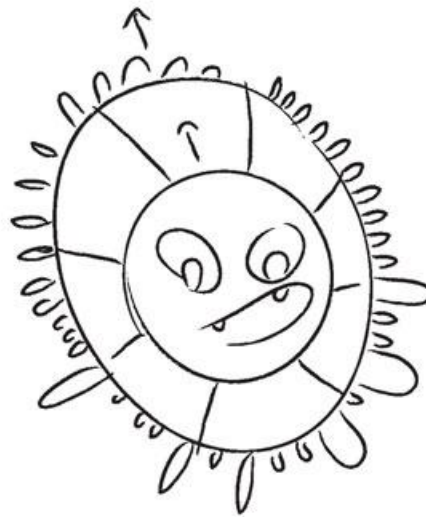
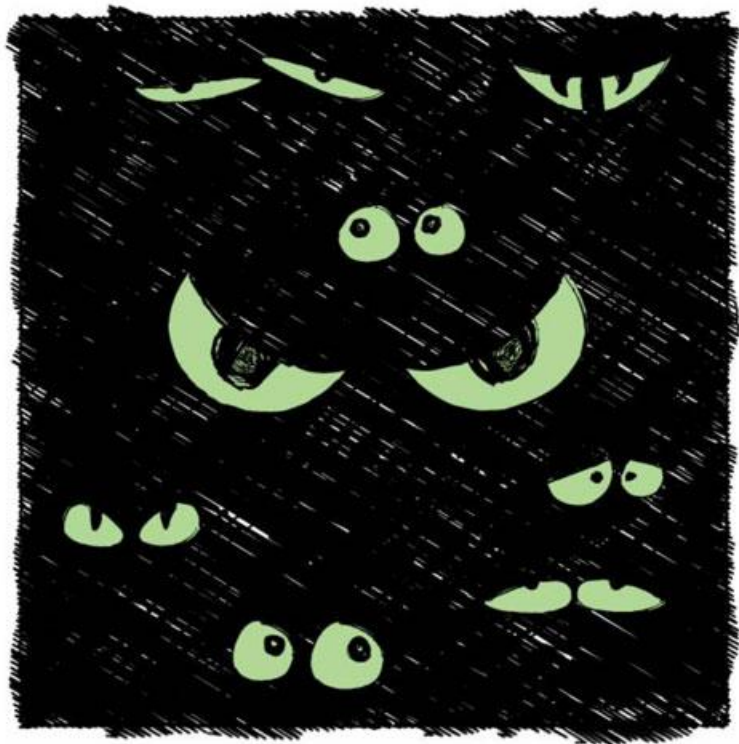


Monsters in the night are very very scary.  
Some are small. Some are big. Some are hairy.

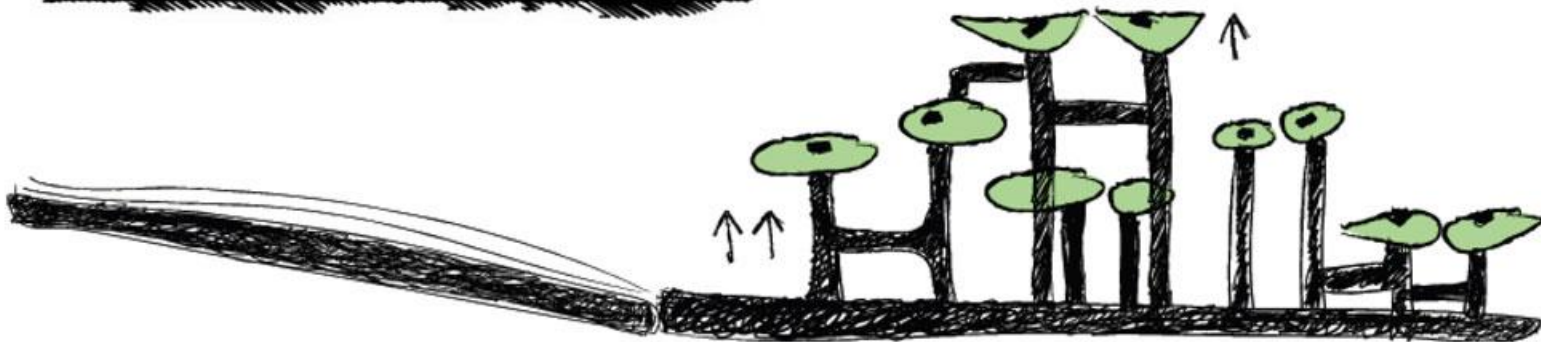
They play tricks with shadows on the wall,  
look at those creepy hands which will grab us all.





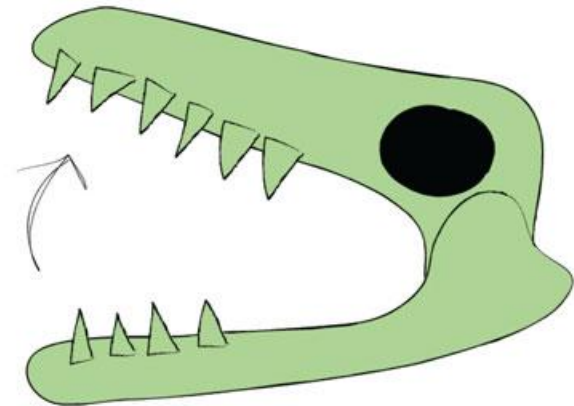


Monsters in the night have a spooky sight.

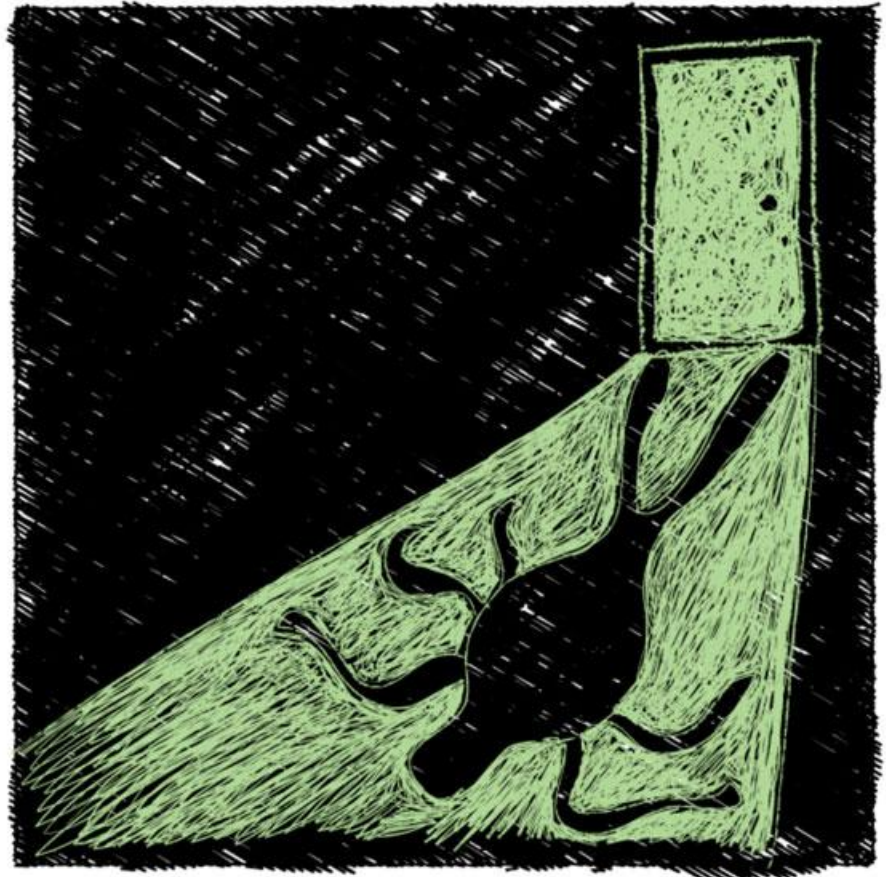




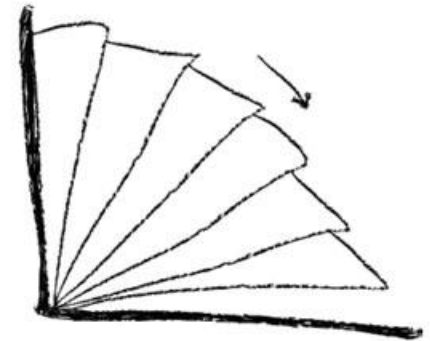
Razor sharp teeth which would easily bite.







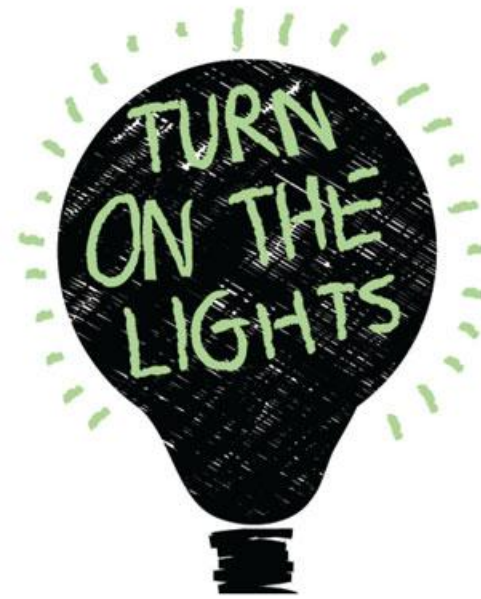
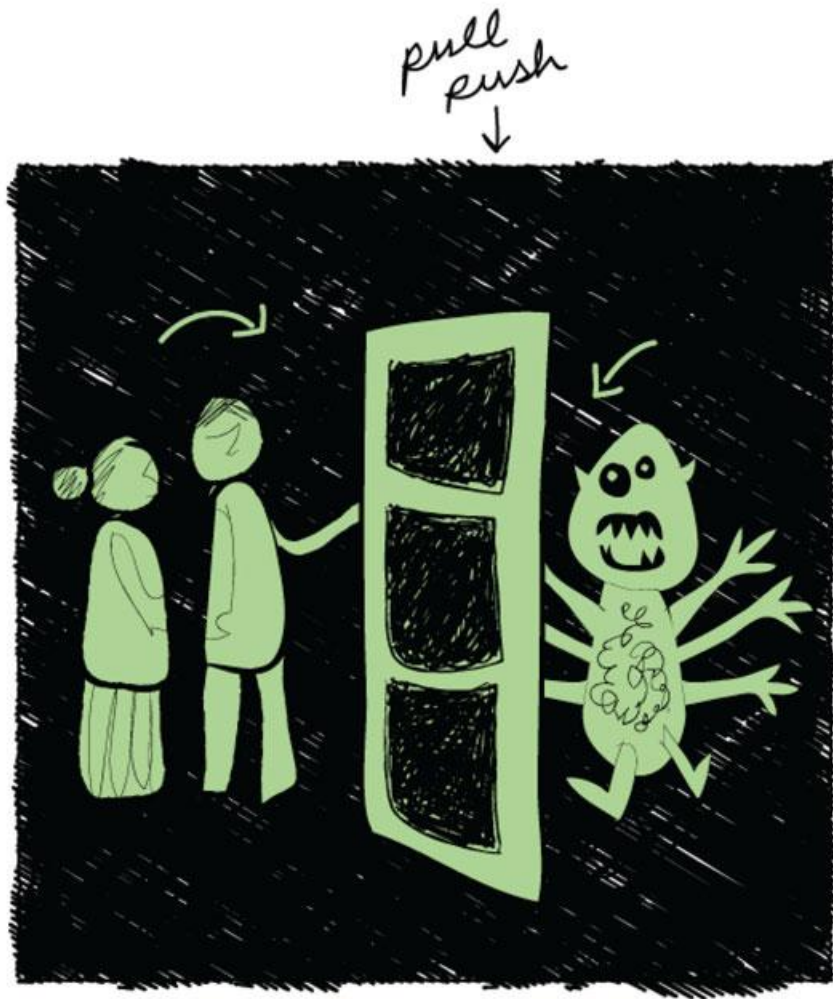
Monsters hide under your bed,  
Your cupboards and wardrobes are also  
not spared.





The louder you scream the happier he'll be.





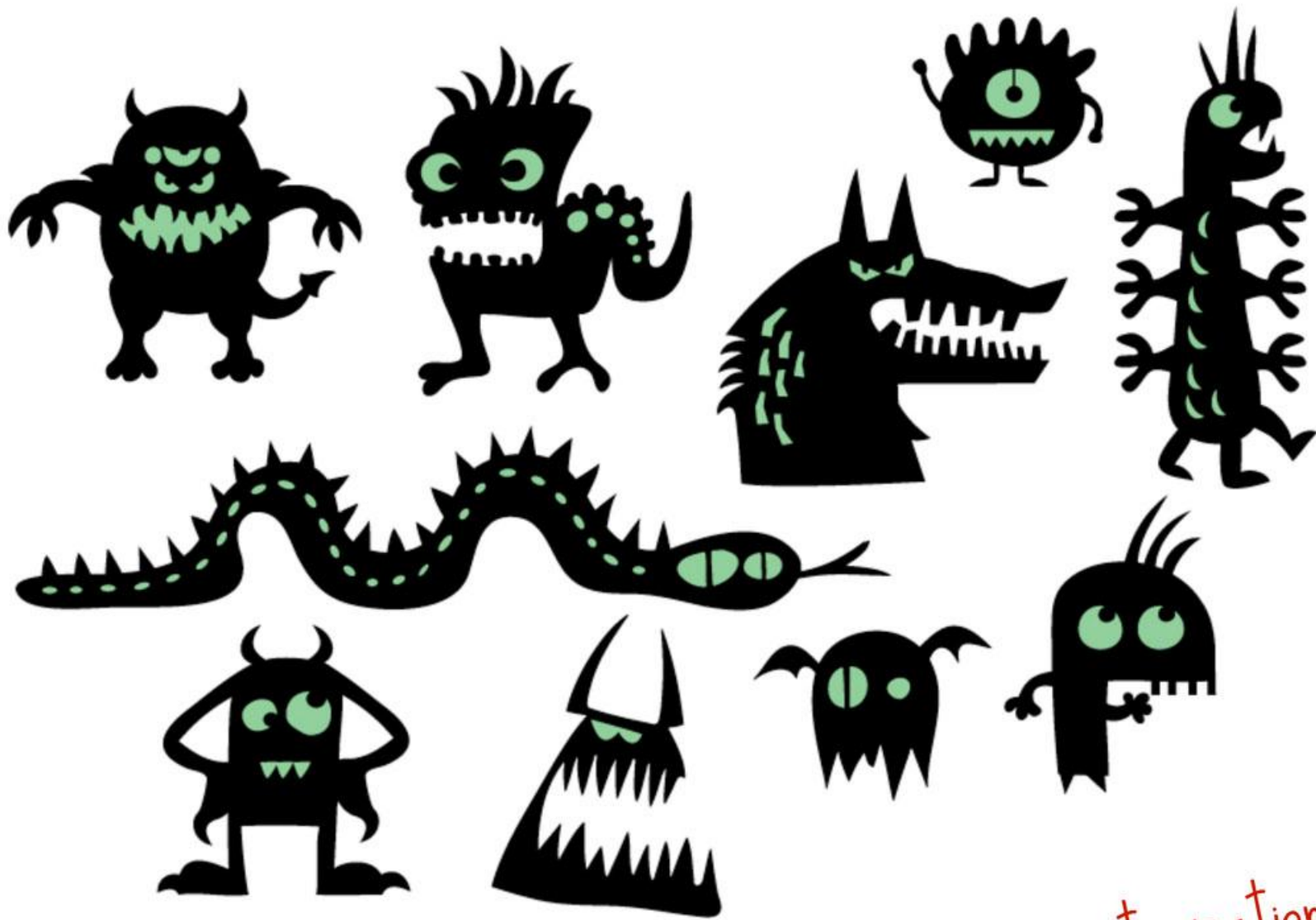
How do u catch the monsters that flee?

As he makes himself invisible the moment your parents are seen.

But, I know one thing that scares monsters in the night.

All I have to do is turn on the light.

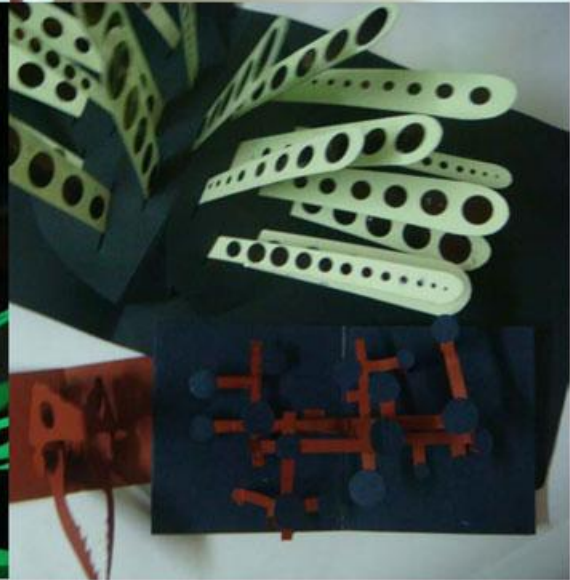
Now you can tell everyone what to do,  
If the monsters in the night come to you.



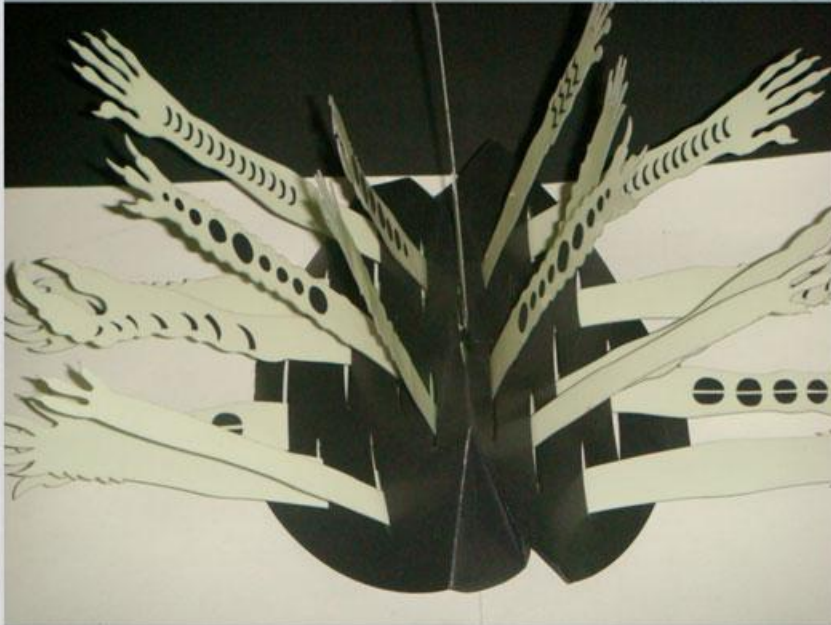
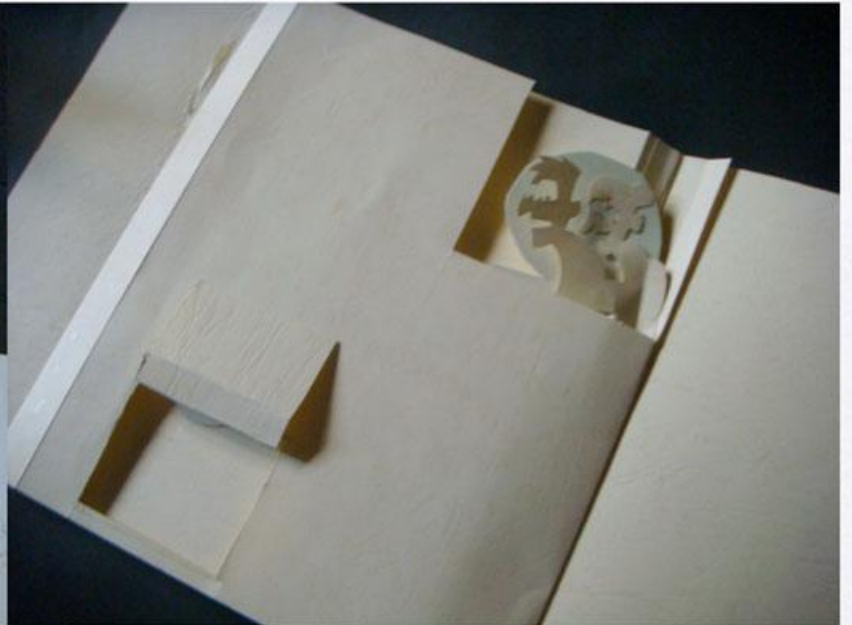
Characterization



Mock-ups













Final Artwork





## RADIUM BOOK



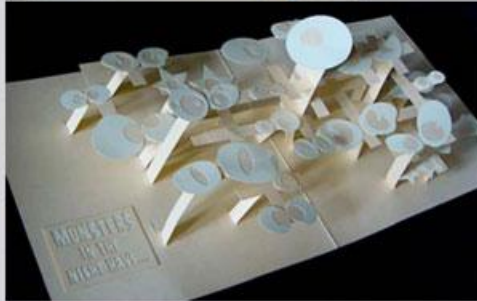
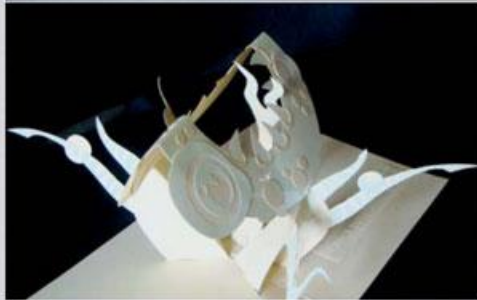
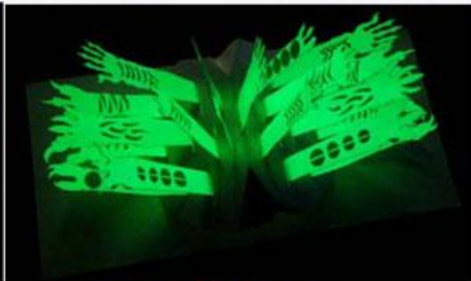
Children as well as grown-ups, like being a little scared as long as it happens under controlled circumstances. Children tend to be very fascinated with the unknown abnormalities. Monsters, might also pose a challenge to children to learn how to conquer fear and learn to cope better with their own feelings.

### DON'T TURN ON YOUR LIGHTS...

Monsters in the Night, is a 'night book' specially designed to give children a dynamic experience of reading a story in dark. Monsters portrayed in this book are not genuinely frightening, but rather exciting or mildly scary. The book does not contain a lot of text, but is largely structured around pictures and pop-ups.

The title "MONSTERS IN THE NIGHT" is displayed in a stylized font against a black background. Above the word "MONSTERS" are three small, grey monster icons. The word "MONSTERS" is in a bright green, jagged font, while "IN THE" is in a grey, blocky font, and "NIGHT" is in a white, blocky font.

# Final Artwork & Design Challenges



Various pop-up techniques were explored to suite the scenarios.

## Design Challenges

To create hard contrast in color values using paper, as the glow of the radium paper reduces opaqueness of other card sheet papers used in foreground.

Every artwork needs to be analyzed by first charging the radium paper and then by composing the same in dark to get the desired result.

Proper measurements and angles need to be taken care of for the smooth functioning of the pop-up book.

Each fold needs to be thoughtfully crafted to reduce the complexity of work.

To explore various craft techniques and to add curiosity to the story.



## Inside Pages

**Story-** Very Very late one night.

**Artwork-** A dark scene has been crafted to show a late night haunty scenario, where a silhouette of a house is seen, along with a tree glowing in moonlight with an owl and bats clinging to it.

The bats are cut and hanged to the tree using threads to create a scene of movement.



**Story-**

When mommy had turned off the lights.

**Artwork-**

Initially, a zoomed in silhouette of an isolated house, with a black cat is seen in the stary moonlight, to suite the first line of the story. The windows of the house are shown in deep grey (using a translucent sheet) to represent the turned off lights.



**Story-**

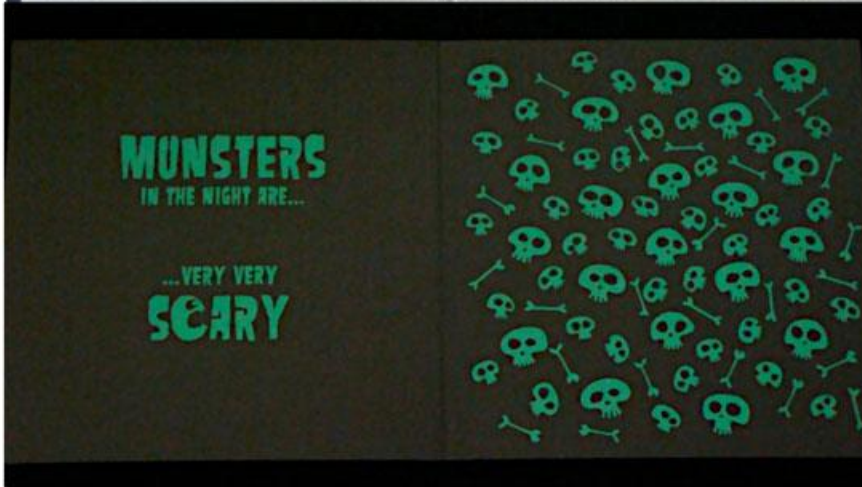
Then came the monsters from the haunted sight.

**Artwork-**

(Made use of pull tag) As soon as the reader pulls the tag, the monsters which look like grass in the earlier frame, suddently pop outside the house.







**Story-**

Monsters in the night are very very scary.

**Artwork-**

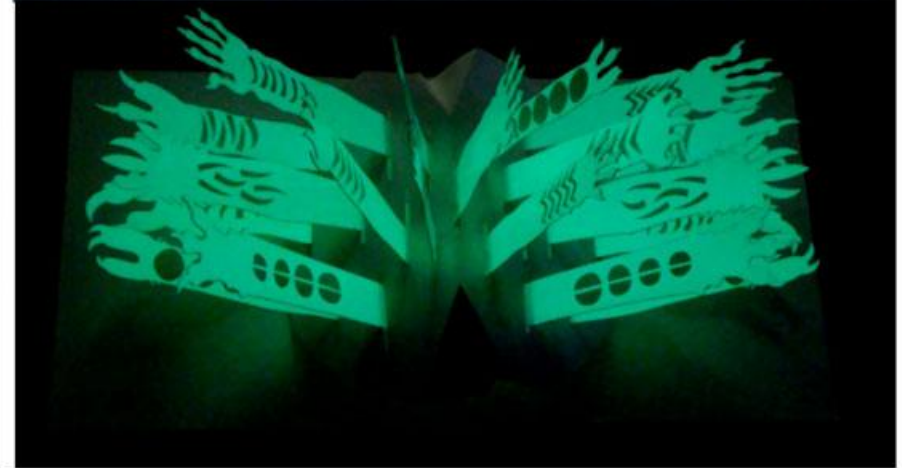
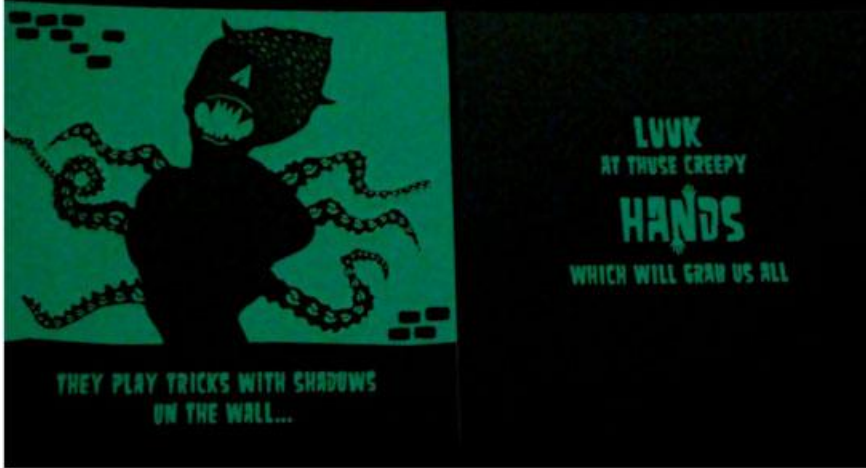
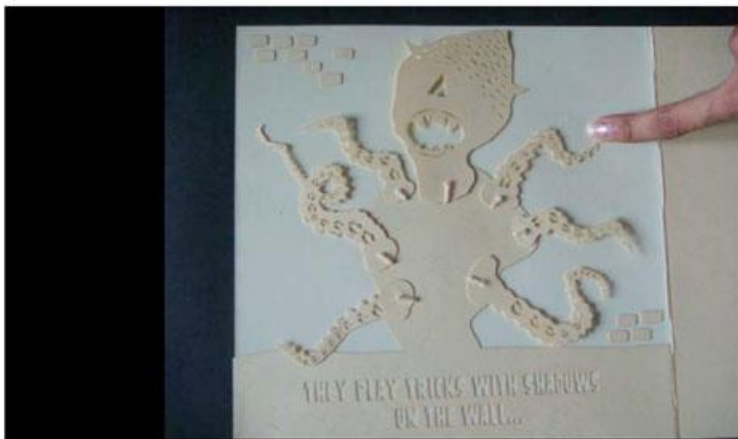
An image of (radium) skulls and bones has been created, which appear to be floating when seen in dark. Also creative use of expressive typography has been done to suite the lines.

**Story-**

Some are small, Some are big, Some are hairy

**Artwork-**

As soon as the reader opens the page, a pop-up stands up in which three different kids of monsters are seen, describing their characteristics. The expressions on their faces are mildly scary but fascinating.



**Story-**

They play tricks with shadows on the wall.

**Artwork-**

An artwork of a monster has been thoughtfully crafted, which look like a shadow who's limbs, have been tied using threads, to encourage the user to move the limbs and create interesting formations.

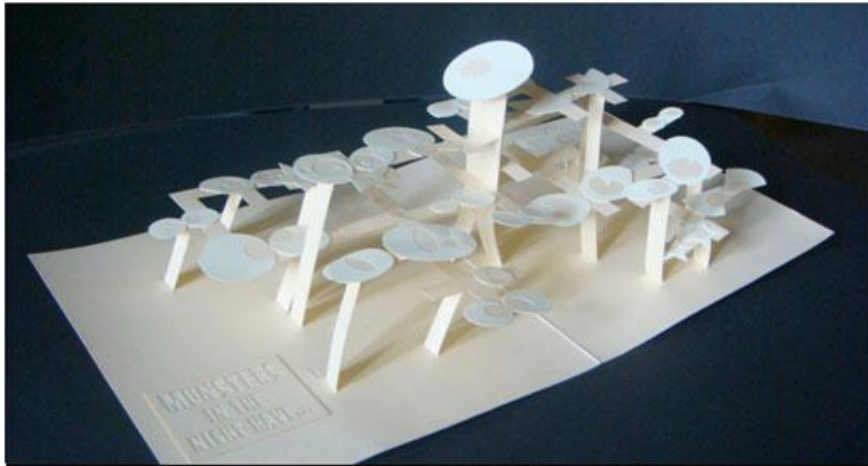
**Story-**

Look at those creepy hands which will grab us all.

**Artwork-**

Before constructing this pop-up, a pop-up from a famous craft artist's book (Davind Carter) was studied and then replaced with appropriate forms. Several corrections had to be done in order to make the book function smoothly, also minute details were stuck to make the hands look scary.





**Story-**

Monsters in the night have a spooky sight.

**Artwork-**

A pop-up of glowing eyes was made which appear to be floating in dark and also gives the page a spooky look. A lot of measurements and angles had to be taken care of to avoid complexities.



**Story-**

Razor sharp teeth which would easily bite.

**Artwork-**

An arial view pop-up of a monster with an opening mouth, sharp teeth and floating tounge was made to suite the lines. When opened, the pop-up unfolds with a twist which makes the visual look more dynamic.



**Story-**

Monsters hide under ur bed, your cupboards and wardrobes are also not spared.

**Artwork-**

Some more radium pop-ups were made to suite the lines in the story. Every small details in the visuals were thoughtfully put, which make the monsters look relatively scary.

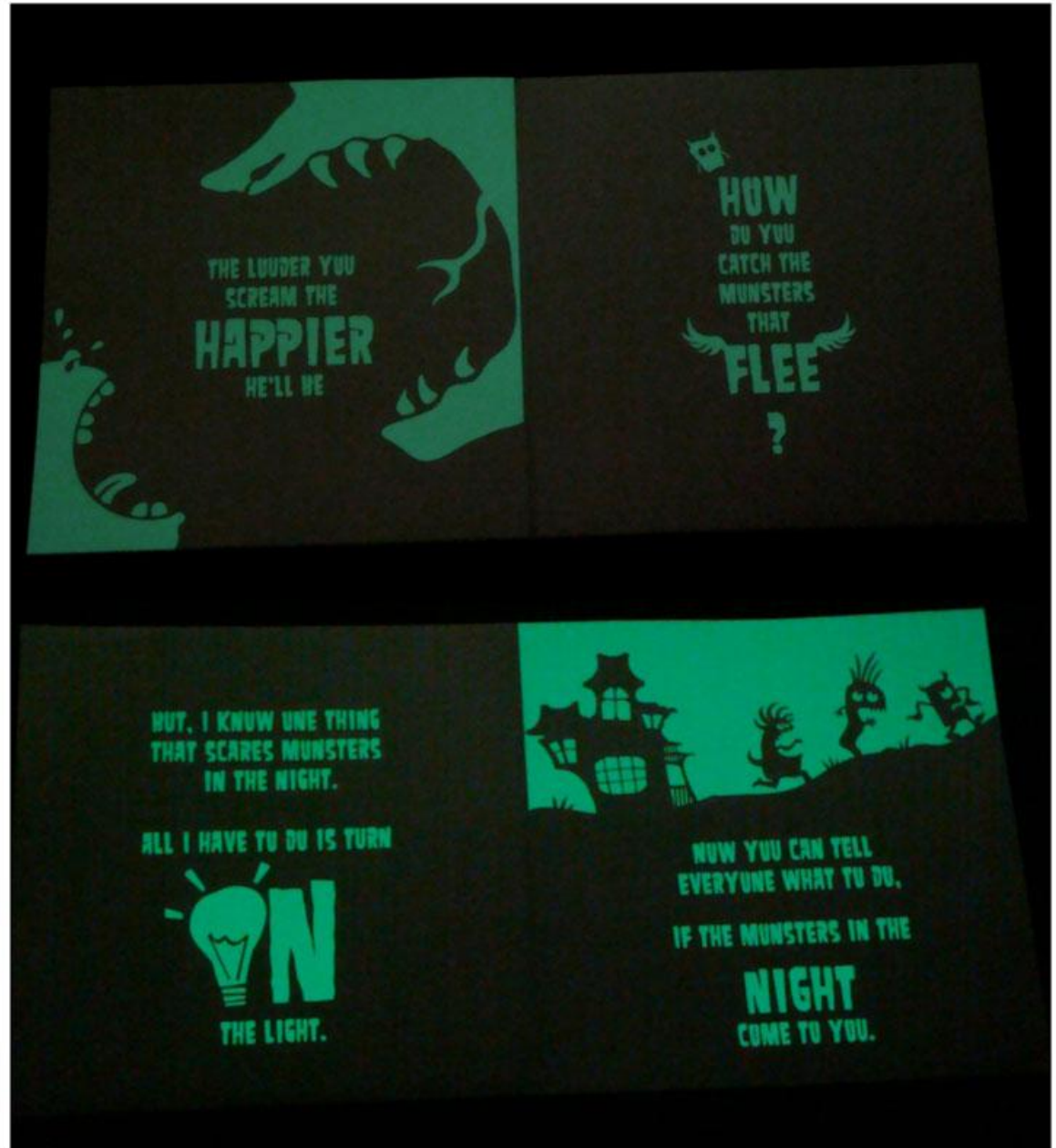


### Story-

The louder you scream the  
happier he will be,  
How do u catch the monsters that  
flee, as he makes himself invisible  
the moment ur parents are seen,  
But I know one thing that scares  
monsters in the night. All I have to  
do is turn on the lights.  
Now you can tell everyone what  
to do, If the monsters in the night  
come to you.

### Artwork-

Suitable 2D artworks were made  
to suite the lines in the story, a  
concious effort has been done to  
neatly craft the images, also well  
use of negative-positive space has  
been done to create interest.





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**THANK YOU**

