

Children's Picture Book Design with Red Cultural Elements in the Spirit of Patriotism

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Abstract

Based on the background of red culture dissemination, based on the characteristics of Wenzhou's social and economic development, strengthen the construction of Wenzhou's rural revitalization demonstration with red culture. Incorporating the red elements in the spirit of patriotism into the design of educational products is of great significance to the physical and mental development of children. With the development of society and the increase of left-behind children in the current society, the existing psychological conditions are also gradually increasing. A sense of loneliness and abandonment, autism and low self-esteem, self-esteem distortion and anti-hatred mentality, as well as suspicion and distrust caused by imperfect character and gender shift have become a major problem that plagues children's psychology. And patriotism is important in helping children develop a sense of pride, identity, and belonging to their homeland. Red culture plays a positive role in the spiritual guidance of children. Awaken the patriotic spirit of children with red elements suitable for children, so that children have a more sense of belonging. In order to implement such ideas, this product designs children's cultural and creative products that are conducive to building a sense of social belonging.

Keywords

Cultural and Creative Products; Product Design; Red Culture; Children's Picture Books Patriotism.

1. The Connotation of Picture Books about the Spirit of Patriotism

Patriotism is the most natural and simple emotion of Chinese sons and daughters. Preschool children are in the budding period of the formation of personality tendencies and moral concepts. It is a golden period for cultivating good moral behavior. Based on the social and cultural environment in which children grow up, patriotic education and enlightenment can help them develop their own self-awareness as a Chinese, and enhance their self-awareness. Pride, identity and belonging to one's country are of great importance to young children and to society. Because the concept of patriotism is complex and abstract. Therefore, patriotism education in the early childhood stage should take into account the age characteristics of young children, and reduce abstract conceptual categories and logical thinking into concrete bearing entities or situational experiences, rather than scripting and instilling lectures according to traditions and conventions. The picture books designed based on the background of patriotism should not only pay attention to the germination of children's sense of familiarity, pride, belonging and other emotional aspects. It is also necessary to enhance children's psychological experience and practical experience in the activities.

Children in today's society still have a sense of loneliness and abandonment, autism and low self-esteem, distorted self-esteem and a mentality of rebellion and hatred. The suspicion and distrust caused by their imperfect character and gender shift deeply hinder children's integration into society and a sense of social belonging. The picture book design based on the

background of patriotism can subtly influence children's understanding of social background and emotional connection under patriotism. Arouse children's body, consciousness, emotions and imagination through different forms, express ideas and present behaviors in experiential and imaginary situations, and the play of activity experience and autonomy fully respects the integrity of children's development, and the context of experience construction also has Help develop children's horizontal cognitive accumulation and deep emotional experience. Children can feel and experience in the context of the operation and the content of the story, and can often mobilize their emotional and cognitive input. Enhance their sense of social belonging, participation and satisfaction.

2. The Relationship between Patriotic Education and Design

Patriotism education is the essence of red culture. Patriotism is the most natural and direct emotion of Chinese sons and daughters. Preschool children are in the budding stage of the formation of personality tendencies and moral concepts, which is a golden period for establishing good moral behavior. According to the social and cultural environment in which children grow up, patriotic education and enlightenment can help children develop their self-awareness as a Chinese. It is important to enhance children's sense of pride, identity and belonging in their homeland. General Secretary Xi Jinping once emphasized: "Revolutionary traditional education should start with children, not only focus on knowledge instillation, but also strengthen emotional cultivation, so that red genes can penetrate into the blood and hearts, and guide the majority of young people to establish a correct world outlook, outlook on life, and values." The advantage of making young children read "red cultural picture books" is that it is positive and conducive to cultivating children's beliefs and virtues to love the motherland and life. Through the image of the little hero created in the picture book story, the child will resonate with him and create a power of example for him. Let the children understand as much as possible the context of the development of the Chinese revolution, grasp the basic knowledge of literature, keep in mind the revolutionary masterpieces, and absorb more excellent traditional cultural essence, which can not only improve the oral and written expression ability of the children, but also activate the Children's thinking, improve the level of appreciation, and develop a healthy aesthetic taste. Children's patriotic picture book reading is a process of helping children acquire knowledge, and also a process of realizing patriotic education. It can not only enhance the sense of participation of children, expand the knowledge of red, but also strengthen and activate their cultural life, and also arouse their feelings of patriotism and love for the people. These meanings can only be integrated into the picture books designed by "patriotism". Only by passing on the form to children can it more effectively improve the enthusiasm of children to understand the spirit of patriotism.

3. Design and Production of Patriotic Picture Books

In the pre-production stage, the designer needs to make a detailed investigation and countermeasures for the creative plan. Analyze the overall style, subject type, purpose and intent of the picture book. These are of great significance to the production of picture books.

3.1. Preliminary Preparation

Before creating picture books, you need to collect children's picture books with corresponding themes online and in bookstores. Typesetting with the materials and materials that need to be referenced in the story. Through the research and analysis of the material, the experience and lessons are drawn, and the design ideas suitable for the red story are extracted.

3.2. Layout Design of Picture Books based on Children's Characteristics

Children's language learning starts from the time they pronounce, from the initial language imitation to the process of being able to express in detail later, they will experience a language sensitive period. Therefore, a good language environment can help children learn language more effectively. In the picture book design combined with the attention to the "language sensitive period", it is reflected in the layout design including the two basic elements of text and pictures.

- 1) Pictures and words are interspersed with each other, which can arouse children's interest in reading.
- 2) The text content should not be too long, and the content should not only express the content of the story completely and accurately, but also meet the standards in layout design.
- 2) The content is concise and easy to understand, which will make the reader more emotional and appealing when reading the story.
- 3) Text and graphics should be concise and neat. In the design of picture books, the text is presented in the form of "dots", and the pictures are presented in the form of "surfaces", so that the pictures can express the design intent simply and effectively.

3.3. The Application of Children's Sensory Feelings in the Design of Picture Books

Children in the sensitive period of childhood are very sensitive to many things around them, especially subtle things. At first they perceive it through the subconscious mind. Then, they enter the sensory sensitive period, and they will slowly perceive the things around them through their senses. At this time, children are full of curiosity about everything around them, like to touch anything with their limbs, and satisfy their curiosity through contact.

In the picture book design, the designer adjusts and optimizes many subtle places in the picture book design according to these characteristics. According to the behavior and language characteristics of children in the sensory sensitive period, the designer has designed small movements on each page of the picture book. They have different shapes and positions, and the purpose is to guide children to actively explore the story lines on the next page. This can mobilize the enthusiasm of their hands and eyes, so that their reading behavior and the effect it produces changes. It is beneficial to meet the needs of children's sensory experience during this period.

3.4. Design of Creative Style

The style of patriotism needs to maintain the characteristics of respecting historical facts, and at the same time, it should be presented to children in a simple and easy-to-understand style to satisfy children's language habits and ways of thinking. Flexible use of color matching, focusing on visual impact. The text is written in handwriting or unique morphs to help the painter develop a drawing style. In order to enhance children's psychological and practical experience in activities. The design method of this product is closer to life and gamification, increasing the subjectivity of children; creating a core value field that is designed to infuse emotional charm, so that children have real cognitive curiosity and emotional surging.

3.5. The Concept and Sublimation of Picture Books

Each picture book is composed of a story, and each story naturally contains a certain meaning. When making, it is necessary to clarify what the purpose and reason of the picture book design is to convey. The production of each picture book requires not only the creator's understanding and perception of knowledge, but also the creator's sublimation and improvement in educational concepts and ideas.

4. Artistic Features of Patriotic Picture Book Design

A picture book is a special visual language, and the content in the picture book has the function of narration and conveying meaning. The form and content of the red culture-themed picture book affect the values of Chinese children to a certain extent, so the content is more realistic.

4.1. Image Immediacy

Pictures are the visual language representation of picture books. They have distinctive color characteristics and creative and interesting composition methods, so as to form dynamic pictures to directly convey cultural information and help children form a more complete story picture.

This product uses bright and rich colors, with red and yellow as the dominant color tone, making children feel warm and safe. The yellow background is used in the book part, which brings a warm feeling to young children. The use of color in this product not only conforms to the psychological characteristics of children, but also helps children to enhance their understanding of red culture. Close the emotional connection between children and red culture and remove barriers to understanding.



Figure 1. Display of the main image of the picture book

4.2. Integrity of Composition

Picture book pictures emphasize the coherence of the story, and require the composition to reflect the dynamic characteristics of the story. The continuity of the story is achieved by combining pictures, and the development of the story is promoted through the connection between pictures. The protagonist is the main character, other characters are secondary, and the small animals throughout the whole are assisted to increase the layering of the story characters.

This product adopts the production method of active pop-up book throughout, and designs movable links. Users can understand the theme and details of the picture book story through actions. Interactively achieve reading comprehension.



Figure 2. Picture book composition display

4.3. Vividness of the Picture

The picture of the picture book requires the picture to be intuitive and vivid, humorous and humorous, and the author needs to render some main or characteristic storylines to make the readers substitute into the storyline.

The illustrations of this product use a lively and humorous way to make the picture smart, and the main things are presented in a playful and cute way.



Figure 3. Tone display of picture books

4.4. Transitivity of the Whole

The overall color atmosphere, warm colors convey the warm love of the motherland. The yellow tone is the main color, supplemented by other tones, to increase the layering of the color without losing the integrity.

The text of this product adopts concise and easy-to-understand text throughout, which is full of rhythm and catchy. Allow users to experience the motherland's care and good expectations for children in the interesting reading. Make readers more integrated into the atmosphere of red culture.

4.5. Artistic Interactivity

The forms of highly interactive picture books should be various. Flip books, pop-up books, rotating books, etc., make picture books come alive and make children's reading no longer boring. The most important feature of picture book interactivity.

This product is a combination of some features of flipping books and rotating books. Through the diversification of materials, gamification of content, and creative decoration, picture books are transformed from static composition to dynamic dissemination, so that children can change from passive reading to active acquisition.



Figure 4. Interactive display of picture books

5. Conclusion

This product is based on the background of red culture dissemination, combined with the spirit of patriotism into the design of children's products. It not only subtly affects children's social background awareness and emotional connection under patriotism. Arouse children's body, consciousness, emotions and imagination through different forms . Learn to express ideas and behave in experiential and fictional situations . The product experience design fully respects the developmental characteristics of young children. Thereby helping to improve children's autism and low self-esteem , enhance self-esteem and sense of security. The context of experience construction also helps to develop children's lateral cognitive accumulation and deep emotional experience. Enable children to feel and experience in the context of the operation and the content of the story . It can also mobilize the user 's emotional and cognitive investment, reducing loneliness and insecurity. Enhance their sense of social belonging, participation and satisfaction.

Acknowledgments

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