Visual Communication - A Significant Facet in Book Designing

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Abstract

To make communication with children in books effective and progressive through books and reading material. As frequently as possible, try presenting varied and multi-dimensional characters. Portray survival skills that the most disadvantaged can teach to everyone else instead of presenting the most disadvantaged people being helped by more well-off children or adults. Or model a less well-off child helping or standing up for a better-off child. In order to avoid stereotypes, it is important to provide varied and multiple representations of children and adults from a given group.

Keywords: Child Psychology Factors; Nonhuman Communication and Communication amongst Animals; Human Communication; Verbal Communication; Effective Communication; Barriers to effective human communication, Communication Disturbance; Understanding child psychology and avoiding; Stereotype communication; Children Understand Communication

Introduction

Children are nation builders of tomorrow. Their roles as nation builders are decided by the kind of education imparted to them at early stages.Thus visual communication we use for books and advertising media for children need to reflect a positive and progressive society.In children communication, we must present equal,just, fair, secular society., just, fair, secular society. For Instance males, boys and men in need to be presented in nurturing roles such as teachers of young children and as conveying sentiments. Its important to represent females, girls and women as leaders, playing non-traditional sports, driving cars etc. or running businesses. Portray both men and women helping each other in the household chores and taking part in childcare. Show children and adults with disabilities as able to express themselves as providers rather than solely as recipients of charity or support, should equally include people from local ethnic or minority groups to the dominant group.

Aim of the Study

To make communication in books effective for children so that they grow up into happier healthier adults for progressive society.Millions of printed books are published every year filled with words and pictures that entertain, inform and extend knowledge. A bookshelf full of books can make a room into a private university. Printing spreads ideas, and if the child is willing to look and read, it can turn children into wise adults.

When the pages of a book have been printed, they have to be folded, bound, trimmed and put into a case and its called a book. Studies show that reader while reading has leisure to absorb the information. A book purchase happens in a bookstore where reader picks up the book, looks at the front cover carefully and he reads it with interest. It is either the colour or the author name or the title that grabs his interest to begin with. Buyers' anxiety doesn't stop here as he turns the book around, looks at the back, reads it with more attention and by this time his decision to buy is made. Another look at the flaps and the flip through prelims pages confirms his decision to buy. Unlike in posters, press advertisement and TV commercial where client has only a few seconds to grab and retain information, the task of a Graphic designer for books is a challenge because not only should a book call for attention in the book store but should make the owner feel proud as long it stays in the shelf which can vary from a few years to a lifetime.

Graphic Designer has a very responsible, challenging creative and artistic job while designing books for children. Graphic designer has to be able to solve the task given and come up with the idea of visual communication which is not only attractive but yet persuading the

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viewers/ readers to grab the messagebehind it and arouse the emotion, logic and certain needs. Here the audience in not the child but a parent who is deciding the purchase. Generally, graphic designer use a lot of pictures, symbols, letters and many other graphic elements.

Illustrations are what make children's books magical and pretty pictures woo adult buyers. The text and the illustrations are the two elements that work together to tell a story. Simpler lines and bolder colours may not be aesthetically pleasing to an adult eye, but they are easier to engage with for a child under four. From four upwards the illustrations may be more sumptuous. However, this trend may be reversed as children approach eight or nine where the 'cooler' minimalist, cartoon-style illustrations are more in vogue.

Children photographs or visuals need not essentially appear in book illustration, posters or banners etc. Specific child audience requires special messages tailored as per their needs so that their point of view and perspective is addressed in order to relate to the children in helpful and most effective way.

Children books require considering their needs as per the age and different abilities and hence should be age-specific and child-centered. Particular needs and competencies are taken care by quality books which support development programmes, priorities etc. like to make children learn habit of washing of hands, eating and staying healthy, getting up on time for school, to be aware of abuse and prevent exploitation and the importance of respecting everyone. So it is important to communicate effectively with children. Exchange or flow of information within people or group of people is communication with children among children, parent and child, teacher and child, family and child environment. Between living organisms, every information exchanged or when a signal is transmitted which involves a receiver and sender is considered a form of communication. Corals, which are primitive creatures, are competent enough to communicate.

Child Psychology Factors

Child psychology encompasses a wide range of topics, from the genetic influences on behavior to the social pressures on development. The following are just some of the major subjects that are essential to the study of child psychology. These factors help visual artist, authors, and publishers to communicate well with the target audience.

1. Genetics
2. Environmental Influences
3. Prenatal Development
4. Social Growth
5. Personality Development
6. Language
7. Gender Roles
8. Cognitive Development
9. Sexual Development

To understand communication with children its important to understand communication with animals, bacteria etc. Child psychology is one of the many branches of psychology and one of the most frequently studied specialty areas. This particular branch focuses on the mind and behavior of children from prenatal development through adolescence. Child psychology deals not only with how children grow physically, but with their mental, emotional and social development as well. Historically, children were often viewed simply as smaller versions of adults. When Jean Piaget[1] (a Swiss developmental psychologist and philosopher known for his epistemological studies with children) suggested that children actually think differently than adults, Albert Einstein[2] proclaimed that the discovery was "so simple that only a genius could have thought of it." Today, psychologists recognize that child psychology is unique and complex, but many differ in terms of the unique perspective they take when approaching development. Experts also differ in their responses to some of the bigger questions in child psychology, such as whether early experiences matter more than later ones or whether nature or nurture plays a greater role in certain aspects of development.

Nonhuman Communication and Communication amongst Animals

Animal communication field encompasses most of the issues in ethologic[3]. Animal communication is defined as any behavior of any animal, which affects the future, or current behavior of another animal. Zoo semiotics is the study of animal communication, and is distinguishable from anthropic semiotics, the study of human communication which has played an important part in the development of ethologic, sociobiology, and a great share of prior understanding related to diverse fields such as personal symbolic name use, animal emotions, culture and learning, and even sexual conduct which was thought to be understood well, has been revolutionized. Plants and fungi communication is observed within the plant organism, within and between plant cells, between plants of related or same species, and between plants and non-plant organisms, especially in the root zone. Plant roots communicate in parallel with rhizome bacteria, with insects in the soil and with fungi. These parallel sign-mediated interactions are governed by syntactic, pragmatic, and semantic rules, and are possible because of the decentralized "nervous system" of plants. The word "neuron" means vegetable fiber and recent research has shown that most of the microorganism plant communication processes are neuronal-like.Plants also communicate via volatiles when exposed to herbivory attack behavior, thus warning neighboring plants. In parallel, they produce other volatiles to attract parasites that attack these herbivores. Plants can overwrite the genomes[4] they inherited from their parents and revert to that of their grand- or great-grandparents while in stress like situations.

Similarly, learning in children is best when books are tailored to their age specific and field of interests. Understanding of the basics of child development and how to best nurture development and learning is initiated by good quality and effective communication with them. Each age group also has specific strengths and interests that translate into the

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appropriate choices in selecting storylines, and specific content.

The ability to communicate effectively with other individuals plays a critical and important role in the lives of all animals. Whether, we are examining how moths attract a mate, ground squirrels convey information about nearby predators, or chimpanzees maintain positions in a dominance hierarchy, communication systems are very much involved.

Microorganisms like bacteria use communication as a tool much as used by humans, animals and plants. This process is called quorum[5] sensing, through which bacteria are able to sense the density of cells, and regulate gene expression accordingly. It is observed in gram positive as well as gram-negative bacteria. Understanding what tickles the kids imagination is an enormous task, so the study of child psychology is both wide and deep. The ultimate goal of this field is to study the many influences that combine and interact to help make kids who they are and to use that information to improve parenting, education, childcare and psychotherapy other areas focused on benefiting children. By having a solid understanding how children grow, think and behave, parents and professionals working with children can be better prepared to help the kids in their care.

Human Communication

Communication (from Latin commūnicāre, meaning "to share") is the activity of conveying information through the exchange of ideas, feelings, intentions, attitudes, expectations, perceptions or commands, as by speech, gestures, writings, behavior and possibly by other means such as electromagnetic, chemical or physical phenomena. It is the meaningful exchange of information between two or more participants (machines, organisms or their parts). Communication requires a sender, a message, a medium and a recipient, although the receiver does not have to be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver understands the sender's message.

Communicating with others Involves Three Primary Steps

1. **Thought**
   First, information exists in the mind of the sender. This can be a concept, idea, information, or feeling.
2. **Encoding**
   Next, a message is sent to a receiver in words or other symbols.
3. **Decoding**
   Lastly, the receiver translates the words or symbols into a concept or information that a person can understand.

Communication
▼
Thought
▼
Encoding
▼
Decoding
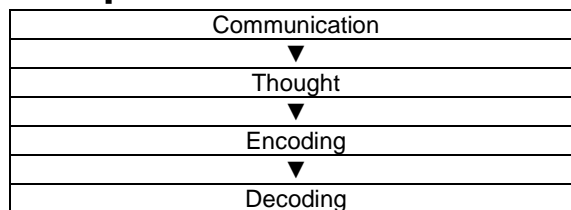
Table 1.1 Primary Steps of Communication

Various forms of verbal and non-verbal forms of communicationinclude eye contact, body language, hepatic communication, sign language and chronemics. Media content such as graphics, pictures, writing and sound are various other examples. The Convention on the Rights of Persons with Disabilities also defines the communication to include the display of text, Braille, tactile communication, large print, accessible multimedia, as well as written and plain language, human-reader, augmentative and alternative modes, means and formats of communication, including accessible information and communication technology. Critical component of effective communication is feedback. Its important to establish ways of communication to understand communication with the child and which are as follows:

Verbal Communication

Language learning stage is during childhood. Human spoken and pictorial languages is described as a system of symbols which known as lexemes and the grammars (rules) by which the symbols are manipulated. The word "language" also refers to common properties of languages. Most of the human languages use gesture for symbols and patterns of sound that enable communication. Languages share certain properties although many of these include exceptions. There is no defined line between a dialect and language. Constructed languages, programming languages and various mathematical formalisms are not necessarily restricted to the properties shared by human languages. Flow or exchange of information within people or a group of people is communication like with children among children, parent and child, teacher and child, family and child environment.

Nonverbal Communication

The process of conveying meaning in the form of non-word messages is Nonverbal communication. Few forms of non-verbal communication are chronemics, gesture, hepatics, body language or posture, eye contact and facial expression, object communication such as clothing, hairstyles, architecture, symbols, info graphics, and tone of voice, as well as through an aggregate of the above. Speech also contains nonverbal elements known as paralanguage, which is the form of communication most known for interacting with people. These include voice lesson quality, emotion and speaking style as well as prosodic features such as intonation stress and rhythm. Research has shown that up to 38% of human communication occurs through paralanguage and upto 55% of human communication occurs through non-verbal facial expressions. Likewise, written texts include nonverbal elements such as spatial arrangement of words,

handwriting style and use of emoticons to convey emotional expressions in pictorial form.

When one thinks of child development, what comes to mind? One is like to think about the internal factors that influence how a child grows, such as genetics and personal characteristics. However, development involves much more than the influences that arise from within an individual. Environmental factors such as social relationships and the culture in which we live also play essential roles. Some of the major contexts that we need to consider in our analysis of child psychology include: The Social Status: Relationships with peers and adults have an effect on how children think, learn and develop. Families, schools and peer groups all make up an important part of the social context.

Oral Communication

Spoken verbal communication can employ visual aids and non-verbal elements to support the conveyance of meaning of oral communication. Oral communication can include presentations, speeches, aspects of interpersonal communication and discussions. Being a type of face-to-face communication, body language and choice tonality plays an important role, and has a greater impact upon the listener than the informational content. This type of communication also acquires immediate feedback and normally involves the cooperative principle.

Classroom/Learning Zone Communication

Communication and interaction happens in the area. Delegation of work and exchange of ideas happens in this zone. It is when all objectives of the organization are achieved effectively when the communication flourishes. All the people of the Learning Zone Communication organization must be able to convey their message properly for best effeciency in an learning zone communication organization. Effectively designed books play the important role here. They make learning easier and smoothen flow of ideas, retain of ideas, memorizing information and make the learning experience engaging.

Historical Development of Written Communication

Through the continuing progression of technology, the forms of ideas about communication evolved. Advances include child psychology, communications psychology and media child psychology, which is an upcoming field of study.

Information communication revolutions
▼
Pictograms
▼
Writing began to appear on paper, papyrus

Table 1.2 Written Communication Developments

The progression of written communication can be divided into three "information communication revolutions":

Written communication first emerged through the use of pictographs[6]. The pictograms were made in stone; hence written communication was not yet mobile.

The next step occurred when writing began to appear on paper, papyrus, clay, wax, etc. with common alphabets and communication became mobile.

The Cultural Status

The culture a child lives in contributes a set of values, customs, shared assumptions and ways of living that influence development throughout the lifespan. Culture may play a role in how children relate to their parents, the type of education they receive and the type of childcare that is provided. For instance a child subconsciously learns to greet depends on how people around him interact and greet each other, it could be his family or elders around him.

Electromagnetic Communication

The transfer of information through controlled waves of radio, microwave, infrared electromagnetic and other electronic signals characterizes electromagnetic Communication.

Communication is a process by which meaning is allocated and communicated in an effort to create shared understanding. This process requires a vast range of skills in interpersonal processing, hearing, noticing, talking, questioning, analyzing, gestures, and assessing enables collaboration and cooperation. Disagreement can be anticipated and solved through questions and answers, formulations, rephrasing, examples, and stories of importance. Written communication can be made comprehensive by planning follow-up talks on important written communication as part of the day-to-day way of doing business. A few minutes spent talking know will save valuable time later by avoiding misunderstandings. A regular method for this purpose is emphasizing what one heard in one's own words and enquiring the other person if that really was what was meant.

The Socioeconomic Context

Social class can also play a major role in child development. Socioeconomic status, is based upon a number of different factors including how much education people have, how much money they earn, the job they hold and where they live. Children raised in households with a high socioeconomic status tend to have greater access to opportunities, while those from households with lower socioeconomic status may have less access to such things as health care, quality nutrition and education. Such factors can have a major impact on child psychology. All three of these contexts are constantly influencing. While a child may have fewer opportunities due to a low socioeconomic status, enriching social relationships and strong cultural ties may help correct this imbalance.

Effective Communication

Effective communication happens when a required effect arises due to intentional or unintentional sharing of information, which is understood between multiple entities and acted on in a desired way. This effect ensures that messages are not misrepresented during the communication process. Effective communication should create the desired effect and sustain the effect, with the capacity to increase the effect of the message. Therefore, effective communication serves the requirement for which it was planned and designed. Possible purposes might be to extract change, generate action,

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create understanding, inform or communicate a certain point of view or idea. When the required effect is not achieved, factors such as barriers to communication are examined, with the intention being to discover how the communication has been ineffective.

Conclusion

Simple could be best, less is often more, and often low-literacy productions predominantly print ensures that communication reaches all including the most disadvantaged. Although our work is directed towards children and youth with a vast range of literacy skills pertaining to print communication generally has visual and verbal clutter, making it difficult to understand. Visual representation can show what we want children to model without words, which improves the chances of reaching children with low-literacy levels. Those from different linguistic groups. Use of everyday words is more likely to be understood by all. Show efforts that everyone, from small children to older adults, can make in their own homes and communities instead of communication with lots of words about emergency preparedness. Encouraging stories and inspirational ideas which come from children themselves, presenting real-life cheerful situations, and the actual participation of children inproductions are all examples of helping to ensure both interpretation and authenticity.

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3. The scientific and objective study of animal behaviour, usually with a focus on behaviour under natural conditions, and viewing behaviour as an evolutionarily adaptive trait.
4. An organism's complete set of DNA, including all of its genes. Each genome contains all of the information needed to build and maintain that organism. In humans, a copy of the entire genome—more than 3 billion DNA base pairs—is contained in all cells that have a nucleus.
5. A system of stimuli and response correlated to population density. Many species of bacteria use quorum sensing to coordinate gene expression according to the density of their local population. https://en.wikipedia.org/wiki/Communication.
6. A symbol for a word or phrase. Pictographs were used as the earliest known form of writing, examples having been discovered in Egypt and Mesopotamia from before 3000 BC.