

Project 3 | Communication Design

ILLUSTRATED STORYBOOK FOR CHILDREN

An attempt to imbibe
civic sense in children
with the context of
Indian socio culture



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INTRODUCTION

From 'Why should I love India?'

An attempt to inculcate good Indian cultural value systems
in children to make India better.

To

Awareness amongst children about
civic sense in Indian Socio Culture

Illustrated story book which will introduce
civic sense and its effects in daily routine.

What is Socio Culture?

A set of beliefs, customs, practices and behaviour that exists within a population.

Social behaviour constantly changes as one continues to grow and develop, reaching different stages of life.

What is civic sense?

Civic sense is nothing but social ethics, consideration by the people for the unspoken norms of society.

Why it is important?

When civic sense is absent in a society,
it leads to a problems.

Disregard of the law

Less intolerance

Unethical attitude

Disturbed function of the society

Quality of life

ABOUT STORY

A story which promotes children
to observe and ask questions to elders
rather than getting used to surrounding with
bad civic sense.

Story Drafts 1

Boy + Father/ parents

In which, boy asks all the questions to his parents and other storyline goes on.

Boy seems to be very mature here.

Very generic storyline

Story Drafts 2

A man + his Shoe

It was a autobiography of shoes
over Indian socio behaviour of the man.

The story was more shoe centric.

Children would not have relate it.

Story Drafts 3

Primary characters

Boy + shoe + wrist watch + Specs + Father

Chaotic to handle these characters in storyline.

Story Drafts 4

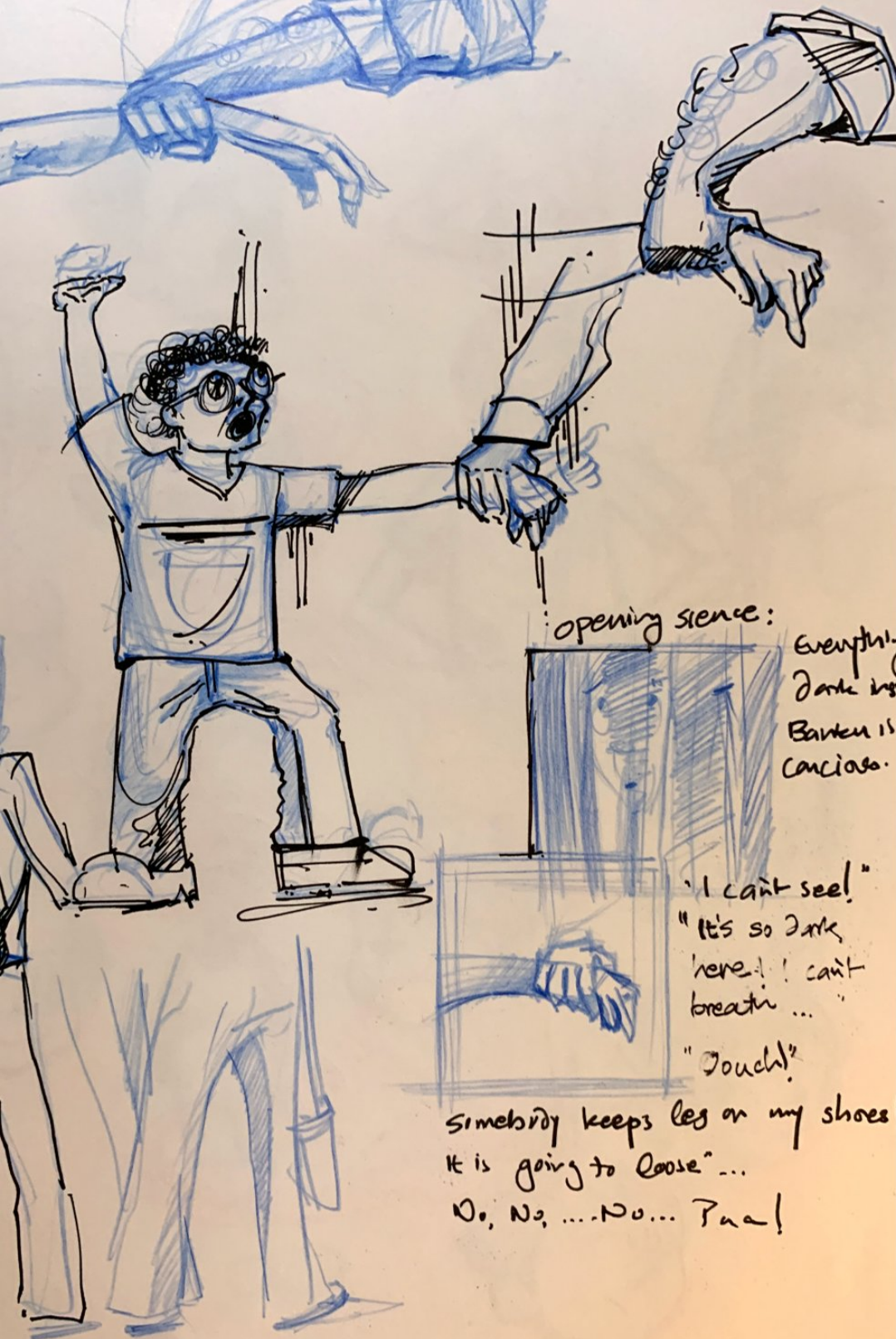
Primary characters

Boy + His new shoe from abroad + Father

Where shoe has seen world outside of India and throws questions to the boy after being in different scenarios.

ILLUSTRATIONS

Complements storyline with being attractive, fun and provokes interest in the story.



opening sience:

Everything
Dark in
Banten is
Cancioso.

"I can't see!"
"It's so Dark
here... I can't
breathe..."

"Touch!"

Somebody keeps leg on my shoes
It is going to loose"...

No, No, ... No... Taa!











FEEDBACK

Lavanya | 7th Std Girl

Funny illustration. Never observed surroundings in this manner. It felt like we are getting used to it. Never questioned on such behaviours.

Parents

Quite a bold move to show them smoking and spitting. Quite early perhaps! But it provoked her to ask me question about having only 1 helmet. So, it is true they follow elders.

LEARNING

Story Narration and Writing

First attempt to write a story
Story narration for children for specific age group

Illustrations

More you illustrate more you learn!