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# ILLUSTRATED BOOK DESIGN : RECORDING THE STORY OF JAPANESE SWEETS FESTIVAL

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## ABSTRACT

In Japan, festivals and seasons hold profound significance, with desserts playing a pivotal role in these cultural celebrations. Certain sweets serve as cherished symbols of these festivals, embodying centuries-old traditions. This research delves into the design of an illustrated book chronicling the narratives of Japanese festival sweets, aiming to disseminate knowledge about seasonal confections and promote the rich heritage of Japanese traditional sweets. The primary objective is to explore the preferences and requirements of Gen Z readers regarding books on Japanese sweets culture and to establish design principles for creating captivating and accessible illustrated works on seasonal Japanese confections.

Through a comprehensive inquiry and analysis of diverse information sources, this study distilled key insights to inform the design process. The outcome is a meticulously crafted illustrated book series, comprising one volume sized A5 with 80 pages, meticulously curated to capture the essence of Japanese festival sweets. Central to the design concept is the narrative framework of the "Sweet Hidden Box," which unfolds the enchanting tales of two schoolchildren, Alua and Ping, as they discover the captivating world of Japanese festival sweets.

Drawing from the perspectives of experts, students, and designers, this research employed a questionnaire as its primary research tool to elucidate design guidelines. The synthesis of research findings reveals that illustrated book designs documenting the stories of Japanese festival sweets effectively convey information and evoke the cultural nuances of these confections. Furthermore, there is potential for the adaptation of these designs into animated formats, offering opportunities to amplify awareness and engagement.

**Keywords:** Illustrated Book, Sweets, Japanese

## INTRODUCTION

Japan is renowned for its diverse array of seasonal festivals, influenced by Chinese traditions yet uniquely adapted to Japanese culture. Rooted in the reverence for sacred entities, these festivals were initially conceived as rituals to honor and appease the gods. Over time, they evolved into communal gatherings where humans sought divine blessings. Ancient inscriptions and Japanese chronicles attest that the earliest festivals were orchestrated by celestial beings themselves.

Central to these festivities are the offerings of various foods and sweets, with desserts assuming a particularly significant role as symbols of seasonal celebrations. Japanese sweets, stemming from the Japanese people's deep respect for nature, reflect the country's rich natural diversity and four distinct seasons. This culinary tradition encompasses not only traditional Japanese confections like mochi, manju, and yokan but also "Western sweets" introduced during the Meiji era and "Namban-gashi" from the Sengoku period.

Inspired by this rich cultural heritage, creators have embarked on a project to design illustrated books chronicling the history of Japanese festival sweets. Tailored for individuals passionate about cultural exploration, these books employ digital art techniques to narrate

captivating stories predominantly through colorful and easily comprehensible illustrations. Delving into the origins, ingredients, and production methods of these sweets, the books aim to provide an engaging learning experience, fostering a deeper appreciation for Japanese culture and the fascinating world of festival sweets.

## OBJECTIVES

1. To study behavior and needs About the general Japanese dessert culture book for Gen Z people.
2. To find guidelines for designing an illustrated book on seasonal Japanese festival snacks to be interesting. Beautiful and easy to understand.

## METHODOLOGIES AND PROCEDURES

### Population and sample

The population consisted of males and females, ages 15-25, a sample size of 100people. **Tools used to collect information**

Two sets of questionnaires, consisting of a questionnaire for opinions about the design of illustrated books. Subject: Recording the story of Japanese festival sweets and Questionnaire 2: Questionnaire for opinions regarding design elements and principles. of design experts

### Data collection

Study of document information gathered from books, articles, and online media.

Field study From the interview with the target group

### Statistics used in research

The statistics used in this research are percentages or percentages, which are fractional numbers where the numerator is any number. But the denominator must be 100. Calculating percentages This is easily done by writing the quantity in fraction form first.

## RESULTS AND IMPLICATIONS

Origin of design guidelines In the past, during the Yayoi period (300 BC), Japan did not have sweet snacks. It is popular to eat fruit instead. Later in the Nara period, 710 AD, the Japanese received various cultures from the Chinese. Including making desserts from rice and Sticky rice has evolved to become wagashi. And wagashi is eaten at tea ceremonies. During the festival, various kinds of food and sweets are prepared as offerings. As for desserts, they play a very important role. It is considered one of the symbols of festivals during various seasons. Japanese sweets are rooted in the Japanese people's respect for nature. Japan has a wide variety of nature. There are four distinct seasons. And in Thailand, there is no media that collects information about Japanese festival snacks.

Therefore, the researcher is interested in creating educational media in the form of illustrated books that provide information and tell stories. The history of Japanese festival sweets To be a book to provide knowledge about Japanese sweets and festivals. For target groups interested in culture The illustrated book uses digital art techniques. It tells a story mainly through illustrations. In order to enjoy the content, the illustrations are colorful and easy to understand. without being boring We will know every story, history of origin, ingredients, and production methods to help students or those interested in Japanese culture gain knowledge. fun and enjoyment beauty of culture And be full of interesting stories with Japanese festival sweets.

The design concept is Because from the concept that “Sweet Hidden Box” that tells the story of Japanese festival sweets through the story of “Alua” and “Ping,” 2 schoolchildren.

People who were walking to buy snacks appeared at a dessert shop that they had never visited before. Out of curiosity and having never tried anything, they entered the shop. When they entered the shop, they were met by Norihime, a female employee and The cat who is the owner of the shop is welcoming. The shop was filled with many snacks that they didn't know about, called "wagashi". They were usually seasonal, but some wagashi were only available or eaten during "festivals" and the two children were taken away. In the world of Japanese festival sweets So there was an idea to design a style of illustrations in the book that was relevant. with a box of Japanese snacks The nature of the whole story is based on various festivals and information has been studied. Japanese festival sweets Including data analysis for use in book design. Both in terms of illustrations and content, with the design steps as follows.

The first step is to outline the book, specifying the various components of the book in determining the plot, content, and organization of the story.

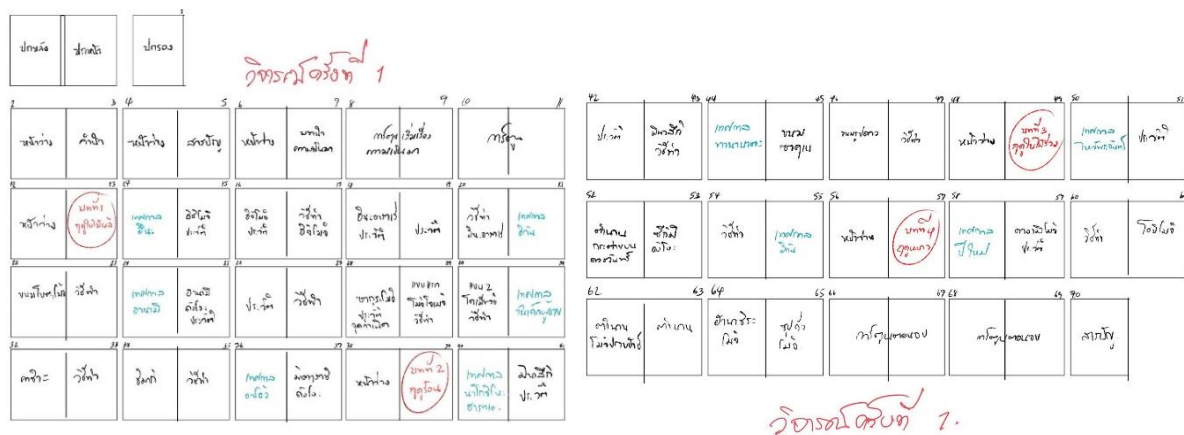


Figure 1 : Book outline.

Step 2 in making a draft of book formatting. Many styles of painting were experimented with. The first type specifies the details of the book, such as the layout of the book. Using the frame of a square and the manga channel determines the layout of illustrations and topics. and areas that provide knowledge to make it look organized and easy to understand.

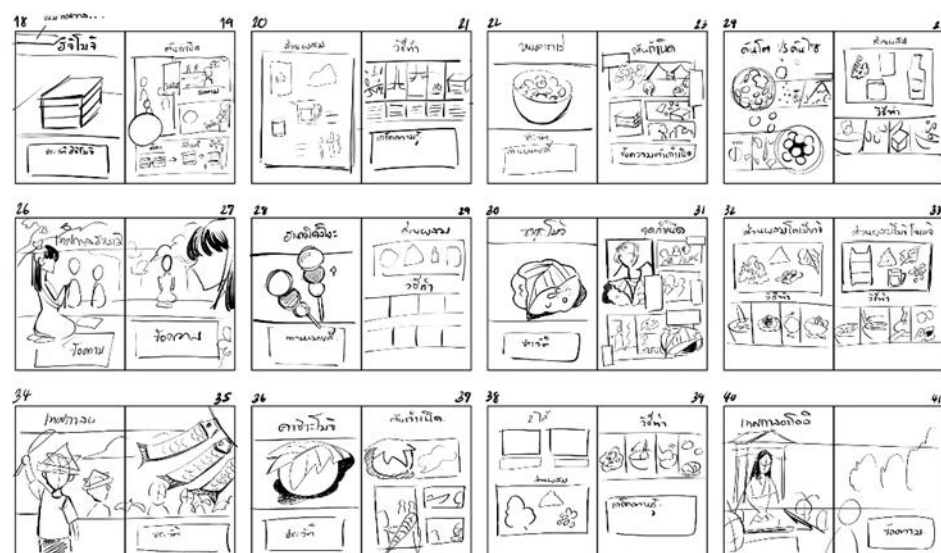


Figure 2 : Outline of book formatting.

Step 3 cover design in the form of a female employee sliding the lid of a candy box to give the impression of welcoming people into the store. The background is candy squares with candy in each square. The font chosen is a font called "MN Dorayaki". As for the content of the book, The content font has been chosen according to the opinions of experts, selected from the questionnaire, including the font Mali (Mali), size 16 points and the headline font named FC Lamoon (FC Lamoon), size 24 points.



**Figure 3 : Book cover and layout**  
Completed work Illustrated book: Sweet Festival was prepared from the concept



sweet hidden box.  
**Figure 4 : Illustrated Book Design : Recording the Story of Japanese Sweets Festival.**

## CONCLUSIONS

The objective of this project is to design an illustrated book that captures the essence of seasonal Japanese festival snacks in an engaging, beautiful, and easily understandable manner. This book aims to impart knowledge about Japanese seasonal festival sweets and promote the rich culture of Japanese traditional sweets.

Through thorough research, including the analysis of relevant documents and the administration of questionnaires, it has been determined that illustrated books serve as a crucial medium for knowledge dissemination and comprehension enhancement.

The concept for this illustrated book stemmed from insights gathered during the study of the target audience. It was observed that making the book captivating and enjoyable is paramount. Thus, the concept of the "sweet hidden box" was conceived, drawing parallels to how Japanese sweets are traditionally packaged, evoking a sense of intrigue and curiosity. This concept adds an element of fun to the storytelling, with the narrative centering around two students, Alua and Ping, who stumble upon a mysterious dessert shop filled with unfamiliar "wagashi" treats. Guided by Norihime, a welcoming female employee, and the shop's cat owner, they embark on a journey to explore the world of Japanese festival sweets, discovering unique confections associated with various festivals.

In line with the characteristics of Japanese festival sweets, the media's tone will be emotional, lively, and exude a friendly personality, ensuring that readers are captivated and entertained throughout their exploration of Japanese culinary traditions.

The scope of the project involves designing a comprehensive set of illustrated materials, which includes: Designing one illustrated book with a size of A5, consisting of 16 pages initially, with an additional 5 extra pages, totaling 80 pages (excluding front and back covers). Creating four types of bookmarks, each sized 2 x 6 inches. The work commenced with an initial phase of research on illustrated books about desserts, followed by data analysis to inform the design process. The project then progressed through several stages:

**First Draft:** The initial step involved outlining the book, defining the story, content, and arrangement to create a comprehensive sketch.

**Second Draft:** In this stage, the manga section was eliminated and replaced with illustrations of snacks to maintain the balance between narrative and visuals. All illustrations were drawn to refine the draft. **Third Draft:** Building upon the second draft, the illustrations were further developed, and text and illustrations were meticulously arranged to ensure clarity and coherence.

**Production:** The finalized drafts were sent to the printing shop for production. Digital painting techniques were employed to create detailed illustrations with cartoon-style lines, enhancing understanding and engagement for the target audience.

Throughout the process, emphasis was placed on ensuring that the illustrated materials were easily comprehensible and visually appealing, utilizing digital painting techniques to achieve this goal.

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