



Methods and Characteristics of Material Media Representation in Illustrated Books

Qiuyi Rong^(✉)

Shanghai University, Shanghai, China
rongqiuyi817@163.com

Abstract. In recent years, under the rapid development of new technologies and media, picture book design has also expanded its development space, from the original situation of only paper plane picture books to develop more new forms of presentation, such as electronic picture books, three-dimensional picture books, interactive picture books, etc. The role and influence of picture book design in contemporary society and various innovative integration of material media is growing and fully embodies its educational value, while picture book design is also reaching deep into all areas of society and playing an active role. Nowadays, picture book design is no longer restricted to two dimensions, materials and presentation media are more liberal, which makes picture book design richer, and the combination of different materials and new presentation methods gives picture books a new flavor and thus a stronger impact and visual impact. The choice and application of material may also help the author to further show the content of the picture book at the time of its creation, so that the picture book exhibits a distinctive charm of personality. This paper examines the use of materials and media in picture books, the impact of the choice of materials and media on the reader, and the possibility of developing new materials and media in picture books.

Keywords: picture book · material medium · expression · character

1 Introduction

In this paper, we develop a study of the material-media performance properties of modern picture book design through changes in drawing materials and media. The author analyzes the diversity of picture book material development and its impact, demonstrating that diverse material can increase the opportunities for reader interaction with picture books and can break the limitations of normal picture books. Secondly, the author elaborates on the expressive characteristics of different materials and media in picture books - material beauty and emotional expression, further proving that the correct use of materials can maximize the value of picture books, which can show readers the real world and spiritual world more comprehensively, refresh readers' practical ability, and satisfy readers' imagination, etc.

2 History of Materials and Media

Painting has traditionally been conceptualized as a medium of paper. In the development and transformation of modern art, a series of art movements such as Cubism, Dadaism and Pop Art emerged, which pushed artists to think about the concept of creation in a new way and to realize the importance of different materials in art creation [1]. Picasso used his abstract art to pull Western art out of the threshold of imitating reality, providing more options for artists' creation and bringing a new artistic language, bringing Western art into the world of freedom of play. Duchamp changed the traditional concept of art creation and the process of Western art development, creating a new proposition that art serves the mind. From the perspective of the art world in the twenty-first century, art creation is more liberal, artists have different creative concepts and different views on artworks, but the use and exploration of materials are widely adopted by artists, which also brings more diverse forms of art, and the clever use of materials in artworks expands the expressive and infectious power of works, as well as satisfies the imagination of viewers. Therefore, it is very meaningful to fully explore the possibilities of various materials in the creation of art.

3 The Diversity of the Development of Picture Book Materials

The study of picture books, the first need to understand the development of picture books and its original appearance, the famous picture book painter several meters once said "reading picture books can actually start from forgetting the text" [2]. The origin of picture books is actually ancient China, after the Tang painting into the Japanese soldiers produced Yamato painting and Ukiyo-e, etc., to bring people a new reading experience of picture book form. The picture book to the picture to speak of things, to the picture to please the crowd, to the picture to act, to the picture to win, with this very intuitive approach to guide the reader to feel the content of the picture book story. With the development of society, people's reading needs continue to improve, which seems to put forward higher requirements for the presentation form and content of picture books. Lv Jingren, a famous book design master and visual artist, proposed that book design should have "five senses design", that is, the design of books should let people's sense of sight, hearing, smell, touch, taste and books can effectively interact. This theory has caused us to think, if the design of picture books also reflects such a design concept, whether it can help readers have a better reading experience and a deeper understanding of the content of picture books, the answer is yes. The answer is yes. Such design needs are far from being met by traditional materials [3]. In this case, picture book writers turn their attention to the choice of materials, Xia Ping in "on the material and form of children's picture books", proposed a children's picture books in a different production material, children's picture books into paper books, cloth books, board books, plastic books, film books, trigger sound books and toy books, etc., where the index according to the shape, design and production process is divided into different cardboard books, folding books, hollow books flip books and three-dimensional books. But these are from the perspective of the visual, can not meet the full needs of the five senses. Therefore, it is very important to use diverse materials, increase the opportunity for readers to interact with picture books and break the limitations of the original picture books.

4 Performance Properties of Materials and Media in Picture Book Design

Modern picture book design promotes the perfect combination of tradition and modernity, and strives to create new and unique creative and unique styles that meet the high demands of people's quality of life and modern aesthetics. The integration of design, materials, and techniques, the breaking of the traditional characteristics of picture books, and the creative application of different materials in the design of picture books, allowed the books to add some beauty to their original basis of natural beauty and texture of the material itself [4]. The combination of the characteristics of the material itself and the content of the picture book, whether it is the unique set of texture of the material itself or the texture created after polishing, can not improve the reader's reading experience, helping readers to understand the picture book story more deeply [5].

4.1 Material Beauty of Materials and Media

In creating a picture book, the application of material media is not only an important means of artistic creation, but also an important part of the emotional expression of the picture book. Each material has a unique beauty, and the artistic language to be expressed in a picture book is expressed through the material [6]. Wool, for example, gives a soft, gentle feel, glass a cold, cerebral modernity, and wood is simple and unpretentious. Plant and animal, artificial and physical materials also have different material beauties, while plant and animal materials reflect natural beauties, artificial materials reflect scientific beauties, and physical materials reflect human beauties. Some argue that cell phones have contributed to the development of human civilization, while others argue that they have alienated people from direct communication and kidnapped them with information and data until they lose their humanity. Zhang Miao "shattered" the cell phone to let people see its essence - plastic, metal, screws, circuit boards... Through the materials of the cell phone, people can think deeply about the cell phone, In fact, the "broken arms" of the cell phone are either smug, cold-blooded or staring at you with no expression. Such material is embodied in works that remind people to reflect on their own lives, that cell phones are cold and emotionless, and that it is the people who accompany you that need attention [7]. Zhang Miao's works express the characteristics and expressiveness of different materials to the fullest. How such creative techniques can be better used to bring picture books to life is a question all picture book writers should consider when creating.

4.2 Emotional Expression in Materials and Media

The use of different materials in the creation of a picture book can directly express the emotions of the creator. The use of different creative materials in a picture book serves only one purpose, which is to express the content more accurately and intuitively, so that the reader can more easily understand the content of the picture book and want to appreciate the transfer of emotion [8]. The presentation of a picture book includes color, material form, material texture, story content, etc., all of which focus on what the

creator wants to convey. The author will be the essence of the material and the spirit in which the story content of the picture book is integrated, so that the picture book shows a unique expression of language, so that the picture book will speak. The scientific use of different materials and media not only enhances the artistic expression and impact of the picture book work, but also gives the work a unique expressive language.

Different materials also present different natural colours, and colour is fundamental to the beauty of the work. When a reader reads a picture book, color is the first thing that enters the reader's eye, the first step in the reader's appreciation of the picture book. Good colors attract the eye and create a strong visual impact on the viewer. In selecting material, the author first considers the content and spirit of the material itself, then the matching and composition of the materials, and whether the collision and articulation of their colors can echo the subject, and the value of the material to the greatest extent [9]. Let the viewer empathise with the author's emotions through the material.

5 The Role of Diversified Media for Picture Book Material

It is conceivable that the selection of suitable materials in the creation of a picture book can inspire the artists to be creative and inventive, using different materials to express content, express emotion and convey the concept of a picture book. The fact that mixed-media painting is constantly innovating and creating new formal beauties among other types of painting also motivates the ability to take picture book art to the next level. The picture-book artist splices and cuts different materials to give a different effect, recreating the whole subject of nature or reality. To many extent, picture books can serve as educational guides, and if picture book writers skillfully use different materials in the creation of picture books, this not only enhances the educational characteristics of picture books, but also enriches the ways and connotations of picture book creation, and can develop the aesthetic and creative abilities of more people.

The variety of materials involved in the production of picture books, due to the different characteristics of the materials, bring different feelings, can make full use of the reader's curiosity and rich imagination, mobilize the reader's reading enthusiasm, guide the reader in the material of the picture book more directly understand the content of the picture book, promote the reader to better perceive the outside world, fully integrated with theoretical content and practical content [10]. At the same time, the artist of a picture book, instead of adhering to a certain method of composition, and constantly enriching the presentation and connotation of the book, will show the reader a more creative method and spirit of composition, and will also stimulate the creative power of the reader. This will present the reader with a fuller view of the real and spiritual world, enhance the reader's practical ability, and satisfy the reader's imagination.

6 Conclusion

In this age, readers are becoming more demanding about the presentation and effect of picture books. While satisfying readers' aesthetic needs and access to story content, the educational aspect is more important to people, and how to convey information more clearly and express content effectively and interestingly has become a key concern

for picture book writers. How to innovatively use materials in picture books is also a long-term problem that needs to be discussed, to complement each other's strengths and weaknesses, to draw on the comprehensive form of materials used in mature paintings, to continue to integrate the spirit of the picture book and the material medium, to absorb more creative ideas, the introduction of new awareness of the material effect, so that the characteristics of the picture book more prominent, distinct and vivid, so that readers can enjoy more fun in the process of reading, to gain more The readers can enjoy more fun, gain more knowledge, feel more emotions, and get to know the real world in the world of picture books.

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