

# BOOK DESIGN FOR ENHANCE KID'S PERCEPTION OF BODY BEAUTY



# A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF FINE ARTS IN DESIGN COLLEGE OF DESIGN

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#### **BOOK DESIGN FOR ENHANCE KID'S PERCEPTION OF BODY BEAUTY**

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was submitted in partial fulfillment of the requirements for the degree of Master of Fine Arts in Design

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#### Abstract

In recent years, there has been a growing number of people experiencing body image anxiety. This is due to the social media disseminating a single standard of aesthetics to the public. Many people express discontentment with their own bodies holding the belief that beauty is reserved solely for those who align with society's established norms. Misconceptions have led to an increasing number of people possessing a range of health problems. The illustrated book is designed to help children recognize the multifaceted capabilities of their bodies. It emphasizes not only the physical appearance but also the wide range of actions and functions the body can perform. It enables children to gradually cultivate self-confidence and develop a healthy relationship with their bodies as they progress through their early stages of growth. This study employed a literature research method to analyze the factors influencing body image and the impact of cultural context on people's consciousness. The results of this study were utilized to create an illustrated book that is physically and mentally appropriate for children and convey the correct aesthetics of body image. The significance of the study has led to the development of positive body image and self-confidence among children.

(Total 30 pages)

Keywords: Body image, Standard of body beauty, Acceptance of the body, Body anxiety, Beauty.

Student's Signature...... Thesis Advisor's Signature.....

# **Table of Contents**

		Page
Acknowledg	gements	i
Abstracts		ii
Table of Co	ntents	iii
List of Table	es	V
List of Figur	res	vi
Chapter 1	Introduction	1
	1.1 Background and Significance of the Problem	1
	1.2 Research Objectives	5
	1.3 Research Framework	6
Chapter 2	Literature Review	8
	2.1 Social Factors Affecting Physical Beauty	9
	2.2 The Definition of Beauty	10
	2.3 Society's Standards of Physical Beauty	11
	2.4 Case Study	
Chapter 3	Research Methodology	12
	3.1 Materials and Technique Experiment	12
	3.2 Character design	15
	3.3 Design process	16
Chapter 4	Research Results	21
	4.1 Draw outcome	21
	4.2 Design outcome	26

# Table of Contents (continued)

		Page
Chapter 5	<b>Conclusion and Recommendations</b>	27
	5.1 Conclusion	27
	5.2 Recommendations	27

References

Biography

30

28



iv

# List of Tables

		Page
Tables		
1.1	Where people feel their country is tolerant of ethnic minorities Top	1
	20	
1.2	Where people feel their country is tolerant of ethnic minorities	2
	Bottom 20	



# **List of Figures**

Figures		
1.1	Palace Concert Rehearsal	4
2.1	Analysis table	8
2.2	Different definitions of beauty	9
2.3	Image about model	10
2.4	Josephine (2017), Shona McAndrew	11
3.1	Content of drawing	12
3.2	Material texture test	13
3.3	Character design	14
3.4	Pictures of ice cubes	15
3.5	Character image 1	16
3.6	Character image 2	16
3.7	Character image 3	17
3.8	Version One Story Edition Collection	18
3.9	Version two Story Edition Collection	19
4.1.	Content of book (a)	20
4.2	Content of book (b)	21
4.3	Content of book (c)	22
4.4	Content of book (d)	23
4.5	Content of book (e)	24
4.6	The first book	25
4.7	Differ Cover of the whole book (front and back)	25
4.8	The picture of the second book	26

## **Chapter 1**

#### Introduction

#### 1.1 Background and Significance of the Problem

Body anxiety is how to form, how to affect different age groups, in the end how to do timely prevention and treatment of this issue has become the focus of this paragraph. The formation of body anxiety is a combination of complex social and cultural factors, cultural environment, aesthetic values, personal consciousness and economic development. When a country's social culture, cultural environment and aesthetic values are diverse, inclusive, healthy and upward, maintain a supportive and respectful view of the body image, and allow the development of personal consciousness, the probability of body anxiety is relatively small. On the contrary, in a traditionally strict society, the single rigid aesthetic values and the critical social culture suppress the development of personal consciousness, and the probability of social problems such as body anxiety is higher.

Firstly, it compares the acceptance of national culture and foreign culture in several countries. Take the state's tolerance of minorities as an example.

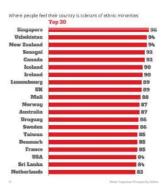


Figure 1.1 where people feel their country is tolerant of ethnic minorities Top 20 Source: Champion, 2015

With regards to tolerance for ethnic minorities, Singapore, Uzbekistan, New Zealand, Senegal and Canada were at the top of the index.

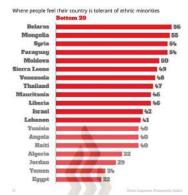


Figure 1.2 where people feel their country is tolerant of ethnic minorities Bottom 20. Source: Champion, 2015

While Egypt, Yemen, Jordan, Algeria and Haiti were the least tolerant.(Champion, 2015)These countries come from Asia, Africa and Latin America, and some of them are in the underdeveloped countries region.

Secondly, their contribution to tolerance cannot be ignored. while the 2020 Social Progress Index measuring citizens' freedoms and well-being puts Norway first, Denmark second, and Sweden fifth.(Staff, 2021)These scores prove that the inhabitants of these countries are among the happiest, happiest people in the world. Then look at countries with a high level of acceptance of local culture. New Zealand has gone further than most toward embracing rather than suppressing the indigenous Maori, whose customs and heritage are protected by government decree and celebrated in ways large and small.(Staff, 2021)Maori objects and other artefacts were collected and the Maori language is still preserved today, all showing support for the native culture. Then there is Canada, which embraces multiculturalism, 'the True North Strong and Free has adopted multiculturalism as official policy and repeatedly reaffirmed the value of immigration ' The state supports the values of multiculturalism and strongly supports the policy of immigration. 'Even as the rest of the world grows less welcoming to migrants, a 2019 Gallup survey found Canada to be the most accepting.' (Staff, 2021) The level of development of these countries is relatively high, more from Europe and the United States. Ideological and cultural aspects are more enlightened and open. The understanding of body image is also more accepting and rational.

There are many factors that influence the perception of physical beauty, and this article lists a few of the major ones. Three of these factors are social media communication, culture, and the influence of people around us.

In modern society, information is widely and rapidly disseminated. The aesthetic standards received by the public are constantly reinforced by the media.Tall, thin, well-toned, glamorous people are idealized in magazines, on the Web, on prime time television, and in the cinema. (Sassoon, 2012).Commercials use models as representatives and thus convey a concept. I want to become as beautiful as the model's body. The purpose of advertising is to motivate consumers to spend money. And the image of beauty tells the consumer that I need to buy these products to become beautiful. Advertising: Selling an ideal with altered images. With the goal of expanding the market for beauty products, advertising seeks to convince women of the need to attain a standard of beauty that can only achieved through extensive use of such products (Sassoon, 2012). This has, to some extent, deepened the aesthetic standard of thinness as beauty. Thin is what is recognized, thin is good. Also, according to (Thompson, 1999), exposure to magazines and television may lead to body image dissatisfaction and eating disordered symptomatology among girls and women. The media plays a large role in influencing how each person's attitude and perception of their own body is viewed. There is increasing evidence that the media may play a powerful role in the formation of eating and body image disturbances. (Thompson, 1999)

Each person is born in a different cultural background, influenced by different environments, and holds different concepts. Throughout the different periods of China, each has its own aesthetic standards that are unique to that period. For example, in the Tang Dynasty, it was the plumpness that was the standard of physical beauty. Consider fullness as beauty, open as fashion were the aesthetic characteristics of Tang people, and the Tang Dynasty secular landlord class and the civil class had the same aesthetic taste, so from the Tang Dynasty they pushed the appreciation of fullness as beauty to the extreme, there were a lot of paintings with this fuller figured women image. (Wan, 2015) In that period, the aesthetic beauty promoted was voluptuousness, the fleshy plumpness of the body. In contrast, the Song dynasty was characterized by a thin, slender waist as the main aesthetic standard. In "Palace Concert Rehearsal," we can see characters dressed in simple and modest Beizi (long-sleeved garments) with straight collars and side slits. The loose fit and narrow skirt worn with a tight chest wrap fully showcased the slender and graceful physique of Song women. (Jane, 2023) The difference from the Tang Dynasty to the Song Dynasty, from plump as beauty to slim as beauty, is so great. Different periods and different cultural backgrounds also had different aesthetic standards.



Source: Jane, 2023

The people around you also play a role in how you view your physical beauty. The findings also reflect how relationships in society influence beauty perceptions of young women and girls (Kaziga, 2021). As (Gunnarsdóttir, 2014) said, The finding resonates with a study on peer and parental relationships where the author found that parent and peer comments on appearance encouraged unhealthy body image. It is evident that the social relationships around us affect how we perceive our physical beauty.

The significance of the questions explored in this paper is to make children understand what the body can do, rather than just focusing on what the body looks like. Establish a positive body image and multiple body beauty values. All body shapes are beautiful, tall or thin. Don't feel inferior because of fat. Fat, rounded people are more approachable and likable. They don't think they're different because they're tall. Grow tall can be a volleyball player, model, give full play to their own advantages. Everyone can play their own value. The significance of the thesis also lies in building selfesteem and cultivating self-confidence. Positive and healthy self-confidence can play a positive role in life, interpersonal relationships and learning. Healthy body, healthy mind.

# **1.2 Research Objectives**

The goal of this paper is to convey multiple aesthetic standards and to enhance children's perceptions of their own body awareness. The perception of body image provides a viable approach and solution. Through the picture book as the main vehicle, the story and picture elements are designed to resonate and make kid think, so as to establish a correct view of the body.

1.2.1 To effectively provide a perspective for kid to rethink their attitudes and perceptions about themselves and their bodies.

1.2.2 Convey a pluralistic aesthetic standard. Beauty is not a single solidity. It can also be rich and diverse.

1.2.3 Provide a preventive measure to reduce body dissatisfaction, body anxiety and anorexia in adolescence and adulthood.

#### **1.3 Research Framework**

The basic framework of this paper is roughly divided into five parts. The first part introduces the background of the problem. In modern and contemporary society, more and more people suffer from body anxiety, clinging to the beauty of the body or not. They are on a strict diet, constantly chasing smaller and smaller numbers on the scale. In the long run, both physical and mental state are in a very poor state. In severe cases, people develop anorexia. They will show a resistant thought to food, even if they eat food in the stomach will find a way to take out. The reasons for the formation of body anxiety are very complex, which relates to the development of a society, the cultural environment, a person's self-awareness, the influence of people around and so on. This paper divides the reasons for the formation of the problem into three main factors, which are the influence of social media, culture and the influence of people around.

Let's start with the impact of social media. The widespread spread of media has greatly increased the use of mobile phones and computers. Everyone has a voice. Post your life with filters on a variety of social platforms. Some of these groups feel the gap, and in order to compensate for this desired filter life, they pay various prices for it. There are also TV advertisements and magazines, which encourage young people to pursue beauty. Crazy addicted to plastic surgery, liposuction surgery, double eyelid surgery, nasal bridge enhancement, silicone breast filling surgery and so on. The constant comparison of beauty creates an anxious atmosphere for the society.

Second is the influence of culture. According to the aesthetic trend of Chinese society, each dynasty has its own unique aesthetic standard. Qin and Han dynasties tended to be light and thin with slender waists. The Tang Dynasty advocated plump beauty. Modern and contemporary is a definition of the perfect body, A4 size waist, backhand can touch the navel, vest line and so on standards. Under such standards, the public will naturally have body anxiety because their body is not perfect, and even feel shame and embarrassment.

Finally, there is the influence of those around you. We live in a human society where each person is not an island. There will always be a connection between people. When everyone around you is obsessed with a beautiful body, it will be more or less affected. When people around you judge your body, you are more or less affected.

#### Chapter 2

#### **Literature Review**

#### **2.1 Social Factors Affecting Physical Beauty**

# problem

social media

Including advertising. television, magazine, all kinds of apps.

Social factors

people around them

adult,friend,peer,teacher

#### culture

Different cultures also have different standards of body beauty.

In traditional Chinese culture, In some Asian countries, "black" means the idiom "one white covers up three uglinesses."

"dark," "dirty," "wrong," but "white" means "good," "bright," and "well-being".

Figure 2.1 Analysis table

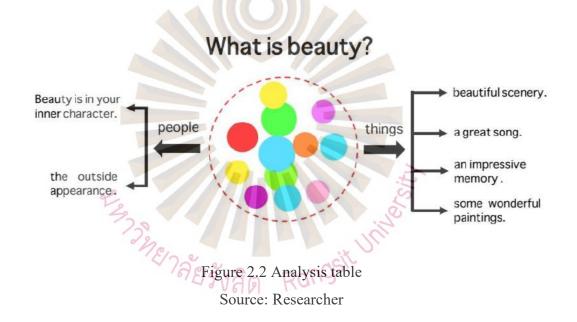
Source: Researcher

Physical beauty is influenced by social factors. Social factors include advertising, television, magazines, and various mobile phone applications. On the one hand, mass media use these software to fully spread the immobilized, standardized aesthetic model; On the other hand, the combination of various beauty filters and makeup techniques to create a perfect image of illusory beauty makes women become the lure of consumption. With the strong encouragement of the mass media, young people who have not yet established their own aesthetic standards naturally receive the momentum of transformation.

Physical beauty is also influenced by cultural factors. There is a traditional Chinese saying, "One white hides a hundred ugly things." The translation means that as long as the skin is white and quiet, all imperfections and deficiencies can be seen.

This can be seen from the one hand, white skin is one of the standards of physical beauty. Even in some Asian countries, black means dirty, dark and wrong. And white means nice, bright and good-looking. But human beauty is beautiful because it is different. Nyakim Gatwech has a distinctive dark skin that makes her so attractive.

Physical beauty is influenced by the people around you. From birth to death, human beings live in the world and have no contact with people. By the side of the family, friends, teachers, students, leaders, colleagues, ticket office uncle, security personnel and so on will deal with. Some people will have a huge impact on you, some people may have only a little impact on you. They will invade your mind through words and actions. One casual word can change your life.



#### **2.2 The Definition of Beauty**

Physical Beauty has a broad definition. Simply divided into two types, one is that for people, beauty is not only beautiful on the outside, but also beautiful on the inside. The other is for things, beauty can be a beautiful scenery, a nice song, an impressive memory, some great paintings and so on.

#### 2.3 Society's Standards of Physical Beauty

Society's standards for a beautiful body are thin, slender, and fair-skinned. More by the standards of the models in magazines and on TV. As a professional model, they need daily body management, a good diet, and a special training coach. As a general public, it is impossible to become a slender and beautiful body as a model in two or three days, which requires long-term self-discipline and persistence.



Figure 2.3 Image about model Source: Researcher

2.3 Case Study



Figure 2.4 Josephine (2017) Source: Komar, 2018 In the eyes of the writer, confidently face their own body, accept everything in the body is good. A fat body does not define physical beauty. A lot of plus-size women really respond to my sculptures. They talk about how they feel beautiful seeing a body like this represented in such a way that they don't experience or ever see, (Komar, 2018) The author shows the beauty of a large body in another way. The body in the work is free, open and beautiful. So yes, my women are plus-size, and yes, my women have hairy legs or hairy vaginas, but it's about her experience as a body, and about her in the moment that she's in. (Komar, 2018) Shona McAndrew is open to the many facets of her body to open up possibilities for larger women.



#### Chapter 3

#### **Research Methodology**

#### **3.1 Materials and Technique Experiment**

I made some experiments on the content techniques of picture books. The first attempt was a combination of collage, oil stick and watercolor. The content of this experiment is a girl who, after experiencing internal self-denial and self-loathing, was also lost, uncertain and sad. She also tried to lose weight under the influence of advertising media, but everything was not satisfactory. When she walked into an old castle, she found an incredible garden inside. All kid are able to be themselves. Accepting their bodies and embracing their imperfections. There the girl gains warmth and love.

The use of collage technology can effectively set off the atmosphere and mood. The reader can clearly see the content of the story that the author wants to express, as well as the points and emotions emphasized by the author behind the narrative. And materials play a vital role in collage. The material itself has a lot of properties. It can describe the image of a concrete object, convey the thoughts and feelings of the creator, and act as a medium that can make people feel. Through the five senses, namely eyes, ears, nose and hands, the material can make the viewer produce synesthesia and trigger certain thinking.



Figure 3.1 Content of drawing Source: Researcher

The final result of the attempt is shown in the picture above(Figure2). The overall visual effect of this attempt is good, and the combination of collage, watercolor and oil stick can be. But the richness of the story content needs to be enhanced. For example, whether it can attract the kid's attention or whether it can make the child integrate into it. Can the kid learn to accept his or her body and hold a diverse and open attitude towards the body. Whether the kid can build confidence from it.I try collage, watercolor and oil painting stick as materials, an exploration of the little girl's self-care process. From the above continuous picture, you can see that the main tone is presented in warm tones, expressing a warm and safe atmosphere. The story is a sequence of images, from the self in the dark night ahead, to the choice made in the face of the temptations of the world, to the man's fearful journey to the castle, only to discover the ideal garden. In the garden people of all shapes and sizes dance freely. Despite their different forms, hugging and consoling each other can form a unity, radiating warmth and love.

The second time is to use materials for texture testing and character design.I collected some materials about women and conducted an experiment of texture.Due to the high proportion of women suffering from body anxiety, materials related to women will be selected for this experimental material test. First of all, collect all the female objects around you. Then it is classified and selected according to the material characteristics and texture. When it comes to items commonly used by women, paper towels are the most popular choice. Paper towels can be divided into wet paper towels, napkins, cotton pads and sanitary napkins. They can be softened after absorbing water,

and are easily absorbed by adding color and blending. Second is cotton. The cotton swabs we commonly use to pick our ears and the cotton in our clothing are good materials, which are light and water-absorbing. Finally, several materials that can be found on the clothes are the cotton thread in the needle and thread ball, the clothing made of canvas material, and the linen that is breathable and washable.

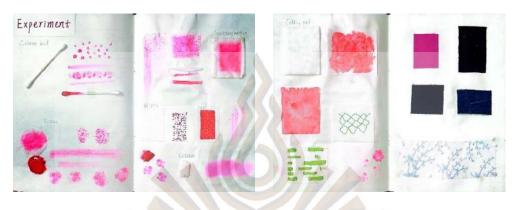


Figure 3.2 Material texture test Source: Researcher

You can see the textures of the different materials. Cotton swabs can create dots and lines of texture. Clumps of cotton can show patterns of dense dots and dense lines. Wet wipes can also show dense dots. The pattern effect of these materials is related to the characteristics of the tissue itself and the texture and press on the tissue. Clothing material basically depends on the color, characteristics and functions of the finished material. The final results of the experiment are shown in the figure2. The textured materials used in the figure are cotton swab sticks, tissue paper, wet wipes, cosmetic pads and sanitary napkins. Dot pressing, scraping, sticky printing and woven thread stitching were used to show different textural textures.

#### 3.2 Materials and Technique Experiment



Figure 3.3 Character design Source: Researcher

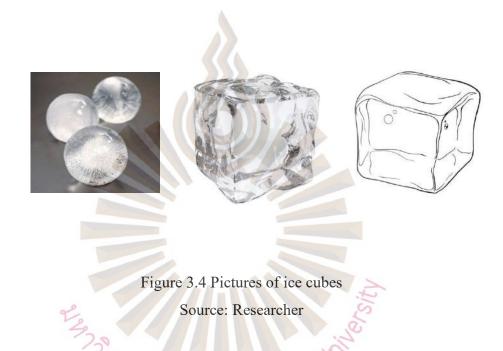
The character design is divided into three different combination methods. The first, I based on the more common figure shapes rectangle, oval, square triangle, hourglass and inverted triangle. After I stereotyped the basic shape types, I added different materials and finally combined them into a more anthropomorphic image. The second, randomly cut out different shapes and collaged them according to the basic figure type. With randomness and flexibility. The third one, the basic figure type is first cut and reorganized, and finally the anthropomorphic image is added. This technique experimentation and texture attempt worked well. More interesting combinations were created by changing the techniques. This texture test was average and will not be put into the illustrated book making process. It also takes into account the possible image quality problems that may occur after the image is scanned, the details are not rendered clearly enough, etc.

Collage has the creativity of novelty, diversity and infinite possibilities. The main five body images are formed by randomly combining elements of different shapes. Or take the five basic shapes as the main elements, add limbs and hairstyles, and create a facelifted persona.

#### 3.3 Design process

#### 3.3.1 Concept and Development

My work is inspired by small ice cubes, which can be deformed and turned into any shape. Ice can also be metamorphosed. When it melts, it can turn into water, water vapor and solid.



It allows kid to build a positive body image, accept themselves and develop a diverse aesthetic view of their bodies at an early age. The ice cube can be shaped into a variety of shapes and is inherently shape-shifting. As it changes, how Little Ice Cube views her body shape is important. Taking Little Ice Cube as a perspective on how she treats her body attitude can give kid a sense of reference.

I designed two books in one, but after some modifications and enhancements, I decided to use the second book as my final product.

First, I used collage and hand-drawn methods to first explore the design of the picture book characters. Then draw the story version to briefly outline the

development of the story, and then proceed to whether the story is sensible and logical. Finally, refine the details. Finish drawing all the content on the computer.

In terms of character exploration, the final character image is found through collage and hand drawing.

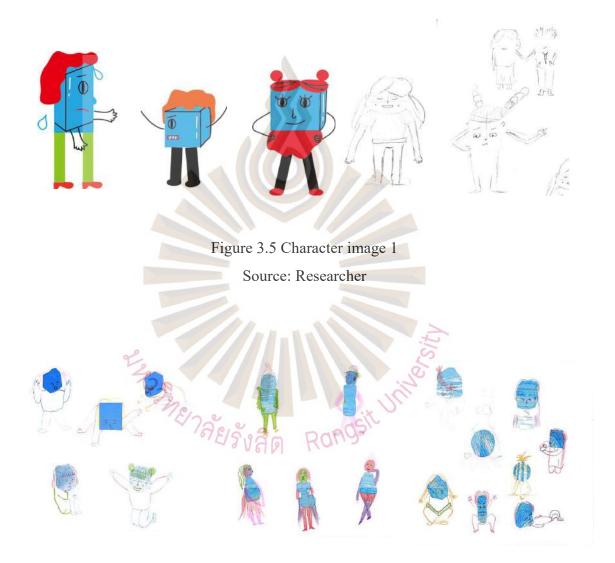


Figure 3.6 Character image 2 Source: Researcher

The first story I wrote was about the little ice cube who experienced some interesting things in the forest, and she saw beautiful things on different animals and wanted to take them for herself and become beautiful. However what suits other people does not necessarily suit her. Each person has their own characteristics on them that are beautiful. Little Ice Cube has the beautiful feathers of a parrot, but she cannot fly like a parrot after she puts them on herself. Little Ice Cube has a turtle shell but can't turn over because it is too heavy. Little Ice Cube has the elk antlers, but because of the fear of fighting, and run away. Finally, when she met a passerby who needed help, Ice Cube used her body's ability to help the passerby. The wonderful ability in her body makes her gradually have confidence. What we need is what our bodies can do, not just what they look like. Everyone is a unique individual, with their own beauty.

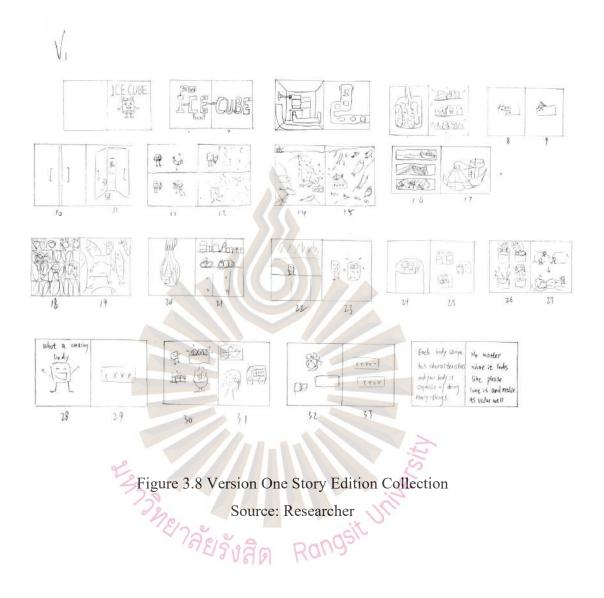
For Little Ice Cube's character design, I drew it through a series of movements and expressions. I changed the character's image so that she looks more cute and dynamic. The previous figure(Figure8) looked a bit clumsy.



Figure 3.7 Character image 3 Source: Researcher

For Little Ice One more important step before the finished draft was to draw the storyboard. For the storyboard of the second story, I made two versions of the attempt.

#### Version one:



#### Version two:

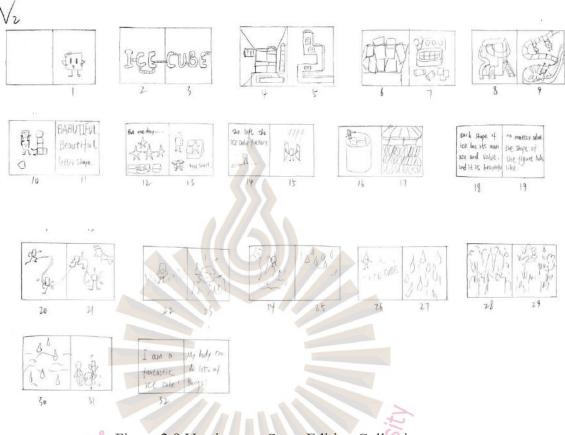


Figure 3.9 Version two Story Edition Collection Source: Researcher

The second story focuses on the birth of the little ice cubes from different molds. The little ice cubes have friends of different body types and they all play and grow together. But one day, some star-shaped ice cubes were made and quickly taken away to the outside world. Star ice cubes are angular and beautiful, and the little ice cube can't help but wonder, is it only the good-looking ice cubes that are chosen? So to find the answer, the little ice cube left the ice factory. She encountered little yellow cylindrical ice cubes playing happily in the drink, and they were able to bring the cold taste. Little Ice Cube met the pellet ice cubes in the market for seafood preservation, they can give food preservation. Each ice cube has its own use and value, regardless of its shape and color. And the little ice cube is exploring its body's ability to be beautiful, it is full of power, and it is able to bring a wonderful experience to people.

# Chapter 4

## **Research Results**

## 4.1 Draw outcome

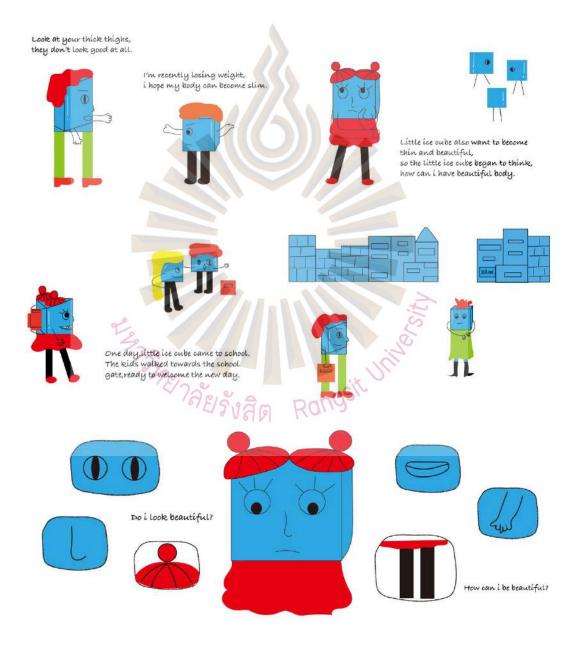


Figure 4.1 Content of book (a) Source: Researcher

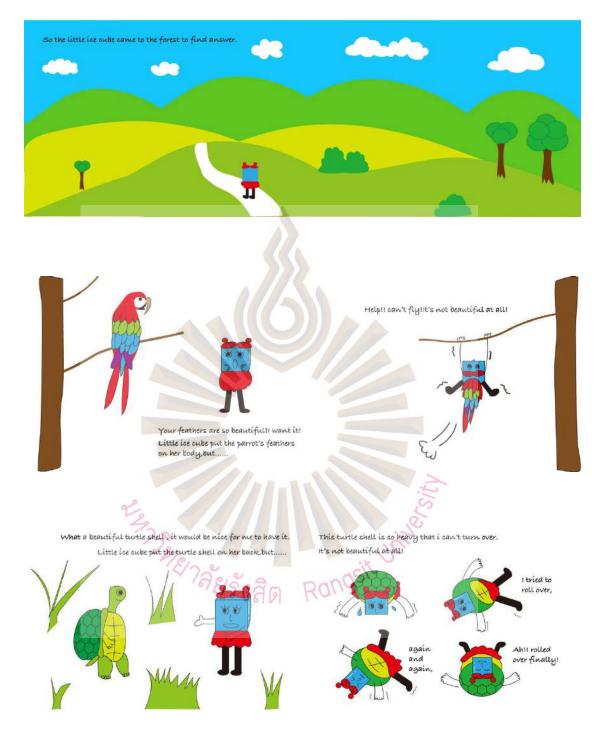


Figure 4.2 Content of book (b) Source: Researcher

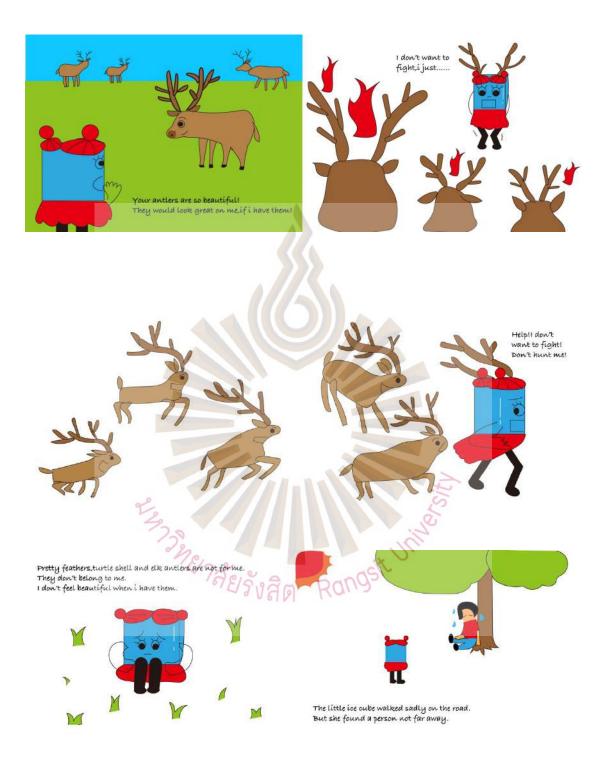


Figure 4.3 Content of book (c) Source: Researcher

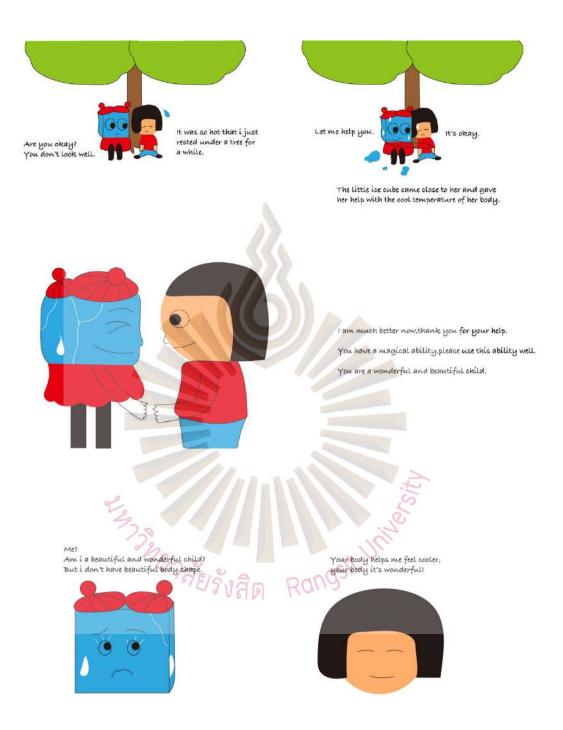


Figure 4.4 Content of book (d) Source: Researcher

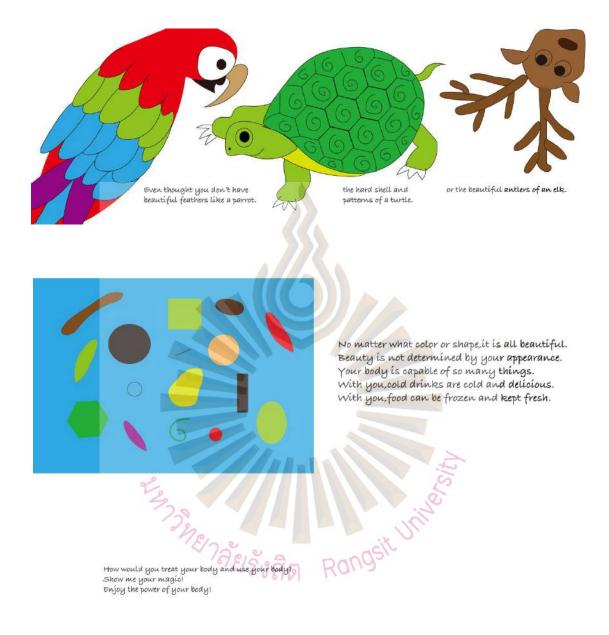


Figure 4.5 Content of book (e) Source: Researcher

# 4.2 Design outcome



Figure 4.6 The first book Source: Researcher



Figure 4.7 Cover of the whole book(front and back) Source: Researcher



Figure 4.8 The picture about the second book

Source: Researcher

## Chapter 5

#### **Conclusion and Recommendations**

## 5.1 Conclusion

This piece of article describes my thinking and approach to the design process. The design itself focuses on human needs and is dedicated to solving the problems that arise. In terms of background research, we know that the topic of body image anxiety has been widely spread and mentioned in recent years. Adolescents, adults and kid are at risk of developing body image anxiety or body dissatisfaction that can lead to serious consequences. We will make precautionary measures in advance to convey to people the correct diversity of aesthetics and how to treat their bodies properly. To a certain extent, we can reduce the probability of problems and give a healthy environment for growth. And I will use picture books as a vehicle to facilitate children to learn how to look at the body positively and understand what the body can do, rather than focusing on how the body looks. Picture books are the most suitable form of books for kid to read, and the picture-based illustrations are more stimulating to kid's interest in reading. Picture books are heavy with characters that need to be expressed in simple geometric shapes to make them easier for kid to understand and bring in. I use bright colors to enhance the attractiveness of the pictures.

#### **5.2 Recommendations**

Body anxiety doesn't happen suddenly, it's caused by long-term social factors. We need to be able to do effective prevention at an early stage, establish a stable enough level of self-confidence and self-esteem, and accept the image of our body. Establish multiple aesthetic values and pay attention to the agency of the body.

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