

Evaluating the Extent to Which the Colors Used in the Illustrations in Children's Picture Books Have a Positive Effect on the Intellectual Development of Young Children

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ABSTRACT

Children's picture books have become the first choice for reading books because young children cannot understand anything too complicated. A picture book is a book that closely interweaves images, illustrations, colors, and text to tell a story about a specific theme. This paper will demonstrate the positive effects of bright colors used in picture book illustrations on young children's color perception and language organization skills, and demonstrate that these positive effects lead to differences in color preferences and effects between 7–9-year-old boys and girls when viewing colors in picture book illustrations.

KEYWORDS

Children's colors; Children's illustrated books; Early childhood intelligence

1. INTRODUCTION

As early as 1982, the United Nations Educational, Scientific, and Cultural Organization called for a global move toward a reading society [4]. Early reading has become a global phenomenon [9]. As stated by [8], children's picture books have become the preferred choice of reading books as young children cannot comprehend anything too complex. A picture book is a book in which images, illustrations, colors, and words are closely interwoven to tell a story about a specific topic. This essay will argue for two specific positive effects of bright colors used in picture book illustrations on young children's color perception and language organization skills and argue that these positive effects result in both positive and negative effects of differences in color preference between boys and girls aged 7-9 when viewing the colors in picture book illustrations.

2. THE ROLE OF COLOR IN CHILDREN'S PICTURE BOOKS

2.1. Bright Colors in Picture Books: Enhancing Children's Color Perception

One positive effect is that hue, saturation, and brightness can facilitate children's color perception. [1] states that 80% of the information a person receives from the environment is transmitted to the brain through vision. Children make sense of the objective world through the perception of color in picture book illustrations. Therefore, the color of picture book illustrations is essential to a child's ability to perceive color. According to [5], color metaphors with high hue, saturation, and brightness are positive emotions in children's picture book illustrations. For example, children themselves are happy because they can read, in which case children adopt colors with high hue, saturation, and brightness to understand this positive emotion in their brains. Therefore, children understand color metaphors in

images to apply them in real-life situations. [2] state that 69% of children select colors with high hue, saturation, and brightness. For example, colors with high hue, saturation, and brightness, such as red and pink, are more likely to stimulate the brain and excite children. This means that children's interest in reading and their ability to perceive color is likely to be enhanced by the frequent use of hue, saturation, and brightness in children's picture book illustrations. Thus, colors with high hue, saturation, and brightness in picture book illustrations help to stimulate children's interest in reading and thus their understanding of color metaphors, as well as the use of color perceptions in place of concrete events. [2] also state that 69% of children do not select colors with soft hue, saturation, and brightness. For example, grey and black can easily cause color fatigue in children. These colors distract children's attention and, over time, decrease their ability to perceive colors. As a result, children will not be able to perceive the metaphors in the colors correctly, and their understanding of things in the real world will be skewed. Therefore, children's picture book illustrations must contain high hue, saturation, and brightness colors, which stimulate the child's perception of color and prompt a correct understanding of the metaphors in colors.

2.2. Fostering Expressive Language Skills through Colorful Illustrations

Another positive effect is that the color of picture book illustrations enhances children's expressive language skills. According to [9], the illustrations' colors and content are based on children's cognitive characteristics of external things. With the ability to perceive color correctly, children will need knowledge and exploration of new things. Therefore, bright colors with straightforward content, which correspond to children's thinking characteristics, are a point of interest for children to quickly understand the characteristics of things and lay the foundation for children's language skills. As [6] says, young children's thinking is at an egocentric level, where they mix subjective emotions with objective perceptions and personify the world. The high hue, saturation, brightness of the colors, and the content of the illustrations make it easy for young children to enter the imaginary world of the story, making it easy for children to relate to the story's content in the real world as well. As a result, young children connect what happens in the story and their own lives, giving children a wealth of topics, they want to express. [6] adds that, given the specificity of children's thinking and cognition, it is crucial to match the colors of picture book illustrations to children's cognitive level and to ideas that subvert children's traditional perceptions. Child unconsciously remembers the content to process it in his or her brain, thus creating a unique self-understanding. As a result, children's language skills are enhanced as they continue to enrich their knowledge and boldly narrate through observation and understanding. Therefore, picture book illustrations' bright colors and illustrated content provide visual support. The combination of life experiences and children's unique perceptions can be effective in helping children to understand and make their observations and even inspire them to create new ones.

2.3. Gender Differences in Color Preferences: Implications for Emotional and Behavioral Development

Argues that color perception and verbal expressiveness have positive and negative effects on the differences in color preference between boys and girls aged 7 to 9 years when colors of a different hue, saturation, and brightness are used in picture books. Scott and [7] color preference test showed significant gender differences in two colors: blue and pink, with boys having an average preference for the blue of 4.74, but girls only 3.36. This compares with an average preference for pink of 5.06 for females but only 2.08 for boys, indicating that boys prefer blue compared to girls who prefer pink. Thus, the color of picture book illustrations viewed by 7-8-yearolds can influence gender differences in color preference based on color perception ability. As [3] state, perceptual ability is an objective characteristic, children's preference for a particular color is subjective, and the more extreme a child's color preference is, the more pronounced his personality traits are likely to be. For example, when [3] examined picture book illustrations and drawings of hospitalized children, clinicians inferred

emotional responses based on the children's color choices when viewing the illustrations and drawings. Based on the analysis of the above examples, it can be concluded that children's unintentional color choices can reveal their style and behavioral actions, with children who prefer high hue, saturation, and brightness being more enthusiastic and enjoying interacting with people who show excitement and fondness. Thus, there is a clear difference in color choice between boys and girls aged 7-9 years, and this difference increases with age and gender. Differences in color preference can have a positive impact on a child's style and behavioral actions, while relying on the impact of differences in color preference can provide insight into behavioral patterns and character defects associated with a child's personality type can prevent a child's personality from having a negative impact and becoming extremes.

The illustrations and colors in children's picture books have a significant and beneficial impact on their color perception and language organization. The color of picture book pictures is a visual factor that significantly affects children's ability to distinguish colors. It acts as an external stimulus that allows children's eyes to perceive things differently, resulting in different personal styles and behaviors. The combination of pictures and color enables children who read children's picture books to develop a good concept of images and improve language coherence.

3. CONCLUSION

In summary, bright colors in picture book illustrations provide a powerful tool for enhancing young children's color perception and language skills. These illustrations serve as valuable visual stimuli, enriching children's understanding of the world and fostering a connection between color, emotions, and real-life experiences. Gender differences in color preferences also reflect children's diverse emotional responses and personality traits, highlighting how boys and girls may respond differently to color intensity and brightness. The thoughtful use of color in picture books thus offers a means to support cognitive and social development, helping children form unique perspectives, expressive abilities, and a deeper comprehension of the visual and emotional aspects of their environment.

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