

# The Development Status and Reflection of Chinese Original Picture Books

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## Abstract

**With the rise of research and discussion on theories related to modern picture books, China has introduced a large number of foreign picture books. Under the impact of this wave, Chinese original children's picture books also emerged. This paper takes "the development status of Chinese original picture books" as the main research object, sorts out the comparison between Chinese picture books and foreign picture books, and summarizes the advantages and disadvantages of Chinese original children's picture books by combining the method of literature analysis and comparison. , in a reasonable analysis of the development opportunities and challenges of original children's picture book creation, reflection and consideration, and the number of thoughts and overall artistic level to study the development trend of original children's picture books. The future of Chinese children's picture books is full of hope,It will grow together with young children, which will be the fundamental driving force to promote the development of excellent original picture books in my country.**

## Keywords

**Children; Chinese Children's Drawings; Development.**

## 1. Introduction

This paper discusses the development status of Chinese original picture books, analyzes in detail, reflects on the advantages and disadvantages, opportunities and challenges of picture books, and studies the future development trend of Chinese picture books.

In "My Picture Book Theory", Mr. Matsui Nao defined picture books as not just children's books with many illustrations, but a specific kind of children's books. All in all, it uses both graphic and text symbols to convey information and tell stories. Give children a unique reading experience through creative and visual design. From the current point of view, picture books are currently the most popular reading materials for young children.

From the perspective of national policies, in recent years, China's policies have been actively supporting, and China's local original picture book industry chain has become more and more mature. In order to publicize the creative achievements of Chinese original picture books and promote the creation and publication of Chinese picture books. The creation of picture books in my country takes "China, originality, era, and professionalism" as the key words, strengthens the ideological connotation, artistic level, children's interest of the works, and the expression and re-presentation of Chinese stories and Chinese elements, so as to mine good resources and promote China. Excellent picture book writer, established many awards. Such as: Feng Zikai Children's Picture Book Award", "Xinyi Picture Book Award", "Picture Book Times Award". It can be said that the national level has made unremitting efforts.

However, looking at the current situation of the cultural industry, the development of Chinese children's picture book theory can be said to be in the ascendant in our country. Due to the rapid spread of the Internet and the general improvement of national quality, parents have gradually increased their awareness and action to cultivate children's independent reading.

Since then, everyone has witnessed the process of Chinese original picture books entering the "fast lane". It can be seen that the effective reading of picture books plays a key role in promoting the improvement of the reading quality of children across the country.

From the perspective of picture book itself, reading Chinese original picture books can not only effectively stimulate children's interest in reading, but also promote the development and improvement of children's thinking, language, emotion and other abilities. As long as parents master the theoretical knowledge and practical skills of picture book teaching and reading, they can enable children to obtain more effective reading and learning, and effectively realize the rooting of national reading.

Local culture is of great significance to the growth of children and the cultivation of cultural self-confidence from an early age. Children should not only read imported picture books from all over the world, but also pay attention to the reading of excellent Chinese original picture books. It has become a consensus that Chinese children need their own picture books to accompany them in their childhood. my country's native picture books fully convey the cultural connotation and national spirit to young children who read, and popularize Chinese excellent traditional cultural knowledge in the effective reading of children's books.

## **2. Advantages and Disadvantages**

### **2.1. Advantages**

The popular broadcast of CCTV's documentary "I'm Not a Stupid Child" has once again attracted the world's attention to dyslexia and children's reading. China's original picture books are going through an era of "the right time, place and people". After steady development in recent years, the number of China's original picture books has grown rapidly, with diverse themes, diverse artistic styles, increasingly stable local originality, and steady creation quality To improve, form a situation in which the old, middle and young generations of creators keep pace with each other. The themes and types of works are rich and diverse, all-inclusive, and excellent products emerge one after another. With a distinct Chinese flavor and the spirit of the times, it conveys advanced views on children, educational concepts, ideological connotations and cultural heritage.

#### **2.1.1. The Overall Level of the Ideological Content and Artistic Expression of the Works Has Been Improved**

In recent years, Chinese original picture books have paid attention to the inherent narrative ability of painting and textual content to interpret pictures. Effectively present pictures and stories of continuity in parallel with pictorial actions, metaphoric functions, visual performance, color performance, and narrative rhythm.

With the attention paid to the creation of picture books, my country's children's literature writers, including famous writers Jin Bo, Cao Wenxuan, Qin Wenjun, Gao Hongbo, etc., have also enthusiastically devoted themselves to the creation of picture books, adapting their mature literary texts into picture book stories, or conducting special Coloring book text creation. They are familiar with children's life, understand children's appreciation interest and aesthetic needs, and under the premise of carefully grasping the expression form and artistic creation path of picture books, such as "I Want to Fly", "Summer", "Like", etc. The contributions of children's literature writers, Now and in the future, it will lay a solid literary and textual foundation for the creation of Chinese original picture books.

#### **2.1.2. The Creativity of the Work Is Highly Matched with the Integrity of the Design and Content**

Picture books use single or multiple pictures combined with lines, color, shape, composition, etc. to convey warm stories and convey true feelings. For young children, understanding the

content on the screen is far more vivid and direct than the text. Simple lines can often express pictures with far-reaching artistic conception. For example, Xu Beihong painted horses in ancient times, and Li Jian's "Story Chinese Picture Book" series "White Horse and God" uses simple lines to express the first horse and the galloping horse. sense of movement.

Binding design of picture books, including the selection and use of media and techniques, the application of pages, opening pages, pulling pages, etc., need to fit and integrate with the story narrative of the work, and also need to consider the completion and the possibility of printing Sexuality, including the experience and acquisition of young children in the process of reading. Under normal circumstances, the picture will have a main color, and at the same time, the style is obvious, the overall effect is unique, and it has special ethnic elements. Professional editors of picture books can study together with creators, cooperate with processing and production, so that the design of the work can be realized and completed in the best way. For example, illustrator Cai Gao's award-winning work "Bao'er" tells a story full of wisdom. The story of a young child who regained his mother's name from the fox fairy.

Summarize many excellent picture books, pictures and words in picture books complement each other harmoniously and develop in parallel. It is not difficult to find that the effective combination of pictures and texts is the beginning of the story of picture books. The fun of reading picture books comes from finding the hidden wisdom of words and pictures. Therefore, the matching degree of high-quality text and pictures is getting higher and higher, and it shows obvious progress in artistry and work completion.

### **2.1.3. The Work as A Whole Is in Line With Children's Interests and Children's Receptivity**

Picture book is a form of reading that contains advanced concept of children and education. my country's children's books have always had a tradition of creating pictures and texts. Through the efforts of several generations of painters, we have accumulated rich artistic experience in children's illustrations and cultivated a large number of children's books. The artist who creates the illustration has a very good artistic level. After nearly 20 years of exploration and practice, some painters such as Cai Gao, Zhou Xiang, Zhu Chengliang, Wang Zumin, Liu Xun, etc., have created many excellent picture book works by virtue of their profound skills and attainments. The refinement and forging of personal style, the accumulation and achievement, is the backbone of Chinese picture book creation, and its future creation will surely bring broad prospects for the development of Chinese original picture books.

### **2.1.4. The Works Express and Present Chinese Stories and Chinese Elements**

Creating picture books with Chinese characteristics is an important way for local original picture books to go to the world, but the world telling of Chinese culture, Chinese stories and Chinese elements should not be superficial, nor limited to solidified images, themes, Materials or models, the real life and living conditions of Chinese children, their ideals, aspirations and emotional appeals, the spirit and charm of China that is both traditional and modern, and what their lives represent as a multi-ethnic country. The development process of multiculturalism and civilization is also the Chinese style and Chinese style that should be most expressed and expressed in original picture books, and the most contemporary style.

Local creators consciously adhere to the inheritance and development of traditional Chinese culture, and show unique value and advantages in the aspects of Chinese multi-ethnic excellent culture and artistic tradition from details. From the perspective of the content of the stories, including family, friendship, thinking and emotions, cognitive stories, sex education, and human rights education all reveal the characteristics of China's national conditions. From the perspective of creative themes, including festival folk customs, folk arts and techniques, folk nursery rhymes and traditional stories, all have strong historical value. For example, in "This is the 24 Solar Terms", the little girl Ya Ya came to her grandparents' house in the countryside.

The life here is both unfamiliar and friendly. There are many fun things to do every day, and there are many magical secrets waiting for her to discover. Planting in spring and growing in summer, harvesting in autumn and storing in winter are the changes of the twenty-four solar terms in a year. The painting style is fresh and natural, rich in content, covering solar terms stories, historical origin, agricultural activities, folk festivals, ancient poems and proverbs, astronomy and climate, seventy-two weather, animals and plants.

Chinese picture book writers are actively looking for elements with traditional cultural elements, and they mainly highlight the originality of their creations from two aspects: theme and subject matter, and the connotation of image transmission. The traditional deductive text is mainly subordinate, used to ensure the continuity of the content of the picture, and to express the content that is difficult to express in the picture.

The creation of Chinese picture books should take children's imagination and creativity, children's acceptance and children's interest as the basic concept and focus of creation, so that Chinese picture books can truly express children's spirit and play spirit, and use this to enter Chinese children's life. It has won the hearts of adults and young children, including Chinese parents.

Conclusion

## **2.2. Disadvantages**

### **2.2.1. Picture Books Are Single in Content and Form and Do Not Pay Attention to Reading Grading**

The content and form of my country's original picture books are relatively simple, mostly traditional culture, history, and folk themes, mostly animal stories and realistic stories. For example, "A Garden of Vegetables Becomes Essence" recreated based on traditional Chinese nursery rhymes, "City", "Leakage", "Stove Lord" and "Bao'er" adapted from traditional stories, as well as "Nian" and "Nian", which reflect traditional customs. "The Lantern Festival" and so on. However, there are not many good picture books that take children as the perspective and truly express the life of children. It is easy to appear the phenomenon of similar and repeated publication, and the visible form is slightly different, but the publishing unit is different.

### **2.2.2. The Works Start Late and the Level of Creators Varies Greatly**

Due to the relatively late start of domestic original picture books, the creative teams are mixed. There are also differences in the sophistication of the conception, the fineness of the painting, the tension of the text and the quality of the printing. In general, there are not many good ones. Moreover, many picture books in China are very didactic. They always want to tell a big truth through a story, but the result is nondescript, which makes adults feel that the truth is far-fetched, and children read it rather boring.

## **3. Opportunities and Challenges**

Since the beginning of the new century, picture books from all over the world have been introduced on a large scale, providing Chinese children with culturally diverse reading resources, cultivating picture book readers and picture book markets, and promoting Chinese picture books from creation and publication to reading promotion. development of the entire industry chain. "Don't Let the Sun Fall", "Moose in Evenki", "Grandma's Horse", "Sun and Shade" in 2018, "A Big River", "Two Geniuses", "Big Boat", "Mr. Black and His Dog" in 2019, "Hozen Rabbit Who Wants Everything" and so on are the representatives of them. These works are rich in themes, vivid in stories, wonderful in pictures, vivid in words, unique in style, unique in creativity, blending and interacting between pictures and texts, and unique in binding design, which are welcomed and widely praised by readers.

China's original picture books and picture books from all over the world complement each other's advantages, go hand in hand, and share a market. Picture book creators in my country

should pay attention to and adapt to the development and changes in the content and form of contemporary picture books in various countries in the world, actively learn from the creative experience of excellent foreign writers, and make full use of the influence of Chinese images and Chinese symbols to try their best to realize the way of discourse and expression. The transformation and connection of forms allow Chinese culture to be effectively carried and transmitted. Authors of Chinese picture books should have advanced concepts such as children's conception, education conception and children's literature creation concept that are synchronized with the world, and implement them in all fields and links of children's book creation, publication and promotion.

#### 4. Future Development Trends

Reading is an important way for a country or a nation to continue its civilization and inherit its culture, and it is also an important way for individuals to acquire knowledge and increase their wisdom. In modern society, reading has become an essential quality for every citizen to adapt to a lifelong learning society. For young children, good reading ability and reading habits are an important foundation for their academic development and future career success. The development of early language and reading ability may affect a person's life.

Nowadays, it can be said that the Internet is developing rapidly, and everyone needs to consider how to lead children who are accustomed to electronic devices to read picture books. This gives specific requirements for the design and creator of picture books. Chinese children need to read multi-cultural picture books in their childhood, and they also need to read China's own picture books to nourish their childhood and grow up with Chinese culture.

To lead the reading of picture books, we need to start from the cultivation of children's interest in reading when they are young. You can use parent-child reading to let children develop reading habits from an early age, and feel the artistic charm and reading interest of picture books from an early age. In addition, with the gradual growth of children, it is also possible to attract children to picture books through the mutual influence of groups and peers through measures such as home-school cooperation, libraries and community cultural centers and other institutions.

In the creation of picture books in recent years, a large number of new people and new works have emerged, guided by interest, full of talents, and learned from others' strong points. Forge ahead in the artistic expression of picture books and have the courage to open up. For example, Heimi who created *Braid* and won an international award, Jiuer who created *Don't Jump Rope with Frogs*, Yadong and Michael McKui, the writers who created "Running Town", Zhou Yawen who created "After Little Rain", etc. The achievements and development potential of creation, especially in the future, will gradually appear and burst into creativity, which is encouraging and exciting.

It can be seen that the development trend of Chinese picture books actively "going out" is unstoppable. For example: "Reunion", the copyright is exported to France and other places, so that the world is moved by Chinese picture books, and readers can see the power of Chinese originality. Guo Jing's "The Only Child" was recognized by Chinese readers after winning many international honors, and was finally introduced back to China for publication. Picture books have the characteristics of text mainly based on pictures and interactive between pictures and texts. The content and theme of the works, the writer's thoughts and art will be more vivid and more intuitive, and the total amount and difficulty of text translation will be relatively reduced, which is very important for the output of picture books. Copyright also has a certain role in promoting overseas markets.

It is believed that there will be more and more excellent original picture books in my country in the future. With the unremitting efforts and diligence of picture book creators, the rhythm of

telling Chinese stories, conveying Chinese culture, and expressing the development and changes of modern China will be effectively established. Chinese children can see and hear more pictures and stories with their own national characteristics. We believe that the childhood of Chinese children will become more beautiful, and the future of Chinese children will have a brighter future.

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