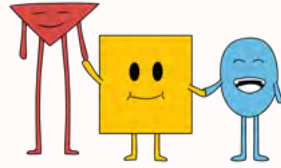


Case Study

A SHAPING CONFLICT



Request

As part of a psychology assignment, the brief was to raise awareness of the theme of conflict. There were no format constraints: we were free to choose the medium, the form and the audience.

Client

Collaborative academic project (Jenny, Kirsten, Amandine and Jayvee)

Timeline 1 week

Problem

As part of a psychology assignment, the brief was to raise awareness of the theme of conflict, without imposing any particular medium or target audience. We therefore had carte blanche as to how we dealt with the subject.

As a group, we have observed that conflicts begin very early, in early childhood, often in simple situations: a game, a frustration, a misunderstanding. Yet few tools exist to help children understand these early tensions.

Our problem then became: *how can we talk to children about conflict in a fun, accessible and constructive way?*

Target

We have chosen to target an audience of very young children (aged 3 to 6). At this age, children are experimenting with social interaction without always understanding the rules. They can be brusque, possessive or impulsive without malicious intent. Our aim was to create a visual and narrative tool to help them identify conflictual behaviour and discover positive alternatives: asking before acting, waiting their turn, helping instead of destroying.

Solution

We imagined an illustrated children's book inspired by the visual world of Monsieur Madame and Barbapapa, with colourful geometric shapes and non-genre characters: Triangle, Carré and Cercle.

Through a series of short scenes (pushing a swing, breaking a tower, taking a ball without waiting), the story shows how Triangle learns to change his behaviour thanks to the benevolent interventions of Carré and Cercle.

The story is short and visually rhythmic, with a clear message: playing together with respect is more fun than creating conflict.

This format has enabled us to translate complex psychological concepts into simple messages that can be understood from nursery school onwards.

My role

In this group project, I was responsible for the entire layout of the book. I worked from the illustrations and text provided by the other members of the group to :

- Organise the pages in a fluid and logical way,
- Harmonise the visuals and text to reinforce the narrative,
- Choose a typeface suitable for young children,
- And ensure that the whole was clear, legible and attractive.

I used Adobe InDesign to assemble everything into a final format ready for printing or presentation.

THE PROCESS

Research & Inspiration

Before starting the design process, we explored a number of avenues to find a visual and narrative direction that suited our theme. We quickly settled on a simple, colourful, geometric universe inspired by the Monsieur Madame and Barbapapa series.

These references helped us to identify a style that was both playful, accessible from pre-school age, and carried clear messages. We also looked at how these works translate character traits or complex social situations into simple, illustrated stories.

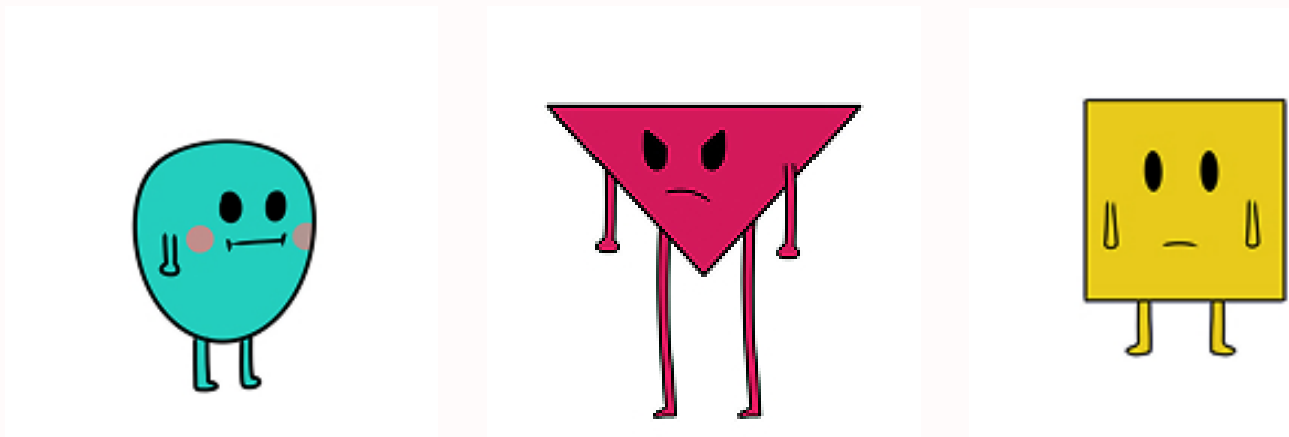


Design Process

Initial sketches / Concepts

We began by defining the three main characters: Triangle (impulsive), Circle (empathetic) and Square (reassuring and fair). These simple shapes became the central figures in our narrative.

Initial sketches were made to explore their expressions and postures in different conflict situations (jostling, destruction, object theft, etc.).



Visual Research & Moodboard

A moodboard was created collectively, combining geometric shapes, bright palettes, legible typefaces for young readers and extracts from existing children's books.

The aim was to create a coherent, attractive world that would make it easier to understand the story without visual overload.



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HAPPY MAKER

Writing the story

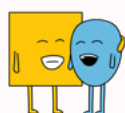
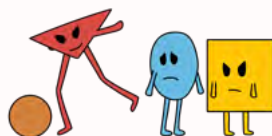
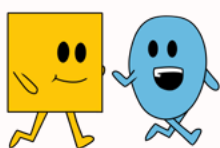
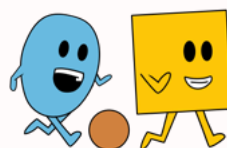
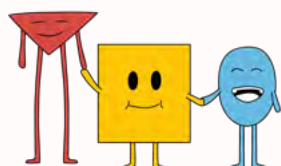
Jayvee wrote the script based on concrete scenes from children's lives (pushing on a swing, breaking a tower, not waiting your turn).

The text was read and validated collectively to ensure that it was clear, rhythmic and adapted to the target age. We made sure that each page illustrated an action → reaction → positive solution.

Creation of visuals

The illustrations were created by Kirsten, in close collaboration with the rest of the team. An initial series of visuals was produced for each scene.

These drawings were then validated by the group, with a few minor adjustments to enhance the expressiveness of the characters and clarify the actions depicted.



Layout of the first draft & Refinement process

I did the initial layout, integrating text and illustrations in a harmonious format. This prototype was presented to our teacher, who advised us to better balance the visual hierarchy, air out certain pages and adjust the text slightly so that each scene was perfectly comprehensible to a young child.

Following this feedback, we reworked the layout of several pages, improved the narrative rhythm, and finalised a coherent and fluid version of the book.



You can read the first draft in the book here : <https://www.calameo.com/read/007627920493e92f76b53>

FINAL DESIGN



you can read the book here : <https://www.calameo.com/read/0076279206d0d6a046cca>

The end result is a 16-page illustrated book specially designed for children aged 3 to 6. Each double-page spread presents a common conflict situation: pushing without warning, breaking up a group game, not waiting one's turn. These scenes are followed by short benevolent interventions from Carré and Cercle, encouraging Triangle to change his behaviour.

The book features :

- Simple, expressive visuals, with a graphic language based on colourful geometric shapes;
- An accessible, rhythmic and repetitive narrative that helps young readers learn the right behaviours;
- A fluid layout, designed to support understanding and guide the child's eye.

The minimalist yet expressive design effectively conveys essential concepts such as respect, listening and cooperation.

CONCLUSION

This project enabled us to explore a complex issue in a creative way: that of conflict, particularly in young children. By choosing to design an illustrated book, we succeeded in translating abstract psychological concepts into concrete, accessible and visually engaging situations for an audience of 3 to 6 year-olds.

The process required genuine collaboration between the members of the team, careful thought about content and form, and particular attention to adapting the message to our young target audience. The end result is a fun, meaningful teaching aid that encourages children to think about their behaviour and adopt more caring attitudes.

This project has enabled me to develop a number of essential skills, both technical and personal. From a practical point of view, I deepened my mastery of page layout tools such as InDesign, and I learned how to design a visual narrative that was fluid, coherent and adapted to the age of the readers.

On a human level, I have strengthened my ability to work as part of a multi-disciplinary team, to listen to feedback, to incorporate a variety of ideas, and to refine the final result based on constructive criticism. Finally, I realised the importance of clarity and simplicity in conveying sensitive messages, especially to children.

So this project has been a real opportunity for creative and professional growth.

