

## สมุดภาพ-เพลงนาจาสำหรับเด็ก: แนวทางการออกแบบจากจิตรกรรม วรรณกรรมจีน-ไทย

### NEZHA CHILDREN'S PICTORIAL-SONG BOOK: DESIGN DIRECTION FROM CHINESE-THAI MURAL PAINTING AND LITERATURE.

Received  
Revised  
Accepted

December 19, 2023  
March 10, 2024  
March 18, 2024

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#### บทคัดย่อ

ภาพจิตรกรรม วรรณกรรมเรื่องนาจาของจีนและของไทยมีความสำคัญด้วยเนื้อหานำเสนอประวัติ ตำนานชนชาติและความเก่งกล้าของเทพกุมารผู้สำคัญ แต่เนื่องจากขาดการแลกเปลี่ยนเรียนรู้กันในกลุ่มเด็กอายุ 3-6 ขวบทั้งของจีนและไทย ในงานวิจัยนี้ ผู้วิจัยมีวัตถุประสงค์ เพื่อสืบหาข้อมูลเชิงลึกของภาพจิตรกรรมและวรรณกรรมจีนไทยมากำหนดต้นแบบแนวทางการออกแบบสมุดภาพ-เพลงนาจา สำหรับเด็กที่สอดคล้องกับเนื้อหา และหลักฐานที่ค้นพบ โดยดำเนินการเก็บข้อมูลในงานวิจัยตามหลักการของยูเนสโกและวิธีจัดการความรู้จาก 4 ผู้เชี่ยวชาญ ผสมกับการสำรวจภาคสนาม ผลการวิจัยตามวัตถุประสงค์ ปรากฏดังนี้ 1) จากภาพจิตรกรรมและวรรณกรรมของทั้งสองชาติ 5 แห่ง พบว่า ข้อมูลหลักฐานศิลปะแตกต่างกัน (ก) ด้านคุณลักษณะเฉพาะของรูปแบบ (ข) ด้านรายละเอียดของเรื่องราว (ค) ด้านเนื้อหาหลัก เนื้อหารอง บทบาทของตัวละคร การแต่งกายแบบแผนการเขียนภาพ การใช้สี (ง) ด้านความเชื่อพหุนิคการเขียนภาพของชาววังและชาวบ้าน 2) ในการกำหนดแนวทางดำเนินการเรียบเรียงความรู้เพื่อจัดทำต้นแบบการออกแบบสมุดภาพ-เพลงสำหรับเด็กสูนเนื้อหา มีการศึกษาจาก(ก) ศึกษาหลักจิตวิทยา ความชอบ ความสนใจของเด็ก วัย 3-6 ขวบ (ข) คัดเลือก จัดลำดับ จัดขั้นตอนการดำเนินเรื่องนาจาที่เหมาะสมเพียงพอแก่เด็กวัย 3-6 ขวบ (ค) กำหนดรูปแบบ สไตล์ การเขียนภาพตัวละคร การใช้สีและการประพันธ์เพลงเด็ก 7 เพลง ด้วยเครื่องดนตรีสมจีน-ไทย 6 ชนิด ไว้ให้เด็กเลือกกดปุ่มในแต่ละภาพของหนังสือ ซึ่งจะเกิดเสียงเพลงที่สื่อความหมายตามเนื้อหาภารมณ์ (ง) ศึกษาการกำหนดบุคลิกของตัวละคร (จ) ร่างภาพกำหนดสีให้สอดคล้องกับเนื้อหาของนาจา (ฉ) ออกแบบสัญลักษณ์ของปุ่มทั้งหมด 4 ท่าทั้ง 4 ด้าน เพื่อจะได้ไปจัดพิมพ์รูปเล่มสมบูรณ์ต่อไป

**คำสำคัญ :** การออกแบบสมุดภาพ-เพลงเด็ก, วิธีจัดการความรู้, จีนไทยจิตรกรรม-วรรณกรรม

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## Abstract

Cultural significances of Nezha Chinese-Thai mural painting literature that refer to the context of nation historical legend and the brave childhood hero are an important religious image and cultural symbol in Chinese and Thai culture intend 3-6 years old children to exchange learning. Researcher aimed: 1) To do field investigation of Nezha in the mural painting-literature in both Chinese and Thai temples. 2) To Design Direction in dummy of children's Pictorial-Song Book from text-artifacts remarkable indicative. Process of research Based on UNESCO principle, knowledge management from 4 expertise of 4 specific skillful and Survey Method that researcher concluded: Finding as 1) Nezha's images and stories in mural painting-literature in both Chinese and temples of 5 sites including (a) Different versions of Nezha's story, (b) Fieldwork on the different styles and characteristics of five temple mural paintings and literature, (c) The Difference between themes, roles, forms and colors of Nezha murals in China and Thailand, (d) The different themes, beliefs, painting techniques and forms of royal murals and folk murals in China and Thailand. 2) Design Direction on dummy of Nezha children's Pictorial-Song Book. (a) To study the psychological characteristics of 3-6 years old children, (b) Choose a Nezha storyline suitable for children aged 3-6 years old, (c) Determine the design style and song-composition of the Nezha Pictorial-Song Book and music button of 7 songs which mixed 6 Chinese-Thai music instruments composed for the interpretation of emotion from text artifacts including, (d) Character setting study, (e) Sketch and color according to the Nezha story, (f) Music button design, (g) Layout analysis (h) Managing into the dummy of Nezha Children Pictorial-Song Book which verified approval from 4 expertise of 4 specific skillful for the next step of complete publishing on future.

**Keywords :** Dummy of Pictorial-Song Book Design, Knowledge Management, Mural Painting, Chinese-Thai Literature.



## Background and Significance

Nezha is an important character in Fengshen Yanyi, was first published in book form between 1567A.D and 1619A.D. Another source claims it was published in 1605A.D (Khemarat Wongtimarat, 2021). The work combines elements of history, folklore, mythology, legends and fantasy. Following the publication of the novel, many temple murals featured storyline or characters from it, including Nezha. Nezha's story is the first ancient Chinese supernatural evil-spirit novel translated into Thai about more than 200 years ago. From research findings we can see that the Thai royal court treated the novel as a simple textbook to study ancient Chinese history. In particular, the dissemination of Nezha in Thailand is more distinctive. The greatest influence is the temples built by Chinese communities in Thailand. At the same time, these Nezha temples are also a place to preserve and spread Chinese works of arts, so that the local people in Thailand can contact and understand ancient Chinese culture, art, literature and mural painting (Lan Changlong, 2022).

By globalization, children may be vanishing old Nezha story texts of brave childhood characters full of magic and perfect for exchange learning such as modified into 3-6 years old Children's Pictorial-Song Books referring to a class of books that are mainly painted with a small amount of text. A Pictorial-Song Book is not equal to a book with pictures, it is an independent form of book, with special emphasis on the internal relationship between text and pictures. Experts agree that pictorial books are the most suitable form of books for children to read (Fang Suzhen, 2020). Research on child psychology believes that children's ability to recognize graphics begins to develop slowly from an early age. Although the children at that time were illiterate, they already had a certain ability to read pictures. Besides, Pictorial from mural-literature above, there's the music, melody, words, rhythm which valuable for learn love as an implementation for memorable that absorb in children's brain entertain themselves too. In short, children's reading of Nezha's story is of great significance, not only to help them understand history, but also to let them understand the complexity of human nature, and more importantly, to inspire their thinking and imagination, and to cultivate the ability to think independently and analyze problems.

## Research Purposes

Researcher will find a reasonable way to think about how to design Nazha's pictorial book from Chinese-Thai mural painting-literature, to achieve the following objectives 1) To do field investigation of Nezha in the mural painting-literature in both Chinese and Thai temples. 2) To Design Direction on dummy of children's Pictorial-Song Book from text-arts remarkable indicative.

## Conceptual Framework

The main focus of this specific research is mostly investigation from heritage sites and markers, evidences that narrate by insider expertise knowledge which researcher applies the Act-Charter of Heritage Quality Management (HQM) by ICCROM, UNESCO method – principle of Knowledge Management for developing specific resources of Arts Management are as shown in the below diagram as well.

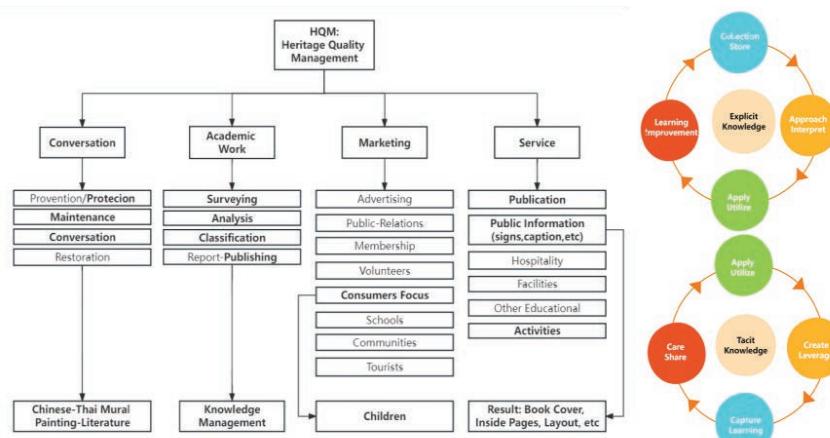


Diagram 1: Heritage Quality Management for researcher framework

Cited: International Centre for the Study of the Preservation and Restoration of Cultural Property

1) Definition mean (a) Nezha, also known as the Third Prince of Nezha, is a key character in the Ming Dynasty divine and demonic novel Fengshen Yanyi. (b) Fengshen Yanyi is a famous classical novel of gods and demons, which is famous for its strange imagination and great length. (c) Chinese-Thai Literature: Chinese cultural elements were

first introduced into Thai literature in the form of translation, which has a history of more than 250 years, the first one is the The Three Kingdoms Yanyi, followed by the Fengshen Yanyi. It began as an oral account, and later evolved into a Thai style adaptation of a Chinese literary work.

2) Benefit mean (a) Through field investigation, let more people know about Nezha murals-literature. (b) By designing Nezha Pictorial-Song Book, let more children know the story of Nezha.

3) Research assumption such as: (a) This article just only shows an idea, not full of the children's Pictorial-Song Book. (b) A.D. is an abbreviation of the Latin word Anno Domini, which means the age of Christ. A.D. is used to denote the year in the Common Era. (c) B.E. stands for Buddhist Era, which transforms to Buddhist Era. Thailand uses a Buddhist calendar system, the starting year of which is 543 AD. Some notation was cannot be show in the paper, because author need to present on almost conception analyzation.

4) Research Limitation. This research focuses on the Dummy Book of Nezha Children's Pictorial-Song Book which approval verified from 4 expertise of 4 specific skillful as includ-  
ed 1) Chinese-Thai language and literature, 2) Thai Professor of Chinese Thai literature, 3) Thai Arts painting and 4) Children's pictorial book designing.

Please note: This book not for children's satisfaction.

### Related Literature Reviews

1) Knowledge Management: According to the manifestation of knowledge, we can divide it into two categories, explicit knowledge and tacit knowledge. Japanese knowledge management expert Ikujiro Nonaka (1995) also proposed the concept of mutual conversion between explicit knowledge and tacit knowledge (SECI). In our research, a lot of tacit knowledge is contained in the researcher and experts' mind, and we need to reveal these series of things before they can be used.

2) Nezha in Chinese-Thai Mural Painting-Literature: Nezha's story is from Fengshen Yanyi, and it's also the earliest ancient Chinese novel about gods and demons translated into Thai, called Hongsin, and it has been written for more than 200 years history of dissemination. As researcher Udnoonsombat Pongsit (2014) found that several Thai writers used the characters and content of Hongsin to compile literary works, like the folk literature Ge Min (วรรณคดีชาวบ้าน เรื่องโภมินทร์). Ge Min is adapted from the twelfth to fourteenth chapters of



Fengshen Yanyi, the story of Nezha. In the original Fengshen Yanyi, most of the words are transliterated rather than free-translated. Khemarat Wongtimarat (2021) thoughts that the reason why the translation team translated Dragon King into Naga King is like translating Jade Emperor into Pai Biaoyi. In order to make it easy for readers to understand, replacing things in the original language with things more familiar to target language readers is one of the main translation strategies of the domestication translation method. Children's Pictorial-Song Book Design: The publication of our children's Pictorial-Song Books requires targeted publishing activities based on children's developmental stages, which involves the concept of graded reading. Children's Pictorial-Song Books are not clear enough about the age division of readers, the range of age division is relatively general. Yang Dan (2017)'s Research on the publishing status and development strategy of Chinese original children's picture books also pointed out that the layout of children's picture books lacks rationality, and children's psychology should be more fully studied.

3) Design Direction: Educator Walter Sawyer (2014, 2nd) said that successful characterization requires the writer's ability to please readers and make them memorable. This sentence fully demonstrates that character design plays a very important role in improving the overall level of picture books. The character design of children's picture books refers to the conceptual design of the characters in the picture books, including the shape, style, tone, personality and other aspects of the design characters. The character design is closely related to the storyline of the picture book, and character traits are gradually injected as the story develops. Methodology Research designing the thematic framework for each step through the outcome as belong diagram.

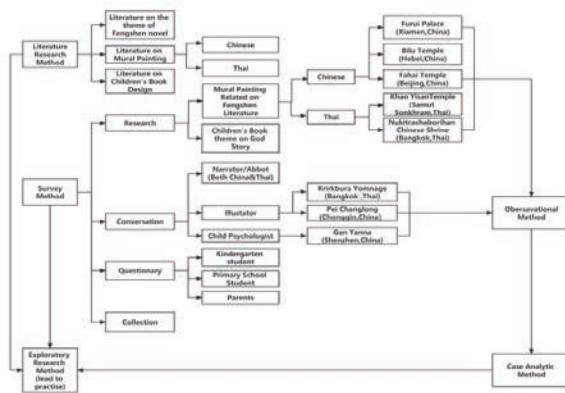


Diagram 2: Research Method Lead to Practice

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As can be seen from the figure researchers adopted five research methods to study this topic, as follows: 1) Literature research method, 2) Survey Method, 3) Case Analytic Method, 4) Observational Method, 5) Exploratory Research Method. The last research method of Exploratory Research Method is carried out in combination with the first four, through various methods such as investigation and research, data collection and agreement, and finally leads to practice.

Table 1: Work Plan

Research phase	Specific tasks
Literature Review	Find related research on arts management, children's Pictorial-Song Book design, Nezha in Chinese and Thai mural painting-literature.
Survey	Visiting temples, taking photos and video, Interviewing experts, audio recordings. the field of research knowledge is expanded to obtain more professional knowledge, and to make full preparations for the design of children's picture books in the later stage.
Design	Analysis the materials collected in the early stage. Design the plot of the story characters. Then the researcher started to work on the drawing of children's pictorial books, and completed the design work step by step.
Expert agreement or feasibility	Depending on the field of study of the different experts, they are invited to review the report and children's pictorial books. Including the feasibility of the basic and technical conditions.
Experts agree to implement	The children's Pictorial-Song Book will be revise according to the expert validation until the experts agree to its implementation.
Summary and assessment	Invite experts to evaluate book. Learning from the research process, and summarized to facilitate continuous improvement.

Cited: Designed by Wang Xiaobin



## Research Result



Figure 1: Cyclical Knowledge System Cited: Designed by Wang Xiaobin

Based on Research purposes, 1) To do field investigation of Nezha in the mural painting-literature in both Chinese and Thai temples on 5 sites. 2) To Design Direction in children's Pictorial-Song Book from text-evidence remarkable. Researcher based on the research framework of the cyclical Knowledge System, and elaborated from three aspects: literature, mural painting and design. Specifically, it involves the Literature of Nezha from Fengshen Yanyi, Thai translation Hongsin and Gemin, the investigation and study of the mural paintings of five temples in China and Thailand, and how to design Nezha children's Pictorial-Song Book.

### 1. Result from Purpose 1

1) Versions, Storyline, Characters from Nezha Literature: It is well known in Thai academic circles that the poetic novel of Gemin is adapted from the story of Nezha in the Thai translation of Hongsin. Although much of the rest of Gemin has nothing to do with Nezha's story, Prince Gemin's characterization, personality, and magic are all derived from Nezha in Fengshen Yanyi. So, if you want to deeply understand Gemin, you have to go back to the source, which is Nezha in Fengshen Yanyi. There are three story about Nezha that are the most widely circulated and accepted among readers. The story of Nezha's birth, Nezha's struggle with the sea and the incarnation of the lotus. The Nezha Temple, the Nezha idol and the Thai-ization. Nezha story Prince Gemin poetic novel are enough to prove it. The story of Nezha in Prince Gemin (Thai) and Nezha's story in Fengshen Yanyi (China) is not only a typical example of the mutual influence between the adapted works and the original works, but also a rare social phenomenon of Chinese-Thai cultural integration.

Nezha's story contain gods and demons, demons, magic, magic, etc. The main purpose of the translation team is to provide Thai readers with reading convenience and make it easy to understand as much as possible, so most of the personal names, official names, place names, magic names are directly transliterated (translated from Fujian dialect into Thai). Many cultural words will be replaced by similar things that exist in Thailand. So, in the story of Nezha, Jade Emperor is translated as Pai Pai (Shiva), Dragon King is translated as King Naga. Naga, is the great snake, is the fantasy animal of Brahmanism, that is, Hinduism and Buddhism, and brought the Naga belief to the region, which is almost the same as the Chinese belief in the dragon.

2) Mural Painting Related in Nezha: The researchers selected five Chinese and Thai temples to conduct a comparative study of the murals about Nezha and the Fengshen Yanyi. They are the mural of Wat Khao Yi san in Thailand and the mural of Nukitracaborihan Chinese Shrine in the National Museum in Bangkok, and in China, the murals of Fahai Temple in Beijing, Pilu Temple in Shijiazhuang and Furui Palace in Xiamen. The following are the painting subjects, figures and painting styles of the mural paintings in the five temples.

Table 2: Analyse temple mural painting related in Nezha

Mural Painting/Location	Features
 Wat Khao Yi san, Amphawa	<p>The temple was built in the Autthaya period and has a history of more than three hundred years. The murals inside painted by Thai artists in imitation of the Chinese painting style, and the name of each figure was written in Thai letters next to it. The ten Windows in the ordinary hall, total more than 20 people, such as: Nezha, Mu Zha, Li Jing, Taiyi Zhenren and so on. What is more special is that the painter personifies all the images of monsters or elves, and some colors are not painted according to the colors described in the book, such as Nezha's weapon Hun Tianling is blue instead of red in the novel.</p>



 <p>Nukitachaborihan Shrine, Bangkok</p>	<p>The building was built in the 1860s in the style of a Chinese building with murals painted by Chinese artists from the late Qing Dynasty. It was formerly the palace of the deputy King of the Bangkok period, until 1934, the Seventh King officially transformed the palace into the National Museum. The mural is drawn counterclockwise from the right to sequence the stories in the novel, contrary to the custom of Thai painters to sequence them clockwise. Every figure, city and cave in the mural is written with Chinese characters. The shape and color of the paintings are wonderful. Unfortunately, the weather in Thailand is hot and the humidity is high, and the damage of the mural is very fast.</p>
 <p>Fahai Temple, Beijing</p>	<p>The frescoes of Fahai Temple came from the hands of the court painters of Ming Dynasty, and the painting is very exquisite. The nine murals in the whole hall paint a total of 77 figures. There are those who speak and sit in meditation, those who worship, those who march slowly, and those who fly slowly. The characters, animals, monsters and plants painted are not only real and beautiful, but also full of harmonious and bright, forming a fresh and clean, or solemn Buddhist wonderland picture. The frescoes in Fahai Temple represent the highest level of an era and are the most famous frescoes in China's Ming Dynasty.</p>
 <p>Pilu Temple, Shijiazhuang</p>	<p>Pilu Temple covers an area of 200 square meters, four walls are covered with murals, a total of 508 heavy colored figures divided into 122 groups, each picture has inscriptions. The content of the mural is very rich and all-encompassing. In addition to the gods painted in the three religions of Buddhism, Taoism and Confucianism, some reflect the social genre paintings and ancient figures of the time. The painting technique is exquisite and diverse, the tracing method is rich, the line type is complete. The only unfortunate thing is that the preservation of the frescoes is not very good.</p>

 Furui Palace, Xiamen	<p>Xiamen Furui Palace belongs to the folk temple in China. The murals in many folk temples in Xiamen are themed Fengshenyanyi and Sanguo Yanyi. Actually, most folk palace temple in southern Fujian with strong Neo-Confucianism tradition cultivated the concept of "loyalty and justice" of its followers. The theme of the mural is generally a story, and the painting style is more relaxed and wittier, which can be seen that it is the work of folk painting lovers.</p>
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### 3) Experts



Figure 2: Siriapha Rajatahiran, Expert in Chinese-Thai literature

Cited: Photo taken in Khao Yi san, Amphawa, Thailand

Siriapha Rajatahiran is an expert in Chinese and Thai literature. We visited her in Wat Khao Yi san in April 2023. She is engaged in the study of Chinese and Thai literature. Researcher learned that there used to be three brothers named Jin Khao, Jin Khan and Jin Gu in Yi san. The three brothers scattered and settled in different places. Jin Khao lives in Khao Ta Khao, Jin Gu lives in western Khao Tako, and Jin Khan lives in Khao Yi san. Jin Khan is believed to be the ancestor of the Khao Yi san area. When ships come here to rest or exchange goods, it becomes a market. Hence the words on Yi san nowadays. According to the mural paintings of Wat Khao Yi san, it can be seen that the painters who painted the mural were also from China, because the names of the characters in the mural are written in Chinese around each figure. At the same time, she told us that undergraduates in Thailand are required to read the investiture to learn Chinese.



*Figure 3: Lan Changlong, Expert in Chinese-Thai language and Culture*

*Cited: Photo taken in Nanning, Guangxi, China*

Lan Changlong, Ph.D. in Arts and Cultural Administration from Burapha University, Now works in China, he is an expert in Chinese-Thai language and culture. Due to geographical problems, the researcher could only conduct an interview on WeChat. After reading his doctoral thesis *Trace of Philosophy and Religion Taoism in Naja Sataichi Shrine of Chon Buri Province*, as his research focus during the doctoral period was Naja Sataichi Shrine, in the conversation he mentioned about the relationship between Nezha and Gemin, and talked about several Chinese Nezha legends. And he also analyzed that the image of Nezha originated from Kubera, the northern king of India, who was Nalakubara, the son of Vaisravana, and Krihna from the Hindu legend of the Mahabharata.



*Figure 4: Sanya Sudlamlert, Expert in Thai mural painting*

*Cited: Photo taken in Sam Phran, Nakhon Pathom, Thailand*

Sanya Sudlamlert have worked for Wat Rai Khing Wittaya and is still an active mural artist. The researchers visited him in April and November 2023, In the first interview, he told the researchers many things about Thai mural painting, such as the production and painting process, where the mural paint came from, the principles of Thai mural composition and the cutting art of Thai mural painting. In the second interview, the researcher took a lot

of Chinese mural paintings to Sanya Sudlamlert. We conducted a comparative study on the mural paintings of five temples in China and Thailand and analyzed the differences in style, content, form, composition and color.

4) Results from Survey and Interview: Researchers visited five Chinese and Thai temples as Fahai Temple in Beijing, Pilu Temple in Shijiazhuang, Furui Palace in Xiamen, Wat Khao Yi san in Amphawa, Nukittrachaborihan Chinese Shrine in Bangkok, and got contact with three experts as Siriapha Rajatahiran, Lan Changlong, Sanya Sudlamlert, summarized respectively from the following two aspects below.

Table 3: Comparative Study of Chinese and Thai Mural Painting-Literature

	Chinese Mural Painting	Thai Mural Painting
Theme Character	Most of the contents of Chinese mural paintings are all the combination of Buddhism, Taoism and Confucianism, and you can also see the portraits reflecting the social customs and ancient figures at that time.	The themes of Thai murals are taken from Buddhist teachings, Buddhist history, Jataka stories, classical literature classics, customs and people's feelings. and most of the murals has characters and dynamic images that appear according to the story plot.
Composition	Usually use full composition method, mainly including bird 's-eye view composition and scattered composition, this composition method is characterized by thick, dignified. It can not only express the delicate emotion, but also help the viewer to appreciate the painting.	Composition of Thai mural paintings are combined with columnar and scatter, and also depicts continuous themes in order with checkerboard composition. The expression technique is based on single line flat painting, and does not talk about perspective and light. also be seen to use the traditional Chinese landscape schema.



Color	The colors are mostly derived from natural minerals and plants, such as ochre, turquoise, Mitra, cyanine, cinnabar, rouge and so on.	regional characteristics, emphasizing contrast, gorgeous colors, brilliant effects, commonly used gold leaves. It should be especially mentioned that indigo blue is often seen in Thai murals, rarely seen in Chinese mural.
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Table 4: Comparative Study of Royal and Folk Mural Painting

	Royal Mural Painting	Folk Mural Painting
Theme	Usually painted by court painters, the subject is usually related to the royal family	The themes are usually related to farming and folklore
Religious background	It is generally associated with Buddhism and Taoism, and often features Buddhist and Taoist religious scenes and celestial figures as themes. It is intended to show the religious merits and beliefs of the royal family.	Most of them use folklore and ancestor worship as themes, and create murals to pray for good luck, good harvest and faith.
Technique/ way of expression	Traditional techniques of Chinese painting, such as freehand brushwork and color, are usually used. Artists use ink to outline horizontal and vertical lines to express the shape and texture of the object.	The expression method is direct and simple, paying more attention to the bright color and vivid image, such as painting and ink.

Summary	Delicate details and intricate colors are often used to reflect the majesty and grandeur of imperial power.	More simple, vivid and free, people express their culture and beliefs in a direct way.
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Cited: Designed by Wang Xiaobin

## 2. Result from Purpose 2

### 1) Design Direction on dummy of Nezha-Children's' Pictorial-Song Book

#### A. Child Psychology

In psychology, according to the growth and psychological characteristics of children at each stage, the age of children is divided into three stages: the first stage is the baby period from 0 to 2 years old. The second stage is the 3 to 6-year-old toddler period, which can also be the preschool period. During this period, their brain intelligence level is close to the lowest level of adults, and thinking, language, and intelligence develop very rapidly at this stage. The third stage is the school-age period from 7 to 14 years old, which is probably the elementary school stage of children. The publication of our children's Pictorial-Song Books requires targeted publishing activities based on children's developmental stages, which involves the concept of graded reading. Based on the study of child developmental psychology and the story of Nezha, the researchers target the audience of the Pictorial-Song Book at 3-6 years old for the following reasons.

Table 5: 3 to 6 years old psychological characteristics and suitable reading list

Psychological and Behavioral Characteristics	1.Can observe pictures quietly and listen to longer stories. 2.Like bright colors. 3.Can experience the different fun of imagination and real world. 4.Can remember the sentences in the story, and roughly explain the plot of the story
Suitable books	1. The story is longer and more complex. 2. Picture books with more detailed. 3. Books about family, friendship, animals, living environment, 4. Good and evil folk tales, imaginative fairy tale. 5. Books on how to solve problems related to daily life.



Designer can do like this	<p>1. Simplicity: Keep the illustrations and text simple, avoiding clutter or overwhelming detail. 2. Interactive elements: Include touch-and-feel, lift-the-flap, or pop-up features to make the book more engaging and interactive for toddlers. 3. Engaging storyline: Create a storyline or narrative that captures a child's imagination and encourages them to explore the book further. 4. Use expressive illustrations to convey emotions and engage young readers. Bright, captivating pictures can help maintain their attention and interest.</p>
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Cited: Designed by Wang Xiaobin

#### B. Storyline Confirm

Previous studies have found that stories about Nezha mainly appear in the twelfth to fourteenth time of Fengshen Yanyi. The main storyline is: Nezha's birth, Nezha's struggle with the sea and the incarnation of the lotus. These three stories also appear in the Prince Gemin poetic novel and are well known to the Thai people. So, the main storyline of Nezha Pictorial-Song Book is these three plots.

#### C. Design Direction

Through the comparative study of mural paintings in five temples in China and Thailand, the researcher decided to use traditional Chinese ink painting as the overall design method of Nezha Pictorial-Song Book. In terms of composition and color, the styles of murals in Xiamen Furui Palace and Nukitrachaborihan Chinese Shrine are selected.

At the same time, a two-dimensional code is set on each page, and children can hear music while reading the picture book. In this way, the overall style of children's picture books is livelier and more colorful, which is easier to attract children's attention and cause them to explore the story.

#### 2) Detail Design of Nezha-Childrens' Pictorial-Song Book

##### A. Character Image Setting

In the story, the main characters are Nezha, Nezha's father Li Jing, Nezha's master Taiyi Zhenren and the Dragon King. Therefore, the characters of these four people were first considered at the beginning of the design. All the characters are from the text description in Fengshen Yanyi, and the design is as follows.

Table 6: Main Character Analyze and Design

Main Character	Original Image	Character Design	Reduction
Nezha			<p>In literature Nezha is famous for his baby bib costume and weapons. So, in the character setting, Nezha holds a firepoint gun and a Qiankun circle, his feet steps on the wind-hot wheels, and Huntian Ling stay around him. He is brave and kind, smart and lively by nature, and has a sense of responsibility, so the researchers designed the characters of Nezha to be cute and lively with firm eyes.</p>
Dragon King			<p>The dragon king is generally a human figure in Chinese murals, but it is generally an animal figure in Thai murals. Researchers chose to combine the head of the dragon with the human body in the character setting, and made the seriously dragon King cute, which could make the children more acceptable.</p>



Li Jing (Nezha's Father)			<p>The character prototype of Li Jing is Vishamun, which belongs to one of the four Heavenly Kings. In Chinese mythology, he is both the god of war and the God of wealth. So, there are two styles in mural images. The researchers chose him as Nezha's father and a local army officer for the plot.</p>
Taiyi Zhenren (Nezha's Master)			<p>Taiyi Zhenren has nine dragons fire cover and fire cloud fan as his weapons, he has built a lot of achievements in the war, He is gentle and thoughtful, generally holds a dust brush in Chinese literary images, so researcher designed him as a kind old man holding a dust brush.</p>

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#### Sketching and Song Compositing

Due to the publishing industry and market of children's picture books, generally children's picture books are 24 or 32 pages, so our Nezha Pictorial-Song Book aims at 32 pages, with a total of 30 pages except the two blank pages.

Music Song-pictorial designing in 2 version as (1) Thai-Chinese theme, (2) Chinese scale-pentatonic, (3) Respect through pictorial focusing, acting and emotion, (4) There are 6 music instruments which Thai-Chinese accent verse, (5) There are the short of 7 songs phrase on simply, easily, rhyme, rhythm which different character and emotion. (a) Deva Ubatikal เทวาอุปติกาล, (b) Sra Snarn, សរសន្តាន (c) Ravee I ราวดี 1, (d) Ravee II ราวดี 2, (e) Ravee III ราวดี 3, (f) Soga - Aalai ໂສກາອາລ້ຍ (g) Suu Samai Deva ສູສມ້ຍເທວາ.



Example melody section of Ravee (Fighting)

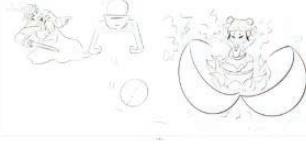


Figure 5: Image of mixing Chinese – Thai Music instruments and notation

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The following is the draft, composition and content introduction.

Table 8: Sketching and Melody of Each Page

Page/ Melody/ feeling	Sketching and Brief Introduction	Page/ Melody/ feeling	Sketching and Brief Introduction
1-2 Smart ສ່າງໝາ	 Nezha's mother Lady Yin gave birth to a meatball after three years and six months of pregnancy.	3-4 Smart ສ່າງໝາ	 He was born with a magic weapon from his mother's womb. He wore gold bracelets in his hands and red twill around his belly.
5-6 Relax ສ່າຍ່າຍ	 A celestial came, accepted Nezha as his apprentice, and presented him with the Qiankun Circle and the muddy Tianling	7-8 Relax ສ່າຍ່າຍ	 Nezha went to take a bath in the sea. He waved the muddy silk in the water and a big wave was created.



<p>9-10 Fight รบ��</p>	 <p>The big waves stirred the dragon palace to, So the dragon king ask the night fork up to see what happened. Nezha killed the night fork.</p>	<p>11-12 Fight รบ��</p>	 <p>The dragon king heard that the night fork was killed, and immediately sent the dragon three prince up to fight.</p>
<p>13-14 Sad โศกเศร้า</p>	 <p>The prince was unreasonable, and Nezha let the third prince not leave him alone many times. Nezha took out the treasure in a hurry and killed the third prince.</p>	<p>15-16 Sad โศกเศร้า</p>	 <p>When the Dragon King heard that the third prince was also dead, he was sad and angry. He changed his appearance and left the Dragon Palace</p>
<p>17-18 Fight รบ��</p>	 <p>The Dragon King found Li Jing and said that your son killed the night Fork and my third son.</p>	<p>19-20 Fight รบ��</p>	 <p>Li Jing returns to question Nezha and brings him to the Dragon King.</p>
<p>21-22 Anger โกรธ, Sad โศกเศร้า, Excite ตื่นหลง</p>	 <p>The dragon King was so angry that he and the other three dragon Kings flooded the Chentang Pass into a vast ocean.</p>	<p>23-24 Anger โกรธ, Sad โศกเศร้า, Excite ตื่นหลง</p>	 <p>The Dragon King kidnapped Nezha's father. Nezha said: I'm responsible for what I done. then he drew his sword and killed himself.</p>

25-26 Calm ສົນບ, Smart ສ່ວ່າມ, Excite ຕະຫະນກ		Taiyi Zhenren heard Nezha was dead, he went to the lotus pond and picked lotus flowers, lotus leaves and a few lotus roots.	27-28 Calm ສົນບ, Smart ສ່ວ່າມ, Excite ຕະຫະນກ		Master Taiyi Zhenren shouted, Nezha wake up. The lotus and lotus root immediately became Nezha, and he lived again.
29-30 Smart ສ່ວ່າມ, Pioneer ປະໜົມເທກ		The master gave him two more treasures, and Nezha became stronger.			

Cited: Designed by Wang Xiaobin

Colors chosen from murals, and continue to follow the form of Chinese ink painting.

Table 8: Completed Picture of Each Page



Cited: Designed by Wang Xiaobin



### C. Song Button Design

The design of the music button has an importance in children's Pictorial-Song Books. (1) They can attract and retain children's attention, (2) enhance the reading experience, (3) boost memory, and (4) stimulate their interest and love for music. Therefore, the design of the music button should be carefully considered to meet the learning and entertainment needs of children. The music button is one of the important means of grabbing children's attention. When children see cute coloring books, they become interested in the patterns in them.



Figure 6: Music button Design Cited: Designed by Wang Xiaobin

In the entire design, the researchers chose the traditional Chinese bat pattern as the creative element. Bats symbolize happiness and auspiciousness, and the word for bat in Chinese sounds the same as the word for happiness. This conveys the beautiful meaning of happiness and good fortune. Bat patterns also frequently appear in temples in China and Thailand. In terms of colors, the researchers selected the colors frequently seen in Chinese and Thai murals, which are brown, green, and yellow. When combined, these three colors create a serious and peaceful atmosphere, allowing children to immerse themselves in reading the picture book.

### D. Layout Design

Children's Pictorial-Song Book design covers the cover, spine and back cover, which reveals the core idea of the whole book, and is also the most critical factor to attract children to open the book to read. At the age of 3-6, children's visual sensory ability and image thinking ability have been greatly improved, and they have strong curiosity and imagination. Therefore, in the design, in addition to the more diversified performance of

patterns and colors, you can also try to set some suspense on the cover, trigger children's curiosity, and satisfy children's pleasure in finding and discovering. Therefore, a dynamic picture of Nezha is selected in the cover design to trigger children's association about Nezha.

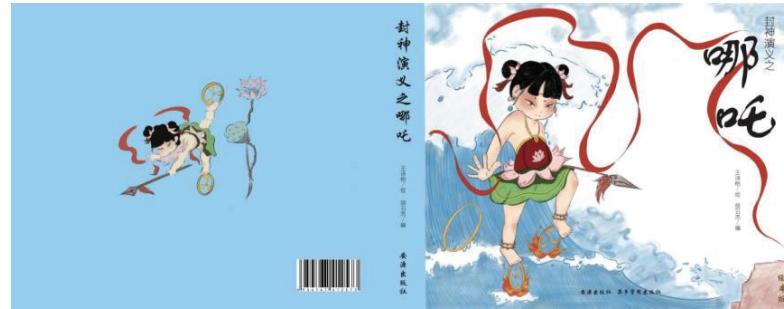


Figure 7: Cover Design of Nezha Children's Pictorial-Song Book Cited: Designed by Wang Xiaobin

The title page, generally appears after the ring lining and before the text, which mainly writes the title of the picture book, the author (translator) and the publishing unit and other basic information. Since children's picture books mainly convey information through pictures, pictures will appear from the title page of the Pictorial-Song Book, and these pictures can leave a lot of imagination for readers, so that they can produce different emotional responses. Sometimes it will tell you who is the main character of the story, sometimes it will be responsible for the prelude to the story, and it may bury a cliffhanger that becomes a key clue to the development of the text. Therefore, in addition to the title of the book, a meat ball is added on the title page, indicating that this is the beginning of the whole story and also represents the appearance of Nezha's birth.



Figure 8: Title Page Design of Nezha Children's Pictorial-Song Book Cited: Designed by Wang Xiaobin



Layout design is a process of reasonably arranging and designing visual communication elements such as pictures, characters and colors in a given folio according to the theme and content needs of children's picture books. In this Nezha children's picture book, we choose to arrange the text in the appropriate margin as far as possible without affecting the overall picture, so that the integrity of the picture will not be affected, and the text will not be difficult to read. The music button enhances the reading experience for children. When they're reading a picture book, the music button can give them a richer sensory experience, making them more immersed in the story and song. This experience stimulates their imagination and creativity, promoting the development of their interest in reading and their ability to read.



Figure 9: Layout Design of Nezha Children's Pictorial-Songl Book

Cited: Designed by Wang Xiaobin

E. Dummy of Nezha Children's Pictorial-Song Book for expertise approval and verifying



Figure 10: Assoc. Prof. Siripong Payomyam on approval Nezha Children's Pictorial-Song Book verifying

Cited: Taken photo by Xiaoqin on 23 February 2024

Association Professor Siripong Payomyam was a retirement from Silapakorn University Ajarn said that very pleasant and satisfied for the dummy of Nezha Children's Pictorial-Song Book because the reduction of Chinese-Thai mural painting clearly on the perfect cozy color and manner of artifact-remarkable from the sites of Chinese artist appearance on Thailand.

#### 6. Conclusion

This research focus on the knowledge management and aimed to conduct a field investigation on Nezha in mural paintings in Chinese and Thai temples on 5 sites and to examine the significance of Design Direction on dummy of children's Pictorial-Song Book for 3-6 years old based on compelling textual-artifacts.

1) Through the field investigation, we were able to analyze the depictions of Nezha in mural paintings and literature in both Chinese and Thai temples. This exploration provided valuable insights into the cultural and artistic interpretations of Nezha across different regions and time periods. The findings of this research contribute to a deeper understanding of the contextual influences on the portrayal of Nezha and its significance within religious and cultural contexts. At the same time, the story of Nezha can not only stimulate children's imagination and learn the healthy life values of integrity, bravery and wisdom, but also cultivate their interest and understanding of traditional Chinese culture. Education experts and painters consider Nezha's story books to be good for children's education.

2) The study on Design Direction on dummy of children's Pictorial-Song Books which verified from 4 expertise of 4 specific skillful as included 1) Chinese-Thai language and literature, 2) Thai Professor of Chinese Thai literature, 3) Thai Arts painting and 4) Children's pictorial book designing.

So, this book important for shed light on the importance of visual elements in enhancing the storytelling experience for young 3-6 years old readers. By analyzing textual-artifacts in these books, we gained a comprehensive understanding of how illustrations and design choices can enhance the narrative and engage children in the reading process.

#### Discussion

The field investigation of Nezha in mural painting-literature in Chinese and Thai temples aims to explore the depiction and significance of this mythical figure in both cultures. By closely examining the paintings and texts related to Nezha, we can gain a better under-



standing of the cultural and artistic influences behind the portrayal of this character. Additionally, the study intends to create on dummy of a children's Pictorial-Song Book for 3-6 years old together composing music buttons on 7 songs with mixed 6 Chinese-Thai music instruments with a visually captivating design, song texts emotion design based on the textual artifacts found during the investigation and design on a) main character, b) original image, c) character design and d) reduction. This Dummy of Nezha Children's Pictorial-Song Book which approval verified from 4 expertise of 4 specific skillful that complete for the publishing on the future.

### Recommendation

Based on the research purpose of field investigation of Nezha in mural painting-literature in Chinese and Thai temples, and Design Direction in children's Pictorial-Song Book from remarkable text-artifact, I would recommend focusing on the following points: 1) Prioritize collaboration: Engage with local experts, scholars, and temple authorities to gain deeper insights into the Nezha murals and literature from both Chinese and Thai perspectives. 2) Visual storytelling: Leverage the vibrant and captivating mural paintings to visually narrate the story of Nezha in the children's Pictorial-Song Book. 3) Cultural sensitivity: Strive for authenticity and cultural representation by respecting the traditions, symbols, and beliefs associated with Nezha across both Chinese and Thai cultures. 4) Adapt for target audience: Tailor the language, tone, and illustrations of the book to suit the understanding and engagement level of children.

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## Key Informants

A: Siriapha Rajatahiran, Expert in Chinese-Thai literature, April 16th, 2023, Interview

B: Lan Changlong, Ph.D. in Arts and Cultural Management, Burapha University, Expert in Chinese-Thai language and Culture, November 26th, 2023, WeChat

C: Sanya Sudlamlert, Expert in Thai mural painting, April 30th, 2023 and November 18th, 2023 Interview

D: Siripong Payomyam, Expert in children book design, February 23th, 2024, Interview.