

## **From A to K: The Children's Guide to Vitamins**

John Raymond Paran, Dr. Celia Tibayan, John Dale Martin Amon  
*Bachelor of Arts in Multimedia Arts*

### **ABSTRACT**

*Young children are taught basic knowledge about the importance of vitamins in school. However, there is so much information about vitamins that it can be overwhelming for the children to fully understand the topic and the important facts may not be retained in their memory. With this, the researcher came up with multimedia outputs that will provide visually engaging representations of the vitamins. The multimedia materials produced are an animated infomercial and activity book featuring character design of vitamin superheroes. A special event in a selected school was also held to promote the materials. The multimedia outputs were positively accepted by the students and were all rated as outstanding. The said materials can be utilized as an alternative method in teaching young children about the nutritional value of vitamins. These materials can also serve as reference to aid teachers, parents, and future researchers.*

**Keywords:** *Multimedia project, vitamins, children's book*

### **INTRODUCTION**

Young children, between ages six to nine years old, have different levels of physical and intellectual growth. Their child play is more complicated and imaginative influenced by what they perceive in their daily lives, at home, in school or in the media. Nurturing the minds and bodies of these young children are best done during the early stages of their development. They need to grow, develop proper vision, build bones, muscles, organs and to battle infections. But majority of these children are missing out on the essential nutrients that their bodies need because of poor eating habits and an unbalanced diet. Taking into consideration all these factors, the researcher came up with this study and produced an alternative teaching method using multimedia outputs that will enhance visual literacy of children about the importance of vitamins.

### **Review of Literature and Project**

Malnutrition refers to deficiencies, excesses, or imbalance of energy and nutrients. It is a universal problem that affects most of the world's population regardless of region, age, sex and economic stature as affirmed in the 2018 Global Nutrition Report.

In the Philippines, malnutrition continues to impact children's lives (Lowe, 2016). An article by Channel News Asia stated that the Department of Education warns that as many as 1.8 million Filipino children suffer from "severe malnourishment". The Food and Nutrition Research Institute has declared that around a third of schoolchildren in the Philippines are undernourished and those from the ages of 0-10 years old are the most at risk (Lowe, 2016).

UNICEF Country Representative Lotta Sylwander was quoted when she said that "it's not necessarily the lack of food that causes malnutrition in the Philippines, it's more the lack of understanding of what malnutrition looks like and what the consequences are" (Geronimo, 2018). Recognizing the perennial problem of nutrition in the country, the government has taken concrete steps in the hope of eradicating the issue of malnutrition. The Department of Education has issued Order 43, s.2011, which mandates all school officials in the regional and division be mobilized in the implementation of the school health and nutrition programs. But the reason why the problem persists is because of the lack of manpower, insufficient budget and few laws were passed to support the initiative.

The book entitled, *Body Fuel for Healthy Bodies: Vitamins and Minerals*, by Trisha Sertori (December, 2008) is an informative book which teaches children how to fuel their bodies with the right vitamins. *Who Knew Vitamins Could be Fun* written by Yael Rosenberg (January, 2014) utilizes colorful illustrations and fun rhymes which makes learning about health and good nutrition easy and enjoyable. A sweet children's book, "The Healthy Me Team" written by Netta Gerad (March 2014), is a full rhymed story about vitamins and minerals and encourages young children to eat healthy foods instead of junk food.

### Conceptual Framework

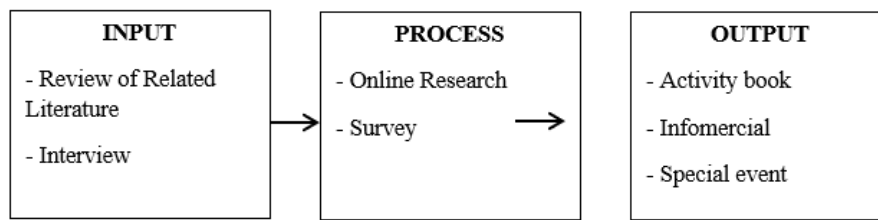


Figure 1. Conceptual Framework of the Study

Figure 1 shows that the researcher reviewed related literature and conducted an online research to gain additional information regarding vitamins which will be used to produce the multimedia outputs: (1) an activity book that contains brief but essential information about vitamins; (2) an infomercial which will feature an animated style video presentation to engage the children's attention to the lessons and; (3) a special event to promote awareness and effectiveness of the multimedia outputs.

### Objectives of the Study

This study will introduce an alternative method to teach children about vitamins. Specifically, this study aims to provide a more visually engaging representation of the different vitamins for children in the form of: a. activity book, b. infomercial; and determine the assessment of target audience or customer on the multimedia output/marketing materials in terms of: a. attractiveness, b. comprehensibility, c. Acceptability, d. self-involvement, and d. persuasion.

### METHODOLOGY

The researcher conducted both online and library research to acquire further information needed to produce the multimedia outputs. The researcher examined various samples of books that are marketed towards children to obtain ideas to create an activity book that will be both appealing and enjoyable for the children. The researcher also interviewed a pediatric medical specialist to review and verify the validity of the contents of the activity book and infomercial and to provide guidance and advice on how to make the multimedia outputs more factual. The design and concept of both outputs were created using different design pegs and software applications.

To assess the effectiveness of the multimedia outputs, a survey was conducted in a special event held at an elementary school for a sampling of 15 selected children from grades one to three.

## **Product Design and Marketing**

Three multimedia outputs were produced to serve as educational tools to help the children discover and learn new and interesting facts about the essential vitamins: an activity book, an infomercial and special event.

The front cover design of the activity book featured a digitally-made drawing of a group of vitamin superheroes in attractive colors. The inside pages of the book are filled with fun puzzles, mazes, riddles and other activities. The contents of the activity book will help the children improve their vocabulary and linguistic abilities, problem solving skills while expanding their imagination and creativity. The fonts used for the activity book are the Project Paintball, Helvetihand and Badaboom BB.

The infomercial was done in animation format with a catchy background music, reminding children about the importance of having healthy habits and why they need the essential vitamins for their bodies. It is a 3 minutes and 4 seconds long video presentation. The Odin Rounded font was used for the infomercial.

The special event, held in a public elementary school, showcased the multimedia outputs. The color palettes used in all the multimedia outputs are the colors of the different fruits and vegetables that are rich in vitamins. The following are the multimedia outputs produced by the researcher:

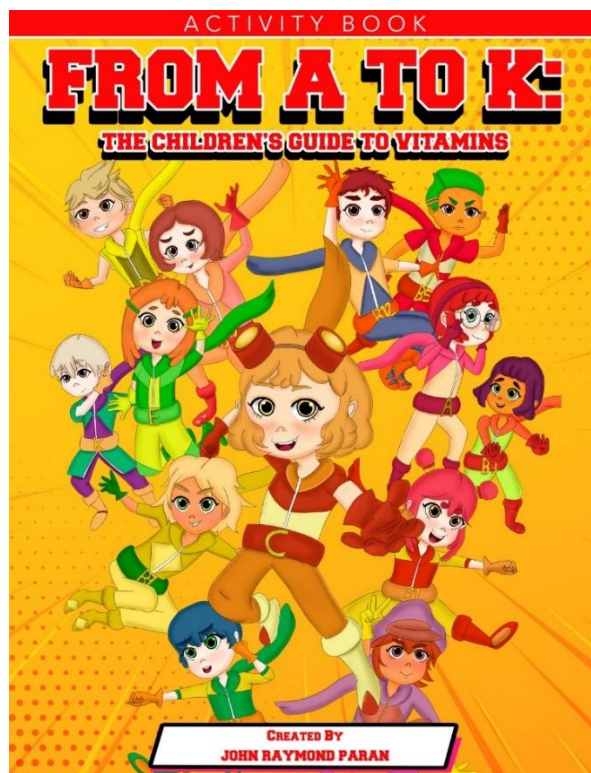


Figure 2. Figure 2. Final Cover Design for Activity Book



Figure 3. Screenshot from the Infomercial



Figure 4. Photo from the Special Event

## **RESULTS AND DISCUSSIONS**

### **Assessment of Activity Book, Infomercial, and Special Event**

Table 1 shows the overall assessment of the activity book. Results show that the activity book is effective in terms of persuasion and acceptability, which both obtained the highest weighted mean of 4.0; followed by self-involvement with 3.96; comprehensibility with 3.87; and attractiveness with 3.83. The respondents assessed the activity book as outstanding with an overall weighted mean of 3.93.

Table 1. Overall assessment of the activity book

Components	Weigheted Mean	Verbal Interpretation	Ranking
Persuasion	4.00	Outstanding	1.5
Acceptability	4.00	Outstanding	1.5
Self-involvement	3.96	Outstanding	3
Comprehensability	3.87	Outstanding	4
Attractiveness	3.83	Outstanding	5
Composite Mean	3.93	Outstanding	

*Legend: 3.26 – 4.00 Outstanding (O); 2.51 – 3.25 Satisfactory (S); 1.76 – 2.50 Fair (F); 1.00 – 1.75 Needs Improvement (NI)*

Table 2 shows that the infomercial was rated by the respondents overall as outstanding with a weighted mean of 3.94. The infomercial is assessed to be effective in terms of persuasion and acceptability which both obtained the highest weighted mean of 4.0; followed by self-involvement with 3.96; comprehensibility with 3.89; and attractiveness with 3.88.

Table 2. Overall assessment of the infomercial

Components	Weigheted Mean	Verbal Interpretation	Ranking
Persuasion	4.00	Outstanding	1.5
Acceptability	4.00	Outstanding	1.5
Self-involvement	3.96	Outstanding	3
Comprehensability	3.89	Outstanding	4
Attractiveness	3.88	Outstanding	5
Composite Mean	3.94	Outstanding	

*Legend: 3.26 – 4.00 Outstanding (O); 2.51 – 3.25 Satisfactory (S); 1.76 – 2.50 Fair (F); 1.00 – 1.75 Needs Improvement (NI)*

Table 3 shows that the special event is rated as outstanding with an overall weighted mean of 3.98. The special event is assessed by the respondents as effective in terms of attractiveness, persuasion, acceptability and self-involvement, all of which obtained an assessment of 4.0; followed by comprehensibility with 3.93.

Table 3. Overall assessment of the special event

Components	Weigheted Mean	Verbal Interpretation	Ranking
Persuasion	4.00	Outstanding	2.5
Acceptability	4.00	Outstanding	2.5
Self-involvement	4.00	Outstanding	2.5
Comprehensability	4.00	Outstanding	2.5
Attractiveness	3.93	Outstanding	5
Composite Mean	3.98	Outstanding	

*Legend: 3.26 – 4.00 Outstanding (O); 2.51 – 3.25 Satisfactory (S); 1.76 – 2.50 Fair (F); 1.00 – 1.75 Needs Improvement (NI)*

## CONCLUSIONS

The researcher was able to provide a more visually engaging representation of the different vitamins for children from grades level one to three through the project “From A to K: The children’s guide to vitamins”. The multimedia outputs produced by the researcher about vitamins and their importance were all positively assessed and accepted by the children.

The results of the gathered data showed that the children find the activity book as outstanding in terms of persuasion acceptability, self-involvement, comprehensibility and

attractiveness. The children rated the infomercial as outstanding in terms of persuasion, acceptability, self-involvement, comprehensibility and attractiveness. The special event, on the other hand, is ranked by the children as outstanding in terms of attractiveness, persuasion, acceptability, self-involvement and comprehensibility.

The researcher's concept to incorporate the design of superheroes, as representations of the 13 essential vitamins in the activity book, the colorful and animated images used in the infomercial and the launching of the special event to showcase the multimedia outputs, proved to be the vital factors in the successful product testing.

## **Recommendations**

The activity book can be used as an alternative learning medium by teachers and parents of elementary students. The activity book can be further developed by adding new and updated information about vitamins that are written in simple language so that the children will easily understand its content. Quizzes and other activities can also be added and/or revised as needed to make it visually appealing and attractive.

The infomercial served as a marketing tool to showcase the activity book. While the activity book focuses on the "Vita-Squad" superheroes and other fun activities, the infomercial shows the basic facts about vitamins and why they are important to the body. The infomercial can be improved by using simple language and larger texts so that the children can easily read what is on the screen. It can also be enhanced by making the duration of the video much longer so that more information about vitamins can be included.

For future researchers who intend to further develop the study, they can use this project as a reference and later on may utilize this as a promotional tool to be used by the medical industry, such as pharmaceutical companies, to endorse their products for children.

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