Illustrating Coi Nguon: A Children's Comic Based on the Chu Cuoi Folktale

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***Abstract*—This undergraduate design project turns the Vietnamese Chu Cuoi folktale into an illustrated children's comic titled Coi Nguon. The student studies the story, folk visual motifs, color meanings, and children's visual reception before developing characters, settings, page compositions, and a consistent illustration style. The manuscript shows a completed comic and presentation mockups including a cover, poster, bookmark, keychain, and desk calendar. Its visual language combines contemporary character treatment with references to Vietnamese folk art. The source documents design decisions and finished artifacts, but does not contain a reader-comprehension study, production audit, or evidence of circulation. This summary treats the comic and associated graphic materials as the project outcome and keeps claims about cultural impact or audience appeal as design intentions rather than measured effects.**

***Index Terms*—children's comic, Chu Cuoi, Vietnamese folklore, illustration, visual storytelling**

I. Introduction

A familiar folktale can be adapted for young readers through sequential images, expressive characters, and legible pacing. This project asks how Chu Cuoi can become a contemporary children's comic while retaining recognizable Vietnamese cultural cues. The evidence is the design process and resulting artifacts, not a market or classroom experiment [1]. Earlier ICTU undergraduate theses on related topics provide context [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography.

II. Methods

The student analyzes the source narrative and characters, collects examples of folk motifs and children's illustration, studies color and composition, then develops sketches and a visual system. The report documents character design, spatial scenes, page layouts, and supporting applications. The design moves from narrative research to a completed illustrated comic and mockups. It does not describe a sampled usability test or controlled comparison of visual styles [1].

III. Results

The thesis presents a completed Coi Nguon comic and a coherent set of related graphics. Its figures show the main characters, cover, poster, bookmark, keychain, and desk-calendar applications. The pages use contemporary illustration alongside folk-inspired forms and colors. These outputs demonstrate a designed visual narrative; they do not establish how children interpret the story or whether the printed materials were manufactured at scale [1].

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IV. Discussion

Cultural adaptation depends on recognizable motifs, age-appropriate reading flow, and a consistent visual hierarchy. The project shows an integrated artistic direction, but audience reception is not documented. A later stage could test page comprehension with children, check readability at printed size, review cultural details with specialists, and evaluate production specifications. Earlier ICTU visual-identity projects provide related design context [1].

V. Conclusion

Coi Nguon is a completed student illustration concept that reworks the Chu Cuoi story into a children's comic and supporting graphics. The manuscript provides a substantial record of concept, character, and layout development. Reader response and publication outcomes remain to be evaluated [1].

References

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