

Design Process



Research

Understand context and visual goals.



Creation

Develop layout and graphic elements.



Ideation

Explore concepts and visual direction.



Final Outcome

Finalize assets and prepare for final output.





Design Brief

This book explores the lasting appeal of Winnie the Pooh through stories and analysis of its films. Combining childhood nostalgia with adult insight, it invites readers to rediscover the warmth and depth of the original tales and their adaptations.

Design Goal

To bridge the inner child and the grown-up world through imagery that speaks to both—inviting reflection, warmth, and imagination.

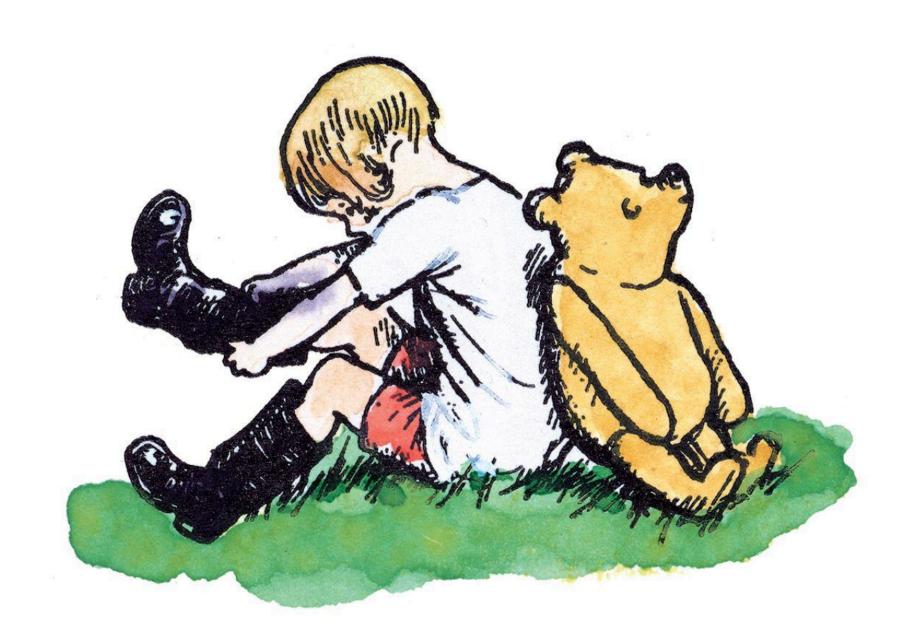


Research

Topic Choice
Understand Context



I chose Winnie the Pooh as the top of this book design project because the 2018 Christopher Robin film deeply moved me. It reminded me how easily we lose touch with the sincerity, joy, and imagination of childhood as we grow up. Through this project, I want to revisit that emotional space—where simple things mattered—and explore how a familiar childhood figure can still speak to adult struggles with time, identity, and what truly matters.







Museum or Gallery Merchandise

Sold as a keepsake in exhibitions focused on childhood, illustration, or animation history—offering deeper narrative context to visitors.

Gift Book for Cross-Generational Readers

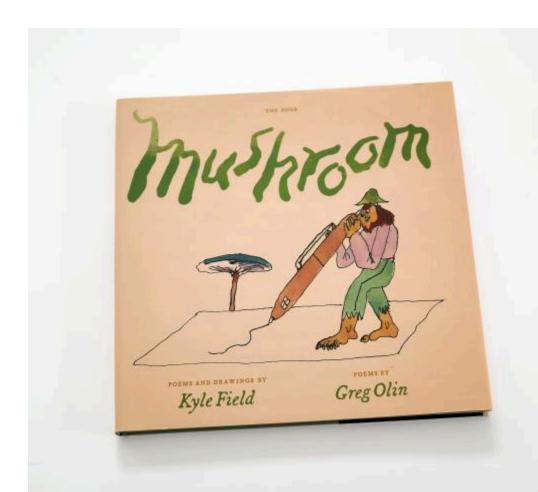
A thoughtful gift that connects parents and children—inviting adults to revisit childhood memories while introducing kids to timeless stories.

Bookstore Feature for Themed Displays

Included in special displays for nostalgia, animation, or classic children's literature, appealing to both casual readers and collectors.



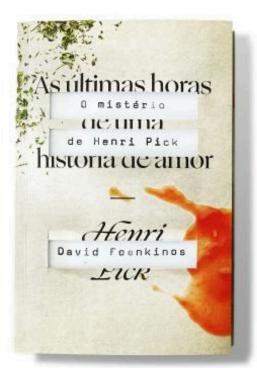








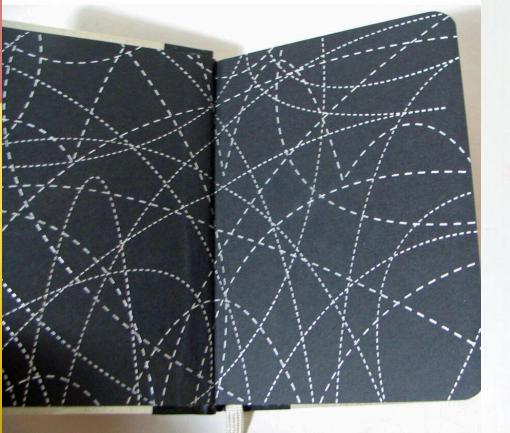


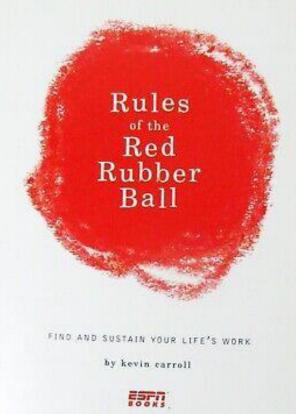




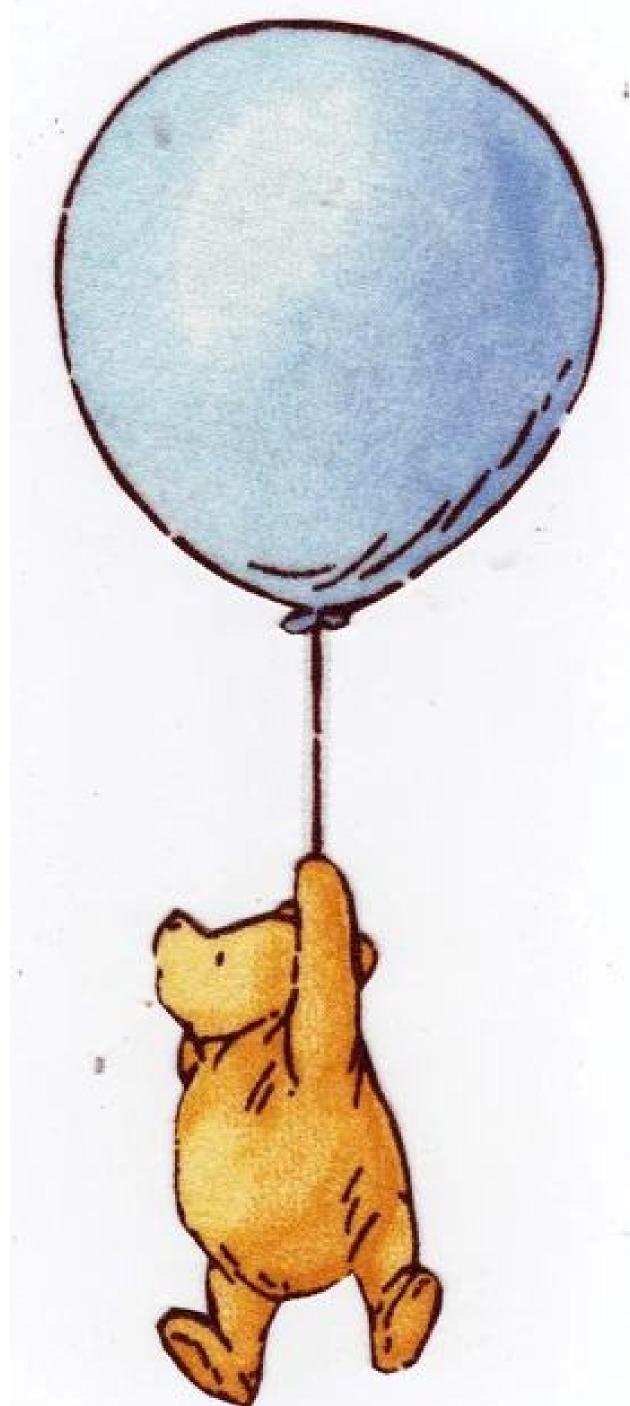






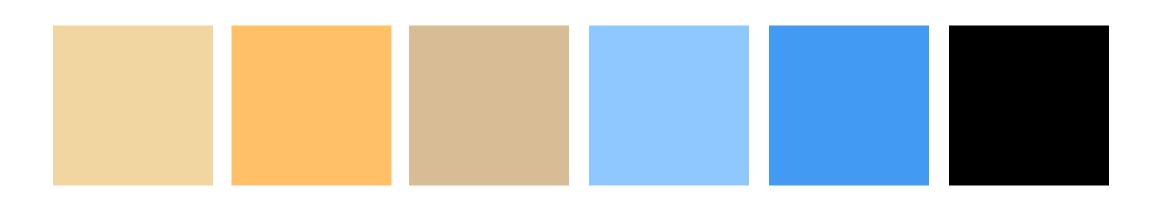






Concept Research

Inspired by the warmth and simplicity of Winnie the Pooh's world, this project adopts a gentle yet cheerful color palette. Soft wood tones, sunny yellows, playful oranges, and light sky blues reflect the nostalgic charm of childhood and the story's natural setting. These colors, combined with friendly, rounded typography, create a calm and welcoming atmosphere—echoing the emotional comfort and quiet joy found in Pooh's timeless adventures.

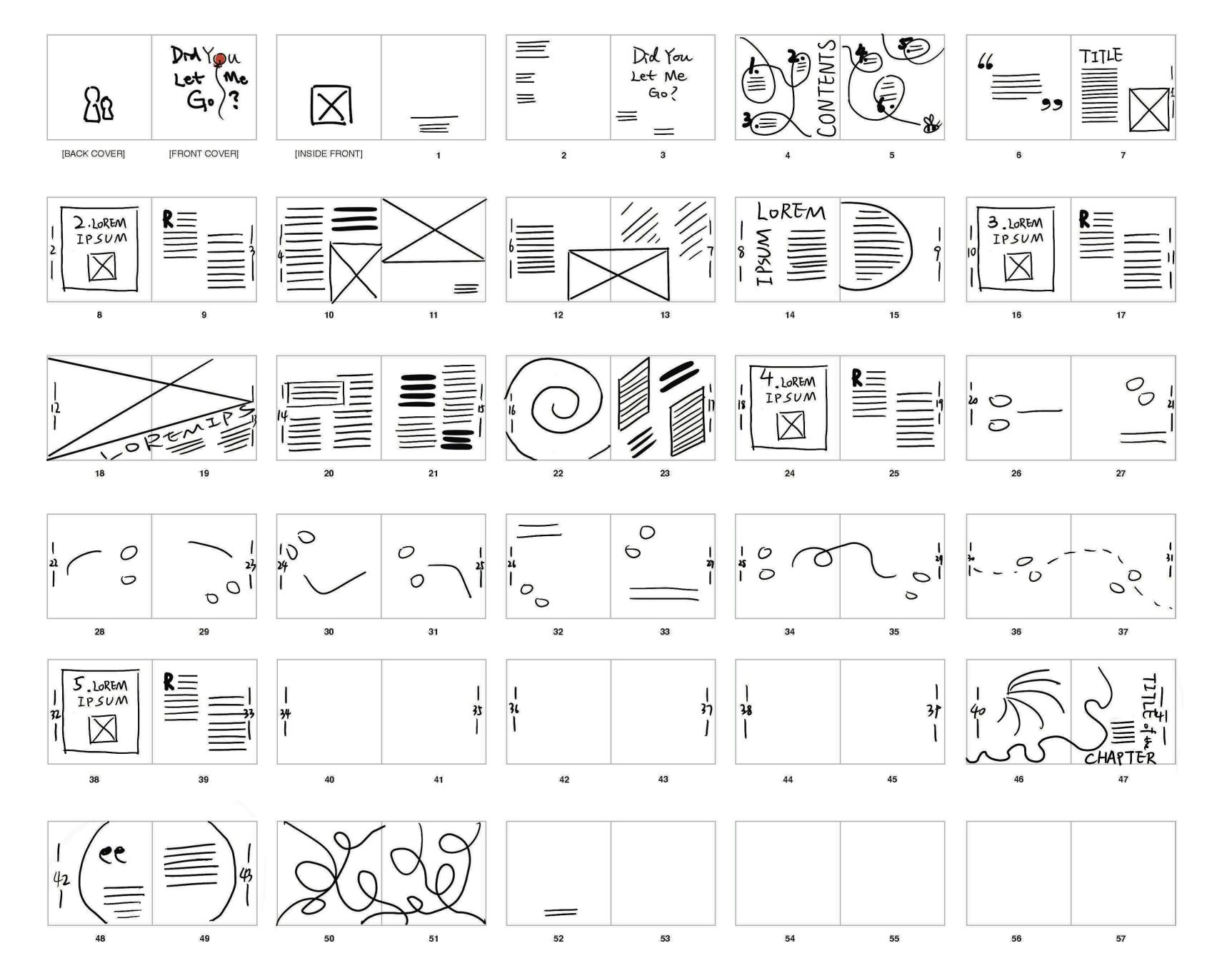


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Concept Sketches

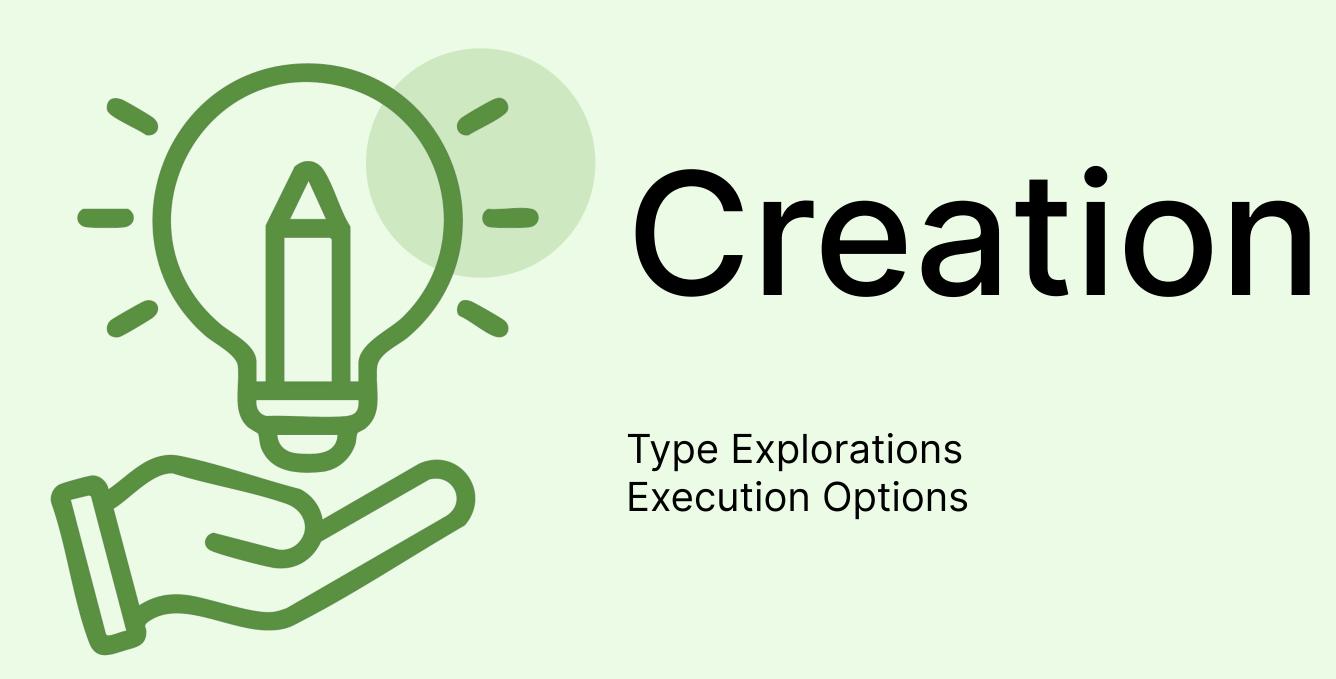
Early-stage Sketches

This phase investigates layout strategies that balance visual rhythm and narrative clarity, with an emphasis on playful expression.



Secondary Sketches

After finalizing the book size, the secondary sketches refine layout details such as page structure and text placement.



Type Explorations **Execution Options**



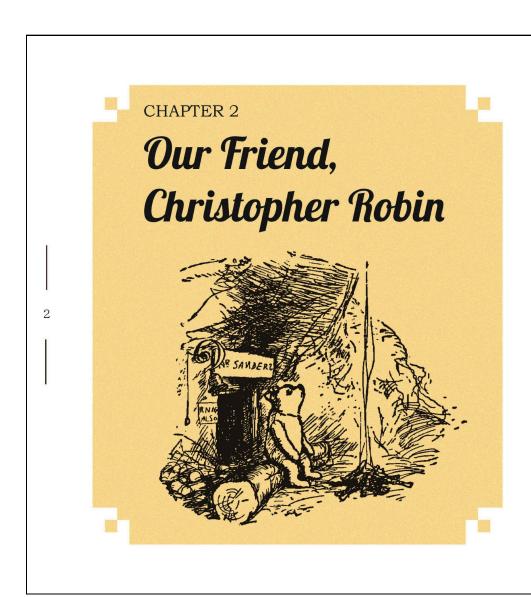


Winnie the Pooh, a beloved bear created by A.A. Milne, has enchanted generations with his timeless charm. This lovable bear, along with his friends in the Hundred Acre Wood, embodies the simplicity and joy of childhood. Pooh's adventures, filled with honey pots and heartwarming friendships, remind us of the beauty in life's simple pleasures. The endearing tales not only entertain but also impart valuable life lessons about friendship, kindness, and the importance of embracing the wonder of nature. Winnie the Pooh's enduring appeal lies in his ability to transport readers to a world where imagination and nature intertwine, leaving a lasting legacy in the hearts of both young and old.

BIZ UDPMincho Regular

Type Choice

The type choice evokes a classic, storybook feel with its serif elegance and gentle curves, aligning well with the nostalgic and literary theme of the book. It reinforces the timeless charm of Winnie the Pooh while maintaining a sense of warmth, simplicity, and narrative clarity.



Good morning, Winnie-the-Pooh.

"Oh, help!" said Pooh, as he dropped ten

"You see, what I meant to do," he explained, as he turned head-over-heels, and crashed on to another branch thirty feet below, "what I meant to do—" "Of course, it was rather—" he admitted, as he slithered very quickly through

he said good-bye to the last branch, spun

round three times, and flew gracefully into a gorse-bush, "it all comes of liking

son he thought of was Christopher Robin

feet on the branch below him. "If only I hadn't—" he said, as he bounced twenty feet on to the next

the next six branches.

honey so much. Oh, help!"

He crawled out of the gorse-bush. brushed the prickles from his nose, and began to think again. And the first per-

He climbed and he climbed and he climbed, and as he climbed he sang a little song to himself. It went like this:

only reason for making honey is so as

I can eat it." So he began to climb the

How a bear likes honey? Buzz! Buzz! Buzz! I wonder why he does? Then he climbed a little further ... and a little further ... and then just a little further. By that time he had thought of another song.

the forest, and in the middle of this place were Bees,
They'd build their nests at the bottom of

And that being so (if the Bees were Winnie-the-Pooh sat down at the foot of the tree, put his head between his paws the tree, put his head between his paws stairs.

He was getting rather tired by this time, so that is why he sang a Complaining Song. He was nearly there now, and if he just stood on that branch \cdots

Then he thought another long time, and said: "And the only reason for being a bee that I know of is making honey." And then he got up, and said: "And the

nce upon a time, a very long

Winnie-the-Pooh lived in a

forest all by himself under the name of

One day when he was out walking, he

First of all he said to himself: "That buzzing-noise means something. You

don't get a buzzing-noise like that, just buzzing and buzzing, without its meaning something. If there's a buzzing-noise, somebody's making a buzzing-noise, and

the only reason for making a buzzing-

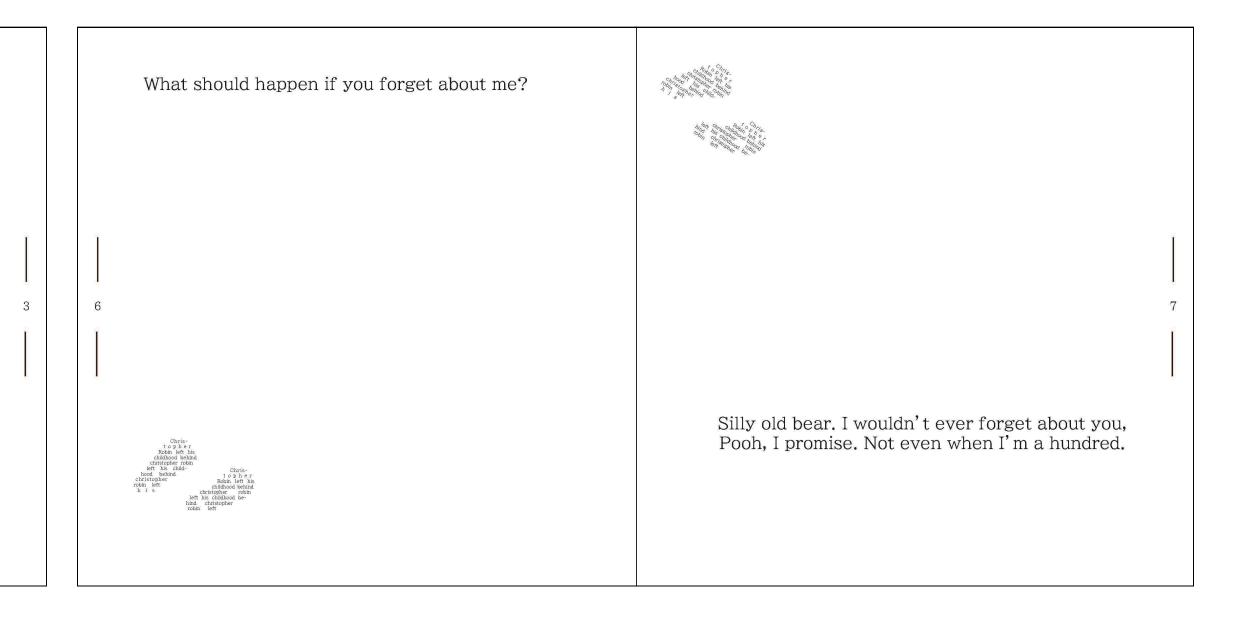
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came to an open place in the middle of

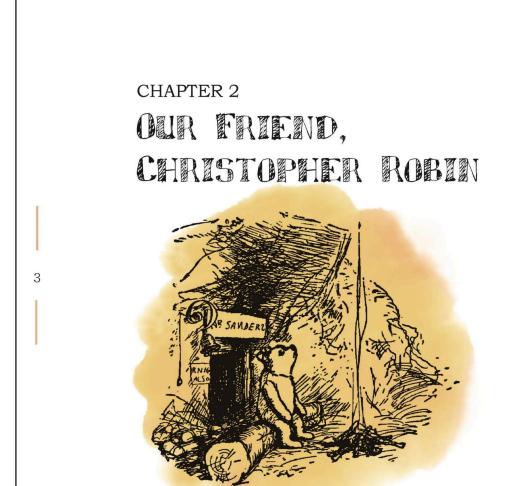
time ago now, about last Friday,

friend Christopher Robin, who lived behind a greed door in another part of the forest. "Good morning, Christopher Robin," he said. "Yes, I just said to myself coming along: 'I wonder if Christopher Robin has such a thing as a balloon about him?' I just said it to myself, thinking of balloons, and wondering." Winnie-the-Pooh looked round to see that nobody was listening, put his paw to his mouth, and said in a deep whisper: "Honey!" at the house of your friend Piglet, and you had balloons at the party. You had had a big green balloon; and one of Rabbit's relations had had a big blue one, and had left it behind, being really too young to go to a party at all; and so you had brought the green one and the blue one home with you.



First Draft

Based on sketches, I explored the basic layout of images and texts.



There was another little silence, and then "I wish you would bring it out here, and

walk up and down with it, and look up at

me every now and then, and say 'Tut-tut, it looks like rain.' I think, if you did that,

it would help the deception which we are

Well, you laughed to yourself, "Silly old

Bear!" but you didn't say it aloud because you were so fond of him, and you went

"Oh, there you are!" called down Winniethe-Pooh, as soon as you got back to the

tree. "I was beginning to get anxious. I have discovered that the bees are now

"Shall I put my umbrella up?" you said.

"Yes, but wait a moment. We must be

Queen Bee from down there?"

practical. The important bee to deceive is

the Queen Bee. Can you see which is the

practising on these bees."

home for your umbrella.

definitely Suspicious."

"What sort of thing?"

they're suspicious!"

their honey."

"I don't know. But something tells me that

"Perhaps they think that you're after

"It may be that. You never can tell with

"Have you an umbrella in your house?"

he called down to you again.

"Christopher Robin!"

"Yes?"

"I think so."

nce upon a time, a very long time ago now, about last Friday, Winnie-the-Pooh lived in a forest all by himself under the name

One day when he was out walking, he came to an open place in the middle of the forest, and in the middle of this place \quad a little further \cdots and then just a little was a large oak-tree, and, from the top of further. By that time he had thought of the tree, there came a loud buzzing-noise. another song.

Winnie-the-Pooh sat down at the foot of $\hfill \hfill \h$ the tree, put his head between his paws and began to think.

First of all he said to himself: "That buzzing-noise means something. You don't get a buzzing-noise like that, just buzzing and buzzing, without its meaning stairs. something. If there's a buzzing-noise, somebody's making a buzzing-noise, and the only reason for making a buzzingnoise that I know of is because you're a just stood on that branch ...

Then he thought another long time, and said: "And the only reason for being a bee that I know of is making honey." And then he got up, and said: "And the only reason for making honey is so as I can eat it." So he began to climb the tree.

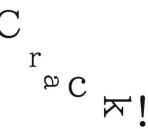
He climbed and he climbed and he climbed, and as he climbed he sang a little song to himself. It went like this:

Buzz! Buzz! Buzz! I wonder why he does? Then he climbed a little further ... and

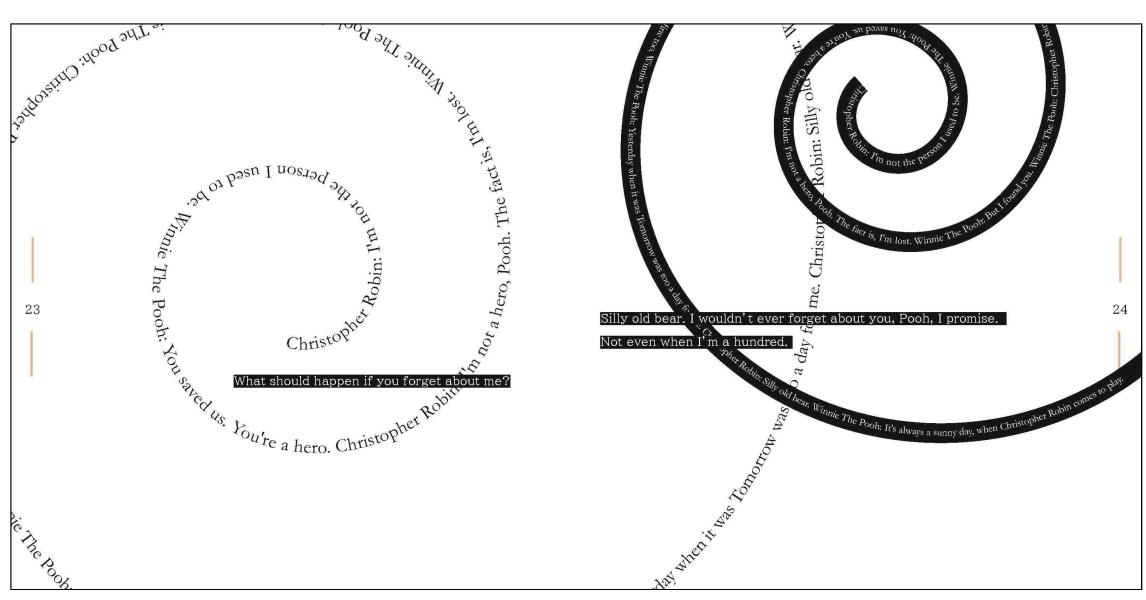
They'd build their nests at the bottom of

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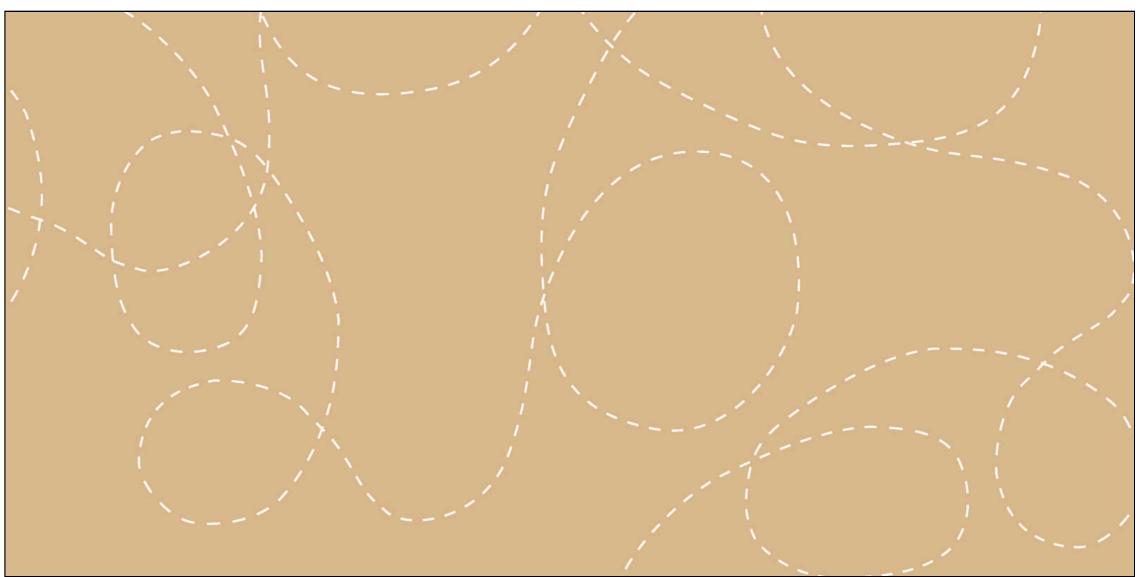
Second Draft

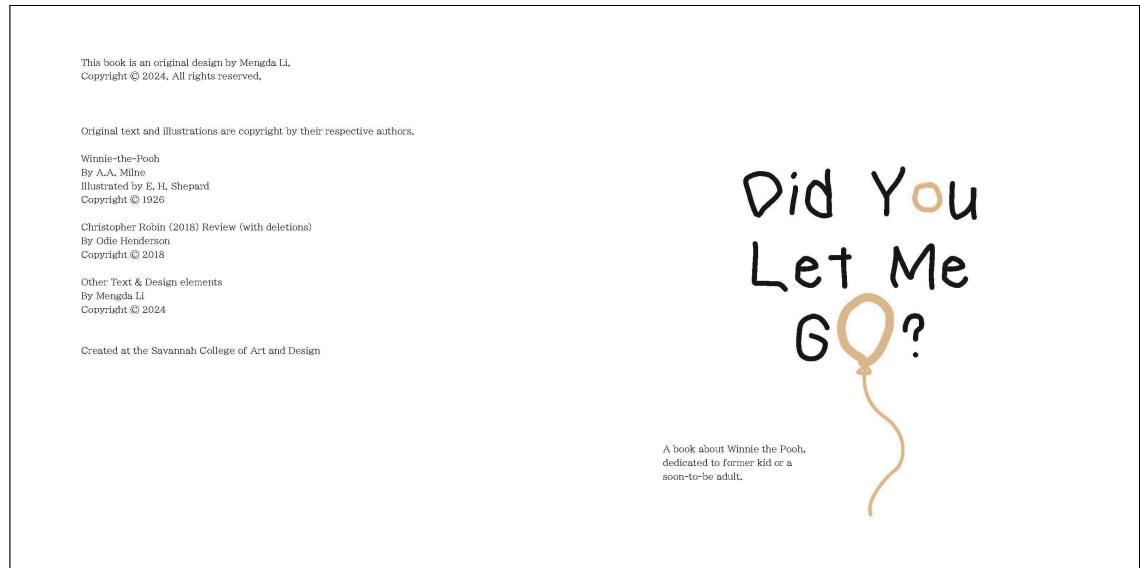
Further refinements broke away from rigid initial structures, bringing more energy and variety to the overall layout.

Amanda Li

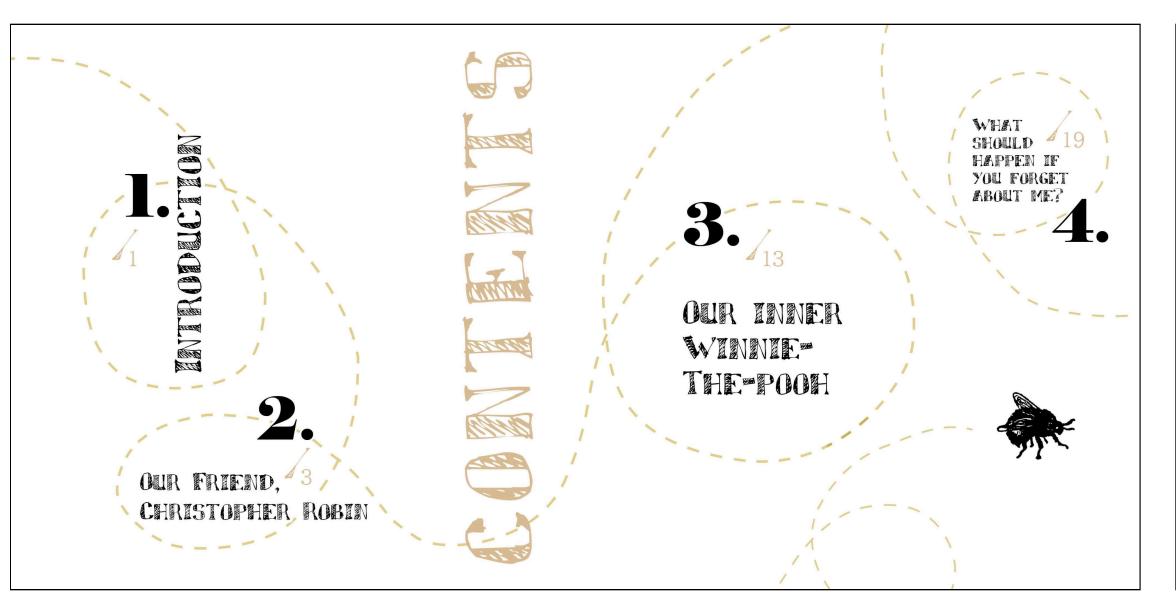
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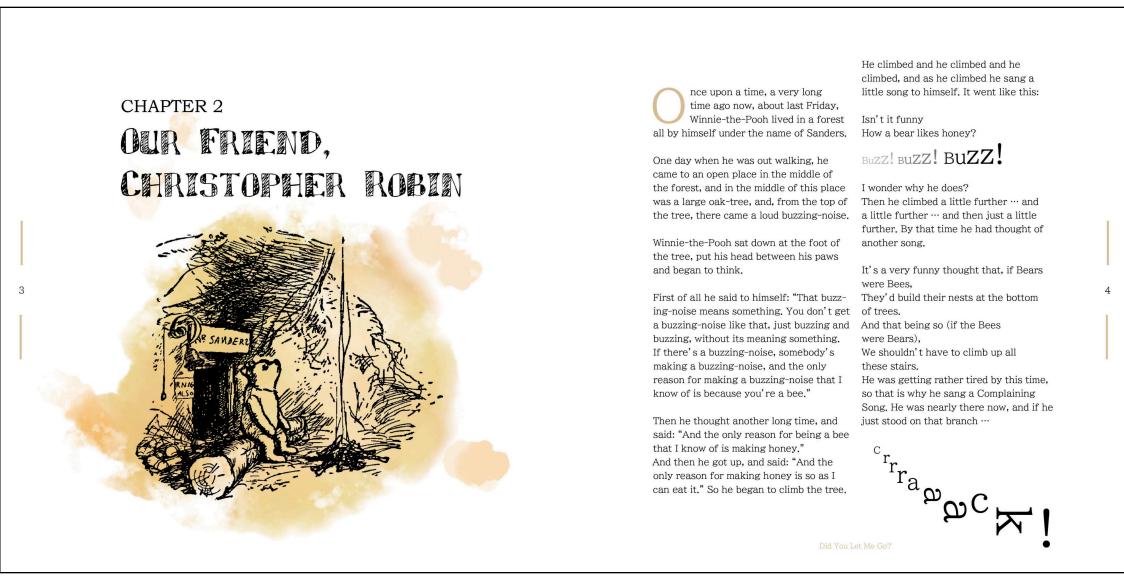




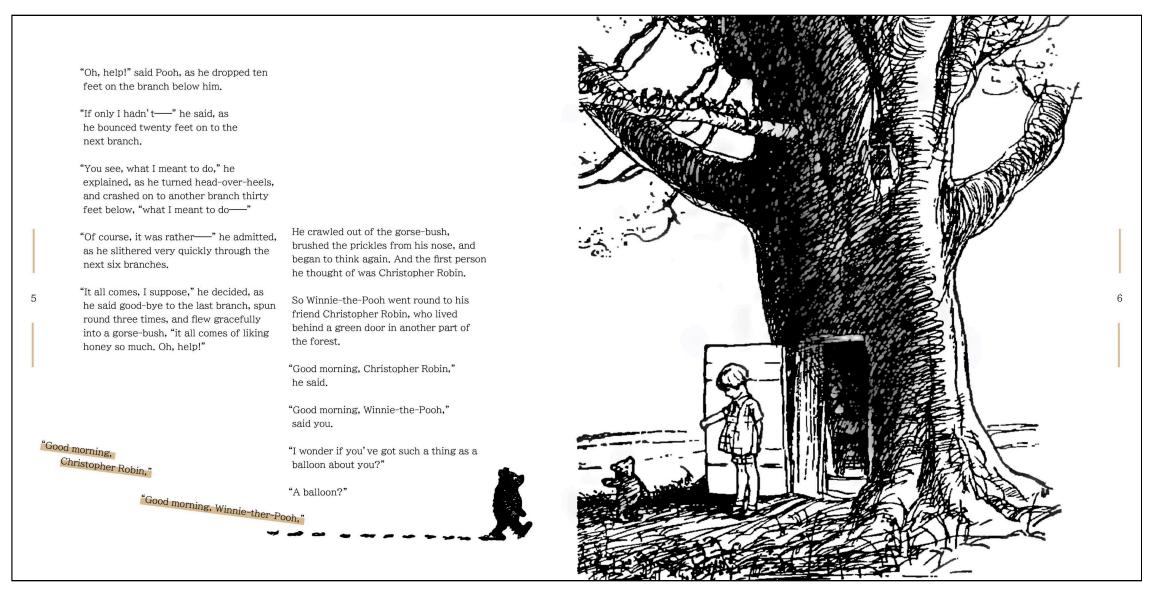


Final Draft (Excerpt)









"Yes, I just said to myself coming along:

said it to myself, thinking of balloons, and wondering." "What do you want a balloon for?"

'I wonder if Christopher Robin has such

a thing as a balloon about him?' I just

Winnie-the-Pooh looked round to see that nobody was listening, put his paw to his mouth, and said in a deep whisper: "Honey!"

"But you don't get honey with balloons!"

"I do," said Pooh.

you said.

Well, it just happened that you had been to a party the day before at the house of your friend Piglet, and you had balloons at the party. You had had a big green balloon; and one of Rabbit's relations had had a big blue one, and had left it behind, being really too young to go to a party at all; and so you had brought the green one and the blue one home with you.

"Which one would you like?" you asked Pooh.

He put his head between his paws and thought very carefully.

"It's like this," he said. "When you go after honey with a balloon, the great thing is not to let the bees know you're coming. Now, if you have a green balloon, they might think you were only part of the tree, and not notice you, and, if you have a blue balloon, they might think you were only part of the sky, and not notice you, and the question is: Which is most likely?"

"Wouldn't they notice you underneath the balloon?" you asked.

"They might or they might not," said Winnie-the-Pooh. "You never can tell with bees." He thought for a moment and said: "I shall try to look like a small black cloud. That will deceive them."



balloon, and you took your gun with you, just in case, as you always did, and Winnie-the-Pooh went to a very muddy place that he knew of, and rolled and rolled until he was black all over; and then, when the balloon was blown up as big as big, and you and Pooh were both holding on to the string, you let go suddenly, and Pooh Bear floated gracefully up into the sky, and stayed there—level with the top of the tree and about twenty feet away from it.

"Hooray!" you shouted. "Isn't that fine?" shouted Winnie-the-Pooh down to you. "What do I look like?"

"You look like a Bear holding on to a balloon," you said.





Well, you both went out with the blue

"Not," said Pooh anxiously, "—not like a small black cloud in a blue sky?"

"Not very much."

O

"Ah, well, perhaps from up here it looks different. And, as I say, you never can tell

There was no wind to blow him nearer to the tree, so there he stayed. He could see the honey, he could smell the honey, but he couldn't quite reach the honey.

After a little while he called down to you.

"Christopher Robin!" he said in a loud whisper.

"Hallo!"

"I think the bees suspect something!"

The bees were still buzzing as suspiciously as ever. Some of them, indeed, left their nests and flew all round the cloud as it began the second verse of this song, and one bee sat down on the nose of the cloud for a moment, and then got up again. "Christopher—ow!—Robin," called out

the cloud.

"I have just been thinking, and I have come to a very important decision. These are the wrong sort of bees."

"Are they?"

"Quite the wrong sort. So I should think they would make the wrong sort of honey, shouldn't you?"

"Would they?"

"Yes. So I think I shall come down."

"How?" asked you.

Winnie-the-Pooh hadn't thought about this. If he let go of the string, he would fall—bump—and he didn't like the idea of that. So he thought for a long time, and then he said:



"Christopher Robin, you must shoot the balloon with your gun. Have you got

"Of course I have," you said. "But if I do that, it will spoil the balloon," you said.

"But if you don't," said Pooh, "I shall have to let go, and that would spoil me."

When he put it like this, you saw how it was, and you aimed very carefully at the balloon, and fired.

"Ow!" said Pooh.

"Did I miss?" you asked.

"You didn't exactly miss," said Pooh, "but you missed the balloon."

"I'm so sorry," you said, and you fired again, and this time you hit the balloon, and the air came slowly out, and Winniethe-Pooh floated down to the ground.

But his arms were so stiff from holding on to the string of the balloon all that time that they stayed up straight in the air for more than a week, and whenever a fly came and settled on his nose he had to blow it off. And I think—but I am not sure — that that is why he was always called Pooh.

"What sort of thing?"

"I don't know. But something tells me that they're suspicious!"

"Perhaps they think that you're after their honey."

"It may be that. You never can tell with bees."

There was another little silence, and then he called down to you again.

"Have you an umbrella in your house?"

"Christopher Robin!"

"I think so."

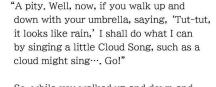
"I wish you would bring it out here, and walk up and down with it, and look up at me every now and then, and say 'Tut-tut, it looks like rain.' I think, if you did that, it would help the deception which we are practising on these bees."

Well, you laughed to yourself, "Silly old Bear!" but you didn't say it aloud because you were so fond of him, and you went home for your umbrella.

"Oh, there you are!" called down Winniethe-Pooh, as soon as you got back to the tree. "I was beginning to get anxious. I have discovered that the bees are now definitely Suspicious."

"Shall I put my umbrella up?" you said.

"Yes, but wait a moment. We must be practical. The important bee to deceive is the Queen Bee. Can you see which is the Queen Bee from down there?"



So, while you walked up and down and wondered if it would rain, Winnie-the-Pooh sang this song:

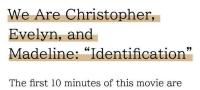


Floating in the BLUE! Every little cloud Always sings aloud.

"How sweet to be a Cloud Floating in the Blue!"

It makes him very proud

To be a little cloud.



tough - we see Christopher Robin as the young boy we remember, our memories about his adventures are unlocked and we feel that nice lift to our mood. But very quickly, he bids farewell to his family of felt animals and suits up to hazard the dangers of boarding school, family loss, active duty in war, and developing a career – all in a flash. As we see him grow we cannot help but think about ourselves - all of our traumas and woes that have piled up since elementary school. Seeing Christopher Robin grow into Mr. Robin, to see a timeless character affected by the sorrows of age that we've also experienced, fills us with a strange sense of mourning for childhood - his and ours.

that loved one who seemed disconnected from us or even themselves, just out of reach when we really needed the

We might remember what it was like to be Madeline, Christopher's daughter. We remember the sting of loneliness or neglect as a child when someone we admired never seemed to have time for us. We might also remember how badly we tried to make them proud for very little in return.

We might also have felt like Evelyn at times in our relationships. We try to be understanding, but we have grown unsure. scared, or even frustrated over miscommunications or lack of consideration.

We see Christopher's confusion and disconnection from the needs of his family with a sympathetic lens when we identify with him, we think through the puzzles that are our own personal relationships (or our complicated childhoods from which we are all still recovering) as we watch him and his family.

What's very healing is that when someone in the Robin family is upset or distant in this movie, none of them are villains. Instead we identify with each of is very important. them as confused and loving people who are trying their best, but are suffering from dashed hopes or are clouded by fear. just a moment I just want to share a quote Identifying with the Robin family helps us understand and maybe reconcile some who has helped thousands find peace in of the pain we feel in our current family relationships. We might feel neglected, scared, or misunderstood, but this movie



gently reminds us that our loved ones are struggling, too. We are inspired by the Robin family's journey to live as they learn to - with playfulness, patience, and consideration.

The Prescription of "Nothing" + "Play"

This film and the entire philosophy behind Winnie the Pooh is that "nothing" is definitely "something" and that something

Stepping away from Media Psychology for from the Buddhist monk, Thich Nhat Hanh, their daily lives through the practice of

"My path is the path of stopping, the path of enjoying the present moment. It is a path where every step brings me back to my true home. It is a path that leads nowhere. I am on my way home. I arrive at every step."

- Thich Naht Hanh

(from the book 'I Have Arrived, I Am Home: Celebrating 20 Years of Plum Village Life')

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(Pooh was very close with his strangely profound, "I always get to where I'm going by walking away from where I've been.")

The idea of stopping - of doing "nothing" is very important. In our society, we rarely hear about the value of rest and mindfulness so to hear it so celebrated here is important - especially since one of the main demographics intended for this film are adults, most of whom (by the \quad sense that Christopher only became grace of being an adult) desperately need recognizable again to his friends once he

With all this in mind it makes perfect

remembered how to play. It would also

serve us well to do some nothing for a little bit, play around a little to replenish

our spirits, and re-introduce ourselves to

Through tenderness we are inspired to

of ourselves in new ways. Christopher

reminders of what happens when we

forget our inner child. The things and

people we love gather dust waiting for us

to return to them, but we've just been too

busy to see how the years have tattered

their edges (or how raggedy we've gotten, too). The stress and fear have piled up and made us scared and maybe a little short-tempered. Before we knew it,

Robin is a collection of heart-wrenching

practice self-compassion and to take care

Additionally, we see an awful lot of healing in this film through "play".

This film is a firm advocate of rest; encouraging us to do nothing for a while. It tell us that it is good to not always have a plan for every minute. This can be very healing; to not always have to justify or compensate every moment of rest but to see "nothing" as a valuable way to pass some time.

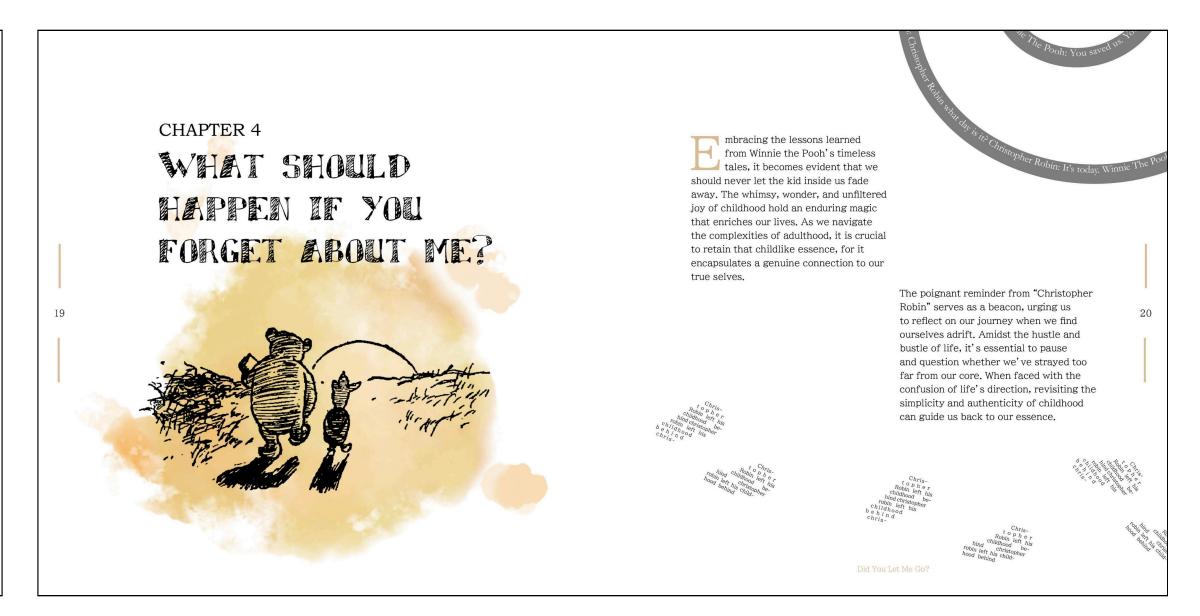
as a child.

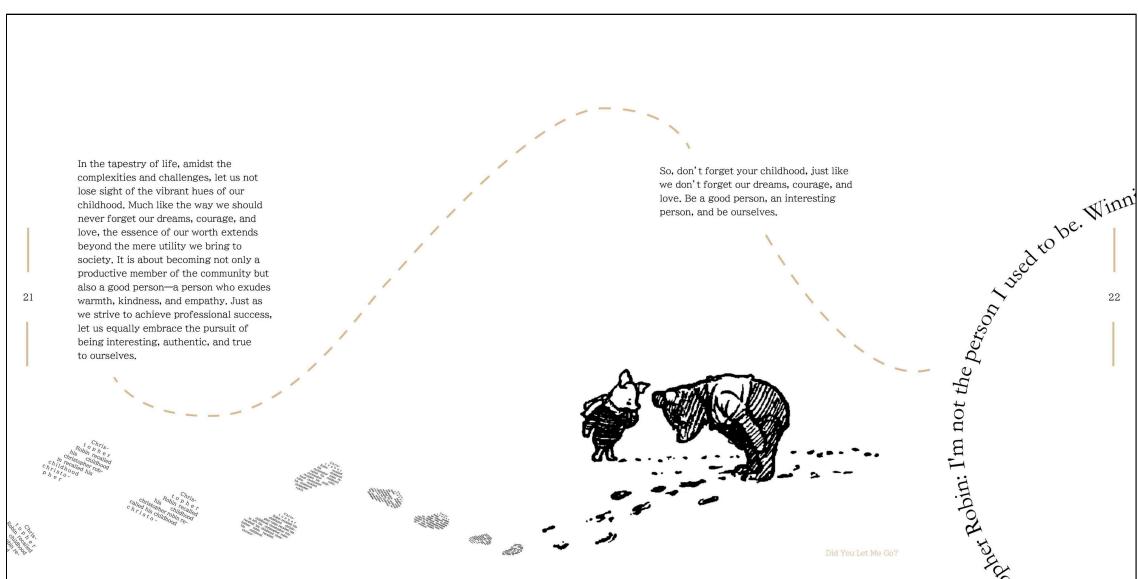
This film shows us something we really needed: it argues that we're not so bad. Like Christopher, we're just confused and a little lost, going in circles. What we think are unbreakable rules and standards are a lot more flimsy and less valuable than we think. But, also like Christopher, we have a wealth of wisdom and compassion from our childhood that we can tap into. We have our own figurative Poohs and Piglets who would

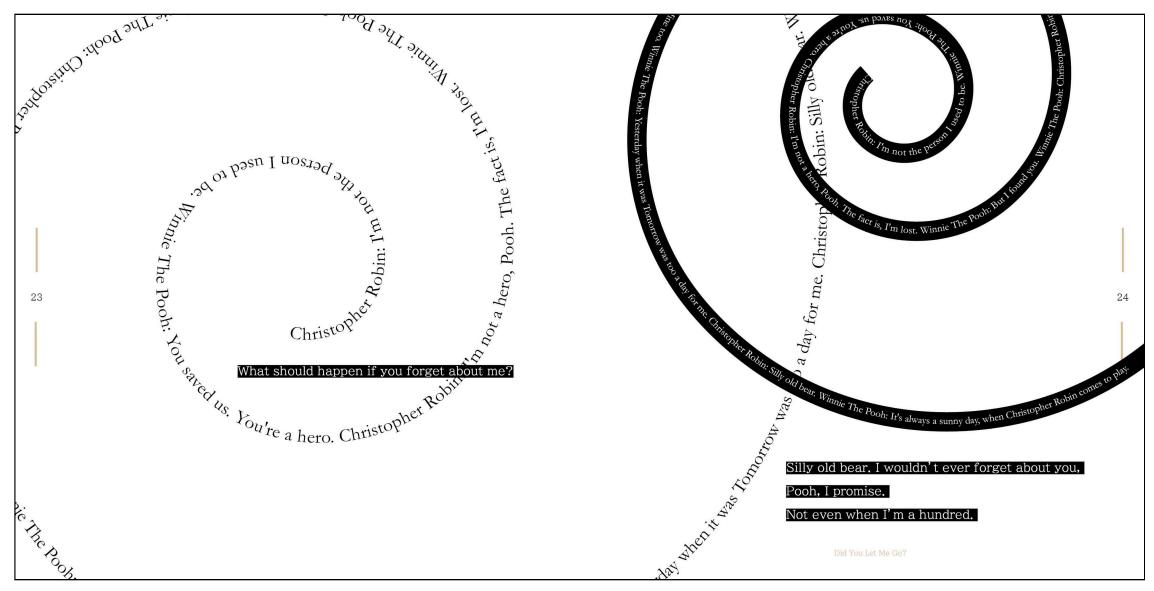
we've become the Heffalump we dreaded enthusiastically welcome us home if we pay them a visit, we just need to make

Up to the final shot of the film we are reminded very softly, like a felt paw on our shoulder, that we should remember to nourish our inner child - to listen to them deeply and respectfully - and to be a little











Final Outcome

Book Book Pocket







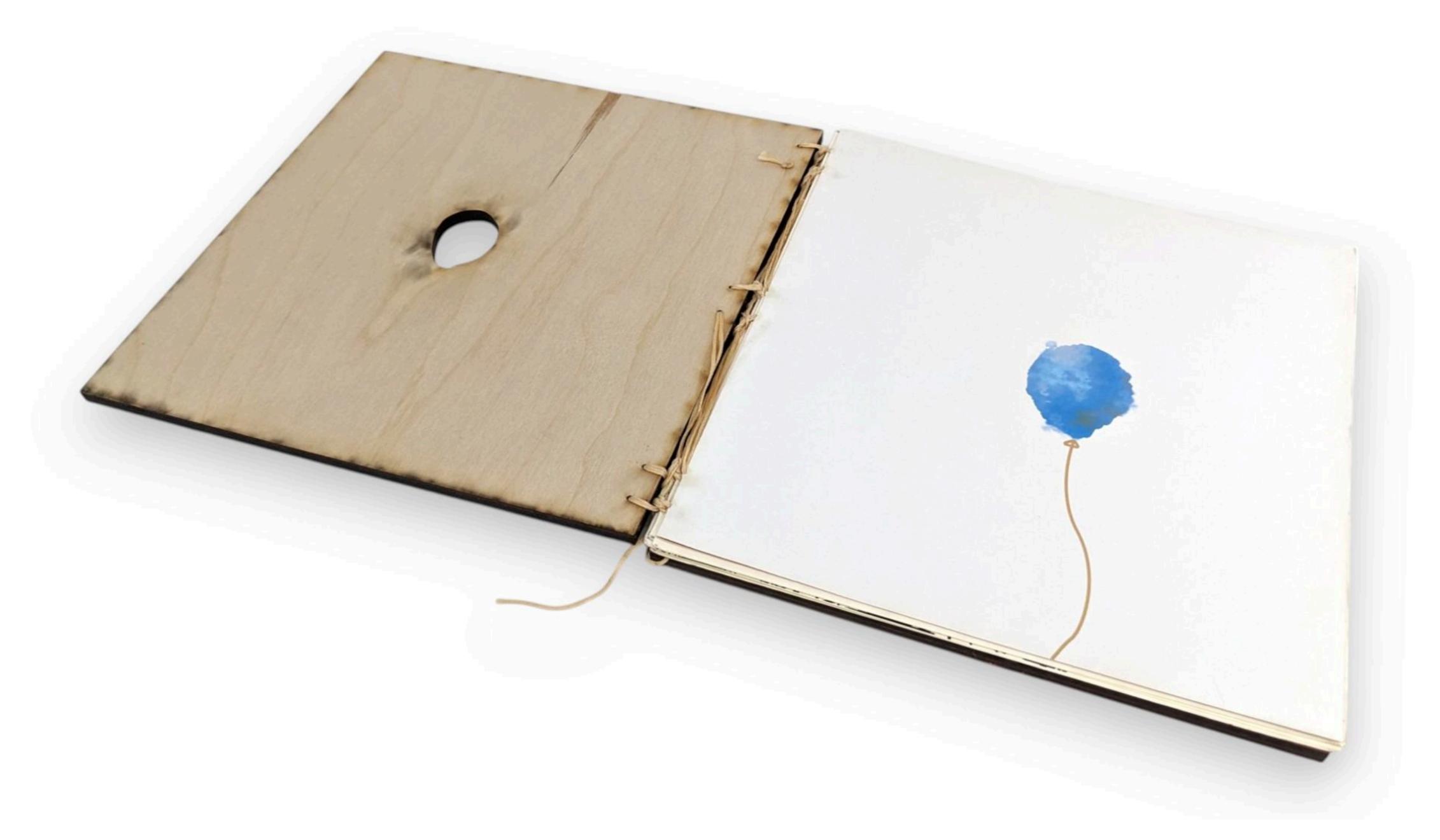
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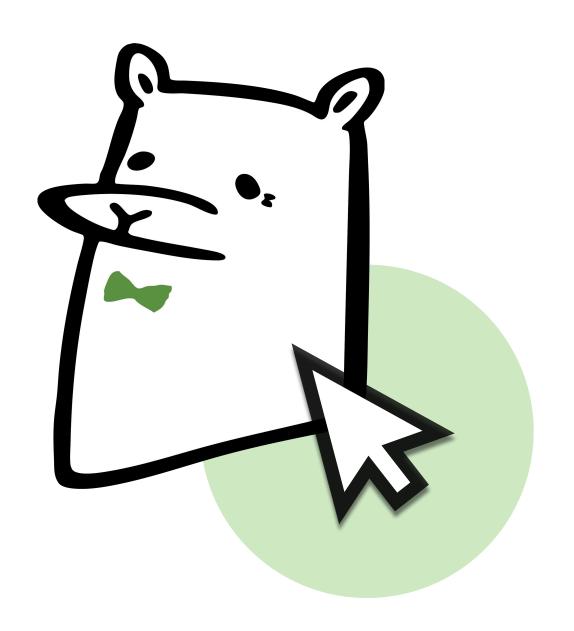


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