

## Presentación Working Paper

**Title** HELPING HANDS: DISCOVER AND PROTECT ANIMALS

### Authors

**Graphic design, University of Santo Tomas**

Andrea Villa (Editorial designer)

[andrea.villa@usantotomas.edu.co](mailto:andrea.villa@usantotomas.edu.co)

Angela Nath (Educational design)

[angelanath@usantotomas.edu.co](mailto:angelanath@usantotomas.edu.co)

Ana María Cubides (Illustrator/ animator)

[anacubides@usantotomas.edu.co](mailto:anacubides@usantotomas.edu.co)

### Resumen

En Bogotá, el maltrato animal sigue siendo una problemática preocupante, especialmente en zonas vulnerables donde la educación sobre bienestar animal es escasa. Este proyecto propone la creación de una cartilla interactiva dirigida a niños de 5 a 10 años, con el objetivo de fomentar el respeto, como también el cuidado por los animales desde una edad temprana. A través de actividades lúdicas, narrativas cercanas y recursos visuales diseñados para esta etapa de desarrollo, se busca sensibilizar a los niños sobre el maltrato animal, sus causas, consecuencias, así mismo formas de prevenirlo. A diferencia de otros materiales que se centran únicamente en la adopción responsable, esta cartilla aborda de forma directa y comprensible la problemática del maltrato, promoviendo la empatía y el sentido de responsabilidad. La propuesta surge de la necesidad de contar con herramientas pedagógicas que refuercen los valores de convivencia, además el respeto por los seres sintientes, al tiempo que complementen las políticas públicas y fortalezcan la cultura ciudadana en torno al bienestar animal. Se espera que los niños no solo adquieran conocimientos, sino que también se conviertan en promotores del buen trato hacia los animales en su entorno familiar y social.

**Palabras clave** Bienestar, animal, interactivo, educación e infantil.

### Abstract

In Bogota, animal abuse remains a concern, especially in vulnerable areas where there is little education on animal welfare. This project proposes the creation of an interactive booklet aimed at children from 5 to 10 years, with the aim of promoting respect as well as care for animals from an early age. Through playful activities, close narratives and visual resources designed for this stage of development, we seek to sensitize children about animal abuse, its causes, consequences, as well as ways to prevent it. Unlike other materials that focus solely on responsible adoption, this book addresses the issue of abuse in a direct and understandable way, promoting empathy and a sense of responsibility. The proposal arises from the need to have pedagogical tools that reinforce the values of coexistence, in addition to respect for sentient

beings, while complementing public policies and strengthen the citizen culture around animal welfare. Children are expected not only to acquire knowledge, but also to become promoters of good treatment for animals in their family and social environment.

**Keywords** Welfare, animal, interactive, education and children.

### **Introduction**

The lack of knowledge about animal welfare since childhood contributes to normalize abuse, especially in urban contexts like Bogotá. In order to respond to this problem, it is proposed to design an interactive book aimed at children aged 5-10, using graphic, narrative and playful resources as pedagogical tools. The goal is to foster respect and animal protection through active and emotionally meaningful learning.

The project, based on a qualitative methodology with an approach to design focused on children, shows that linking affective and cognitive skills enhances understanding and empathy in children. In this way, the primer not only informs but also mobilizes children to act as agents of change. In conclusion, graphic design can become a powerful educational tool for sowing awareness as well as transforming animal welfare culture from the earliest stages of life.

### **State of the art**

Animal abuse in Bogotá has increased significantly, especially in vulnerable areas such as Bosa, Kennedy and Ciudad Bolívar. The 2024 figures show an increase of 35% in reported cases, associated with lack of education, poor supervision and low reporting culture. In response, the Angel Act (2024) has strengthened animal protection, generating an increase in complaints. Several studies warn about the impact of animal abuse in childhood, relating it to normalization of violence. As a result, educational strategies have emerged that promote respect for animals from an early age, such as interactive booklets and school programs. Examples such as Benjí Squad, Inhabitants of the same planet and School Guardians for the Animals use visual and pedagogical resources to foster empathy, as well as responsibility. These initiatives highlight the key role of education in preventing abuse and building a culture of animal welfare.

### **Objectives**

- Set up the graphic elements to create an interactive primer that promotes animal care and welfare in Bogotá, aimed at children aged 5-10 years.
- Identify the most appropriate visual and narrative resources to capture the attention of children aged 5-10 years by promoting animal care and welfare in an interactive booklet.
- Explore and establish educational interactivity techniques that enable children aged 5 to 10 years old to learn about animal welfare in a dynamic and participatory way.

### **Methodology**

Bruno Munari's methodology applied to the design of an interactive animal welfare booklet for children aged 5-10 years follows a structured process that starts from identifying the problem: the lack of adequate educational materials on animal care in childhood. Through phases such as data collection and analysis, generation of creative ideas, validation with users and development

of solutions, a playful, visually attractive and pedagogical booklet is developed, adapted to the needs of the children's audience. This tool seeks to foster empathy, respect and action against animal abuse by integrating participatory activities and accessible visual resources in print and digital formats.

### Results

With the interactive primer "Handymen who help: discover and protect animals", children from 5 to 10 years old are encouraged to learn about animal welfare while developing attitudes of care and respect towards animals.

The project aims to strengthen the bond with animals from childhood, driving a change in the culture of animal care in Bogota. To achieve this, attractive visual resources will be used, such as activities designed specifically to capture the attention of children and facilitate their learning in a playful way.

### References

Councilor Julián Sastoque denounces an increase of 87% in animal abuse cases in Bogotá. (2024, 20 November). Taken from: <https://concejodebogota.gov.co/concejal-julian-sastoque-denuncia-aumento-de-87-en-casos-maltrato/cbogota/2024-11-20/081809.php>

Hernández Contreras, JD. (2024). *El color intertextual, activo y transversal en la ilustración de cuentos clásicos: una mirada artístico-práctica a Blancanieves y Alicia en el País de las Maravillas a lo largo de los siglos XIX y XX* [Tesis doctoral]. Universitat Politècnica de València. <https://doi.org/10.4995/Thesis/10251/213916>

Hernandez, J., y Oliveros Aya, C. . (2023). *El color en los cuentos de hadas y los derechos humanos: la transversalidad del color detrás de la narrativa de Alicia y Blancanieves*. *Novum Jus*, 17(2), 301–328. <https://doi.org/10.14718/NovumJus.2023.17.2.12>

Hernández, J. (2023). *El color como elemento sémico y narrativo de características políticas y socioculturales en la ilustración de cuentos clásicos*. *cultura latinoamericana*, 1(37), 194–207. recuperado a partir de <https://editorial.ucatolica.edu.co/index.php/revclat/article/view/544>

Hernández, J. (2023). *Características gráficas del color en la elaboración de propuestas creativas*. Universidad Santo Tomás <https://repository.usta.edu.co/handle/11634/50955>

Institutional Repository Universidad Cooperativa de Colombia. (s. f.). Institutional Repository Universidad Cooperativa de Colombia. Taken from: <https://repository.ucc.edu.co/entities/publication/9df78eed-2fd9-43de-889e-5720b35cba3b>

Camelo, M. D. F. (2023, 19 April). *Maltreatment of animals in Bogotá: figures 2022 and 2023*. Observatorio Ambiental de Bogotá. Taken from: <https://oab.ambientebogota.gov.co/maltrato-animal-en-bogota-cifras/>