



ПЛАТФОРМА З ІНФОРМАЦІЙНИ ТЕХНОЛОГІЇ ВІЗУАЛІЗАЦІЇ У ДИЗАЙНІ

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BOOK COVER DESIGN: INTERACTIVE ASPECT

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In modern society, with the development of the economy, the economic income of people grows, which affects the development of material culture. At the same time, the spiritual demands of humanity are gaining relevance, and the demands for the level of modern artistic culture are growing. An important factor in the development of civilization is the book as one of the important carriers of information at all levels. Therefore, an adequate design of a book cover becomes the focus of attention of modern graphic designers. The article analyzes interaction design and its application in the design of book covers. It was found that interaction design can improve the effect of the aesthetic and communicative component of book cover design and make books more resonant among consumers.

Key words: *interaction design, book cover, communication, book design, reader interest, information.*

INTRODUCTION

With the beginning of the 21st century, the development of information technology and science and technology increasingly influenced and changed society. And in today's media development, interactive media is more and more developed, and interactive behavior is more and more common in society. In book design, interactive approaches allow readers to participate in the reading process, so that readers and books can achieve mutual influence and effect, and therefore enjoy reading.

PURPOSE

Conduct an analysis of the possibilities of the influence of interactive books as a unique communication channel between the printed product and the consumer; to investigate aspects of the design of interactive books and their communicative capabilities as a form of information transmission.

RESULTS AND DISCUSSION

In today's society, with the development of China's economy and the progress of information technology, WeChat, microblogs and other social media are developing faster and faster, and people's access to information is becoming more and more extensive. As a carrier for people to get information and knowledge,



books need to be designed for covers. However, in the past, books were generally designed only by stapling the cover and arranging the layout, so the books designed in this way do not meet the needs of people nowadays, and they are also challenged by various new media. This requires a deeper understanding of book design, a breakthrough in perception, and innovation and change in response to the development of the times.

Books spread knowledge through content, and as the main carrier and medium of knowledge dissemination, they have played an important role in our history. The content of a book not only attracts the attention of readers [1], but also the design of the binding plays a crucial role in a certain extent. We often hear words like "simple cover" and "hardcover", which are often referred to as binding forms. However, with the development of information technology and the Internet in China, e-books are becoming more and more convenient, and the development of new media has caused a certain impact on the traditional book industry, which can be adopted in the book covers design.

The so-called interactive design was developed by one of the founders of IDEO in the 1980s, Bill Moggridge, at a design conference. It was proposed at a design conference. Interaction design is applied to public facilities, toys and packaging design, etc., which will increase the interaction between users and products. Adding interaction design to books can give new life to book covers, thus improving the quality of books [1]. In book cover design, it is necessary not only to relate to the content of the book, but also to create an interactive relationship with the reader. This interactive relationship can increase the reader's understanding of the book. Interaction design is the communication between the designer and the reader in the design of the binding. This communicative design allows the reader to understand the whole book, reducing the sense of unfamiliarity and loneliness of the book, and thus giving the reader a spiritual impact. Therefore, in book cover design, "interaction" refers to the reader's thinking, which is alternating and mutual action. Interaction design can make the reader's feelings and thoughts change through this kind of thinking and communication, which is often said to be the process of positive change between the reader and the book. At the same time, in book cover design, interaction design can build a communication bridge between readers and books and create an input channel for books.

The interaction design builds up the relationship between readers and books, which can fully mobilize the readers' five senses and make them resonate with the books more strongly. First, in the book cover design, the sense of touch is the key point in interaction design. The book cover design is not only to let the reader understand the content of the book according to the cover, but also to let the reader feel the difference of the book according to the sense of touch [2]. In the book cover design, the tactile design of the book allows the reader to really touch the core of the book in the process of flipping through it, which improves the reader's reading effect. At the same time, in the tactile design, the type of paper, surface texture and material can be processed according to the specific content of the book by means of interactive design, and different textures of the back cover or insert can be selected according to the design concept and overall style of the book in the design, which can give a visual feeling while laying a real touch of interaction



between the reader and the book with tactile sensation [1]. For example, in the design of some books, the designer wraps the front cover from the back cover to the front cover through the cutout in the binding design with the technology of interaction design, so tightly that it is not known where to open. But if you read it carefully, you will find that the book needs the reader to complete a "tear" action in the design process. Through this action, the reader will feel a reading experience, and the book will complete an interaction, which will also strengthen the communication between the reader and the book. Second, in the book cover design, visual is also an important application in interaction design (Fig. 1). Nowadays, most readers pay attention to the image of books during the process of reading them or at the first glance, which is the most intuitive and important feeling of readers to books. In the book cover design, if the designer does not design the visual aspect in the design process, it will affect the reader's feeling of the book. In the book cover design, the concept of interactive design, using graphics, text and color, allows the reader to get the most intuitive feeling through the paper material and layout style, and get the desired information from it. In this way, the reader can understand the book through visual perception, which can improve the quality of reading books. For example, in the design of some books about history, the layout style is usually determined according to the content of the book. The reader will be able to understand the style of the whole book in the process of viewing the cover, and also choose some paper with historical factors in the design process. This kind of detailed design will make readers associate more with the book, which in turn will make them love the book more.

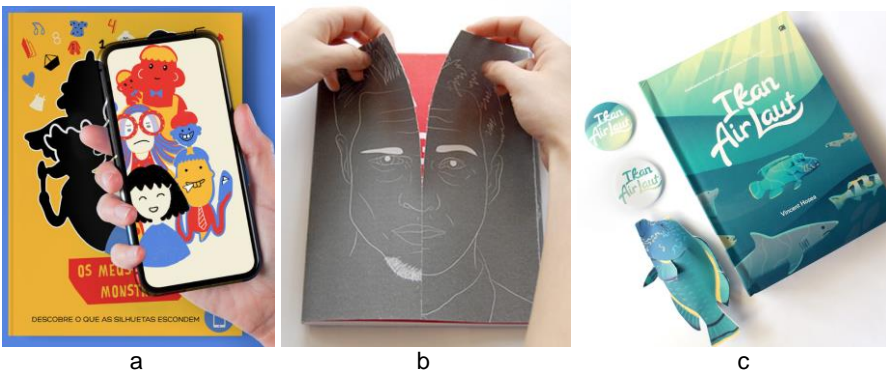


Fig. 1. Examples of books with interactive covers: a – interactive book with animation of A. Fernandes "Os meus amigos monstros"; b – design of interactive book "Fight Club" by D. Menekse; c – book design by V. Hosea for "Interactive Encyclopedia: Indonesian Saltwater Fish".

In the book cover design, the concept of interactive design can make the book more three-dimensional. In the past, the traditional book cover design is generally presented in a two-dimensional way through text or pictures. This flat



design concept makes it difficult for readers to communicate and interact with books in the process of reading, which affects the reading quality of books. Therefore, the use of interactive design concept in the book cover design, the original two-dimensional design into three-dimensional, can make the book cover become more dynamic, and then strengthen the interaction and connection between the reader and the book, so that the reader can abandon the negative impact of the previous plane in the reading process. The graphic transformation from flat to three-dimensional space is completed when the reader opens or closes the book, and allows the reader to interact with the book during the reading process, connecting each page of pictures, thus realizing the transformation from flat to three-dimensional and improving the design of the book. Therefore, it is also important to make the design of books more three-dimensional with the concept of interactive design.

The concept of interactive design can make the readers participate in the design. In the traditional book cover design, the reader generally obtains the knowledge in the book unilaterally, which makes the reading become boring. In the book cover design, the concept of interactive design is used to design the book into a mutual relationship, which can form a bridge between the reader and the book. In this way, readers can not only absorb knowledge during the reading process, but also the book can give feedback to readers with relevant information. Through this interaction, readers can become participants and explorers of books, so that readers and books can become one, which in turn allows readers to understand more about the content of books, increase their attention to books, and improve the level and quality of book design. Therefore, in book cover design, the concept of interactive design can bring the relationship between readers and books closer. Through the interactive way, readers and books can form a benign relationship, which can change the previous situation of receiving information unilaterally and improve the level of book cover design [3].

CONCLUSIONS

To sum up, in the book cover design, not only the content of the book should be reflected, but also the communication with the readers should be achieved. Therefore, by integrating interactive design into the book binding and the design concept of "human-oriented", the traditional design concept can be abandoned, so that readers can be more interested in the books according to the book cover design and the book design can adapt to the development of society. This can not only reflect the cultural connotation of books, but also interact with readers through interactive design, thus meeting people's needs for books, continuously enriching readers' spiritual world, and improving the level and quality of book design.

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