

Exploring the Beauty of Materials in Book Design

Li Zhiying

Weinan Teachers College, School of Fine Arts, Weinan, Shaanxi 714000, China

Keywords: Book Design, Materials, Innovation

Abstract: With the continuous extension of the design field, the form and materials of book design are also evolving. As an important carrier of book design, materials have been paid more and more attention by designers. Therefore, the perfect combination of materials and book design has become a new development direction of book design.

1. Introduction

Books are the ladder of human civilization, making people wise and insightful. For 5,000 years of Chinese culture, the form and type of books have been continuously developing and changing in the long river. From the primitive oracle bones to the time before printing was invented, most books were made of materials that were readily available in nature. For example, it was written on materials such as stone, carapace, animal bones, metal, pottery, brick and tile, bamboo slips, gold and silks. These books built on different materials became the “books” of the time. In foreign countries, there are papyrus books, stencil books, mud books, handsheets, parchment books, etc. With the progress of society and the continuous updating of technology and materials, printed materials of books have been pushed to a new development space.

2. Book Design

Books are the necessities of the public's spiritual life. Different people have different needs for books. Children have books suitable for children, young people have books suitable for young people, and middle-aged people also have books suitable for the needs of middle-aged people. So, what is book design? Book design refers to the whole process from the manuscript of a book to its arrangement and publication, planning and editing books with the latest logic. In short, book design is to let designers repackage books. The so-called package here is not a simple surface package, but a deep package according to the characteristics of books, which perfectly combines the knowledge of books with art. For contemporary book design, it is a three-dimensional thinking rather than just a plane visual carrier, and is a book “architecture” that injects the concept of time and shapes three-dimensional space.

For book design, “function determines form, and materials serve form.” “Function” is the content and connotation that books want to express; “Material” is the carrier of the expressed substance, “form” is the design and the creative use method. Book design embodies the connotation of books, which is an inherent temperament of books. It is not something we can see with our eyes or touch with our hands, but something we can feel before we have seen the contents of this book. Just as a person's temperament is not born, but is distributed through the acquired experience or the accumulation of people and knowledge, so is book design.

The connotation of book design is expressed through the materials, designs and contents suitable for it. That is, “content decides design, and materials serve design.” The perfect combination of the three reflects the connotation of book design. It is as if a book is not only a static life that stagnates at a certain solidification time, but should be a vital element that constructs and guides the surrounding environment and leads readers into the world of books.

3. Point, Line, Plane-Materials, Books, Readers

When studying mathematics, the teacher told us that the connection of points is a line, and the connection of lines is a surface, which affects and connects with each other. In books, materials are points, books are lines, and readers are faces. They influence and promote each other. This mutual connection also applies to materials and books for readers. We can trace back to the development of books in the past and now, and we will find that the purpose of book development is to better serve people and make people feel more comfortable. If you want to develop books better, you cannot do without materials. The innovation of materials serves books, and the source of innovation comes from people. They promote and develop each other. The ancients said: "The key of material is the quality of material." The poet said, "I touch everything with my eyes". Touching materials is not only touching with hands, but also touching with eyes and hearts, which can be described as "materials convey emotions". Materials have promoted the development of books, created brand-new books and made them an art, while the progress of books affects readers and makes them happier. All these changes are mainly due to the fact that in the application of materials, the application of materials is the result of artistic creation. The application of materials and the contents of books complement each other to achieve a high degree of unity and harmony [2].

So how will different materials bring us different feelings? Most of the books we see now are paper books, and each book has the same bare texture when we close our eyes. What we feel is only the picture processing of the cover. The content is illustrated and expressed, which makes people feel tired. If the storyteller no longer reads the book by hand, and the material of the book is not only paper, but closes his eyes and touches it with his hand to understand what kind of artistic conception the author wants to express to the reader, some people may say that this is impossible! But now this has become possible. In the works of "Light Memories", the designer uses the characteristics of materials to make small holes in it. In the warm light, the text of the book is scattered and hazy. The reader's feeling for it does not come from reading, but from vision, combining different texture and texture materials. This not only enriches the visual expression forms of books, but also brings readers stronger and more appropriate feelings. If designers do not use the usual methods to change the past, how can we realize the impact from the vision? And has it ever aroused the interest of readers? In the book Clinton's Investigation, the author skillfully uses jeans as the material and uses humorous and vivid methods to make the book jump out of numerous books at once. The publication of this book also made the press comment that Clinton would be a good president if he tightened his pants in the future. The use of this kind of material also enables readers to understand the author's intention with understanding before reading the book. Based on the above examples, it is not difficult to find out how important the application of materials is to a book. It can interpret a book from a deeper level and make it easier for readers to understand the book. From May 10 to 16, 1999, the China Art Museum held an exhibition entitled "Exploration Exhibition of Book Design Art in Beijing Area". There are some books in the exhibition that are different from the past. Their difference is in the use and selection of materials. For example, glass, metal, wood, clay and other materials are used as media to design books, which give people a brand-new feeling and leave a deep impression. The application of these materials such as glass, wood, clay, etc. aims to break the shackles of tradition and make people think more than just a little. Let our thinking spread to everything around us, in other words, book design shows the relationship among materials, books and readers [3].

The expression of book design is relative to people's feelings, and it is the accumulation of human beings for a long time. It enables people's feelings about familiar materials and colors to be converted into an emotional response, and people can judge the characteristics and emotional attributes of the materials according to past experience. For example, metal reminds people of cold, lifeless, winter, etc. At present, many scholars in China have also appeared in relevant studies, such as Song Xiewei's BOOK Half Book, Zhang Zhiwei's Plum Blossom Peking Opera Facade, Lv Jingren's Book Design No.2 for Respect for People, Open-China Contemporary Book Design, Han Jiaying's Sea Level, etc. [4].

In a word, different materials can infuse the special spirit, temperament and connotation of books. What books can show to readers are different books and different tastes, and what readers realize is that different books bring you different emotional touches.

4. The Development Prospect of Book Design and Materials

With the continuous development of high technology, modern society is experiencing the impact of information technology. The living standard of people is improving day by day, the pace of life is getting faster and faster, people spend less and less time reading books, and digital media comes into being. The contents of a book only need a small memory card to store, even if the library's capacity is as large as a small one in the computer. The people around us are not willing to sit on cane chairs and read books carefully like our former literati heroes, but are more willing to see convenient e-books. For this kind of phenomenon, we will not only ask "is there room for paper books? What will the future books look like? What is the future direction of the book?" The appearance of concept books is just the questioning and thinking about the "book" in the general sense. The information brought by books does not necessarily depend on the reading of the written content in the books, and the materials constituting the books themselves can also present the thoughts and ideas of the books. Concept books reconstruct the grammar of book making, form a new concept of book design, and create a new history of book design. At the same time, with the progress of science and technology, the types of existing materials are more and more abundant, and the types and types of book design will be more and more diversified, which opens a new road for the cultural inheritance and development of books. Nowadays, more and more people pay attention to environmental protection, and the materials needed for book design will become more and more environmentally friendly. In this way, paper books are no longer people's main choice, and more and more books of different materials will enter people's lives. In the near future, perhaps our "books" will be made of recycled materials, our earth will be greener and our blue sky will become bluer. The realization of these goals requires more and more designers to try their best to practice, and every designer will be the hope of realizing a beautiful blueprint.

5. Conclusion

Materials play a vital role in the evolution of book design, and are the material basis for shaping book form and the objective carrier for carrying book connotation. The materials in book binding design create the silent beauty and image beauty for readers with unique natural texture or artificial texture, tactile texture or visual texture, giving people multiple physical and psychological enjoyment. Designers have opened up a broad development prospect for book binding design by fully exploring and utilizing the characteristics of emerging new materials. The future book design will show the aesthetic value of books in the form of unique visual language, provide readers with imagination space to read, and finally resonate with the author.

References

- [1] Xu bing. book binding design and training, [M], Liaoning fine arts publishing house, 2010(3)
- [2] Zhao Anmin. Analysis of Traditional Elements and Modern Book Binding Design [J]. Chinese Business, 2010 (8): 241.
- [3] Deng Kai. From Concept Book to Chinese Future Book [J], Decoration, 2006, (2):106
- [4] Lv Jingren. Lv Jingren Book Design Tutorial [M], Hunan North Art Publishing House, 2015(2)