

Research on Exploration of Concept Book

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Abstract: Concept Books is s a new form and a unique personality based on traditional books, It is a new exploration behavior to the future book design. Article studies from the connotation, the concept of the book materials and "five sense" design concepts, to prompt more people to pay attention to concept books.

1. Introduction

With the continuous development of new materials and new technologies, the concept and form of books have also undergone tremendous changes. In the face of new forms of various media and various electronic publications, traditional books must have a place in the new situation. Step out of the barriers of thinking and use new materials and techniques to create diverse, multi-form, multi-view books. The emergence of the concept book brings new vitality and vitality to the development of books, and guides the development direction of future books. It is a new design concept proposed by contemporary society for book design, and it is an exploration of the future book design.

2. What Is A Concept Book?

"Books" are works that are used to disseminate knowledge and ideas, and are recorded on certain materials by words, pictures or other information symbols. They are important tools for accumulating human culture. "Concept" is "a way of thinking that reflects the essential attributes of an object" and is one of the basic forms of thinking. Most people's understanding and understanding of "concept" comes from the "concept car", but the understanding of the "concept book" is relatively unfamiliar. "Concept book" refers to a form of text that fully reflects the connotation of a book but is different from the form of an ordinary book. A new form of book with unique personality, a bold attempt from the form of expression and material craftsmanship, is an exploratory act in book design. It is the trend of future book development. In a sense, the concept book is a book creation that finds another way of expressing the content and form of a book. It has a unique form of visual art. It is more about letting readers understand and think from books, and gain inspiration and experience. The emotions are revealed, so that enjoy the pleasure of reading [1].

3. Understanding of Concept Book

For a long time, books have been regarded as the visual visual carrier, which is limited to the old binding thinking. The binding designer uses the computer to carry out the visual combination of visual elements such as text and images. The design of the book is regarded as a game composed of layouts. The concept book focuses on the beauty of creating books. The beauty here includes two aspects. On the one hand, it is the form beauty. The content of the book is deeply researched, and the concept of modern editorial design is added to the book design form through three-dimensional thinking. Among the various elements of the design, build a multi-dimensional space book to more fully interpret the content of the book. On the other hand, it is the inner beauty. It integrates the material information provided by the author, selects all possible layouts that conform to the theme of the book, and makes reasonable arrangements to design a special book with a certain depth and a transcendent visual effect. The design of concept books goes beyond the meaning of traditional

book design. It uses more special forms and materials to show the author's temperament in a transcendental form, so that readers can enjoy reading and provide more readers in the process of reading.

As the main elements constituting the form of books, materials play an important role in the overall design of books. Books using different materials express different visual and tactile effects, giving readers a different beauty experience. The material itself is important as an important carrier for book design.

It is the special material language to interact with the readers, allowing the reader to feel the information and connotation reflected by the book from the aspects of sight, touch and taste, giving the reader more interest and appeal, and resonating with the reader. In today's development of contemporary books, especially in the design of concept books, material roles are more important, and the characteristics and charm of the materials themselves give books different forms of beauty and inner beauty. At the same time, by decomposing, reconstructing and reorganizing different materials, the reader can experience the visual tactile sensation brought by different materials while reading, and enhance the richness and effectiveness of information transmission. In the constant changes of touch and visual experience, the reader's curiosity and freshness are satisfied, thus enhancing the interest of reading and enhancing the information content of books [2]. In the design process of the concept book, boldly develop and explore materials that are conducive to fully shaping individualized books. Through a large number of material experiments, we will deeply explore the development space of books, and design a design that fully reflects the connotation of books and gives more emotions to books.

Most of the materials in ordinary books come from paper, and the choice of materials in the concept book is colorful. It can be ready-made raw materials such as wood, metal, plastic, leather, fabric, cotton, glass, rayon, etc. Through the integration and processing of materials, the most vivid and appropriate materials are selected and applied to the design of books, so that they form a new material language, generate new ideas and spirits, give people a new feeling, and make books taste and taste. , space, life, power and mood are perfectly expressed. In addition, in the performance of the concept book, you can create more attractive and formal books through some special forms such as burning, water immersion, hand-painting, cutting, collage, embroidery and so on. The materials of the concept book are diverse and changeable. This change changes with the progress of industry and the increasing aesthetic needs of people. The use of new materials and new forms of books gives readers a refreshing but use of materials. It is not the luxury design of guiding books. Instead, it selects the most suitable and matching materials according to the content to be expressed in the books, and makes the book design that best matches the author's individual works [3].

Perfect form and profound meaning are the criteria for evaluating excellent design works. For the design of concept books, the perfect combination of form and meaning is highlighted.

It is especially important that in design, we cannot ignore the "shape" for the pursuit of "concepts", nor can we ignore the "meaning" for the pursuit of "shape". The unique form is based on the perfect combination of form and meaning. The profound meaning is the perfect expression of the book form and expresses the "meaning" of the book. The form of the concept book is not for the peculiar and deliberate pursuit of the form, but according to the book. The content is designed in accordance with the form, so the perfect combination of form and meaning is the aim of excellent book design.

4. "Five Senses" Design Concept Integration

Japanese designer Sugiura Kempin and Chinese book design master Lu Jingren have successively put forward the "five senses" design concept of books. "Five senses" are vision, hearing, touch, smell, taste. The visual comes from the text, graphics, color, layout, etc. of the book. The sound comes from the sound of the book. The touch comes from different materials of the book to give the reader a sense of touch. The sense of smell comes from the "book fragrance" emitted by the book paper and ink. The taste is triggered by reading. In the design, the book's "five senses" design consciousness is fully integrated into the book design, and the design has a unique visual

effect, while giving the reader a stronger and more appropriate multi-faceted feeling. If the green leaves are reminiscent of the woods, spring, life, etc., the pages of the books made of leaves are accompanied by a burst of fragrance while the readers are reading. The texture of the leaves not only gives people different feelings of touch, but also gives people a fresh and happy mood. Feel the different enjoyment of touch and taste when reading; use silk fabric as the cover of the book, plus the shape of the flower buckle and the content of the book complement each other; and use the pottery clay to make a concept book to process, make and engrave the soil. In the design of the concept book, the "five senses" are fully utilized. Through the combination of unusual design concepts and diverse materials, the common words are integrated into the refreshing emotion and rational order, from appearance to content, from the sky to the earth. Feet, 360-degree penetration, to achieve a visual to inner feeling..., giving the reader a kind of enjoyment and satisfaction beyond the word and shape [4].

5. Conclusion

In today's information age, there are many electronic books enriching our world, but the books still have not lost their charm. The "closeness to the United States" and "natural beauty" that the books themselves are not replaced by other electronic digital, and the concept book the emergence of the development of books is even more icing on the cake.

Starting from a new concept, the concept book boldly and freely uses imagination to create a new and multi-faceted creative design of the book, so that the book has both the beauty of pure art and the beauty of the "five senses" enjoyed during the reading process. The concept book design is extended and extended on the basis of traditional books. It does not exist from the era and design, but is produced and developed in the process of contemporary book form design, in order to meet the aesthetic needs of people's future books. Existence, its significance lies in expanding people's universal understanding of books, breaking through the shackles of books' inherent patterns, changing people's usual reading habits and ways, conceiving in three-dimensional thinking, forming a dynamic relationship between people and books, so that readers can read experience the transcendental visual experience, increase the expression of reading pleasure and connotation, and bring readers a new reading imagination space and heart inspiration. In short, the concept book design is more to bring people the feelings and associations outside the book content, inspiring the reader to taste life, taste life, enjoy reading, maximize the role of books to people, and bring more to the development of book design.

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