

Publishing Forms

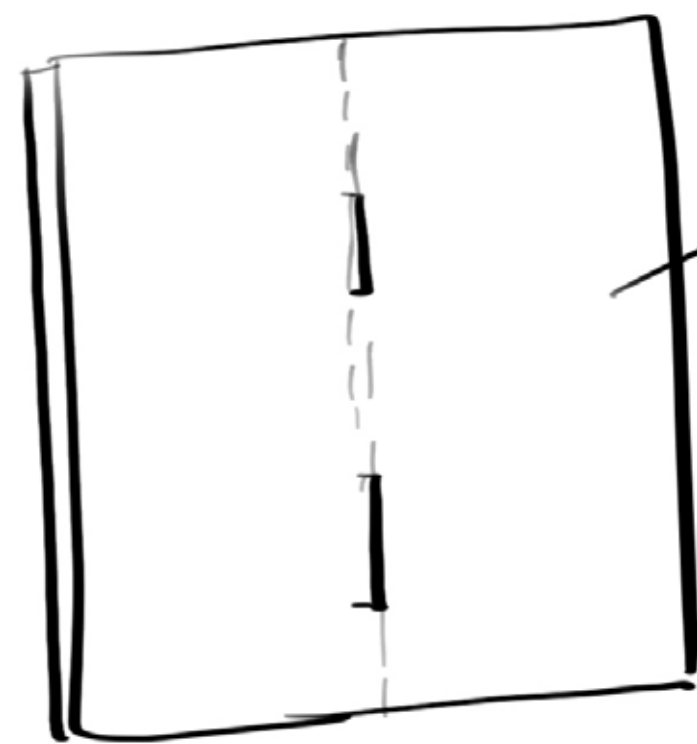
project1

Xinjie Zhao

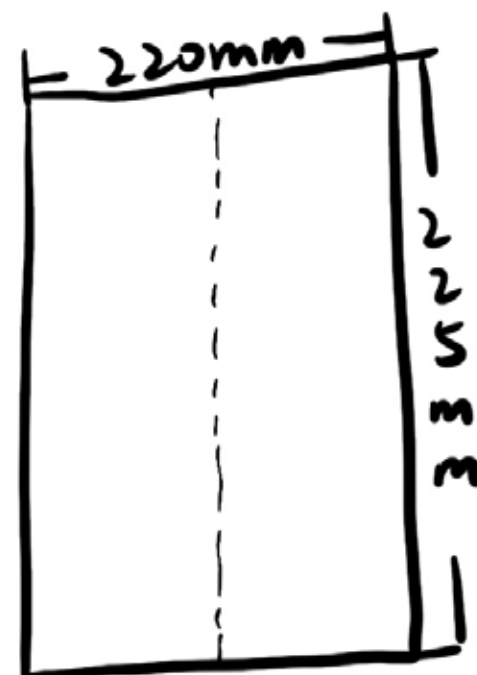
Style Design

Machine Vision

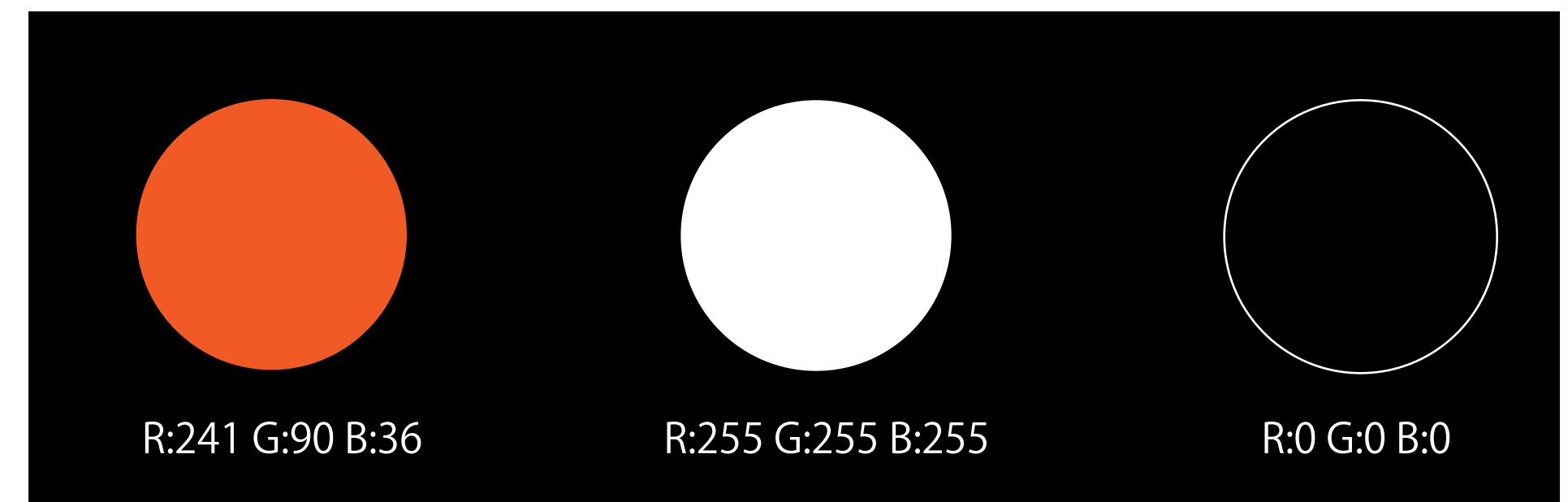
Whole style : black + white + orange
draw attention



Riding staple
binding method.



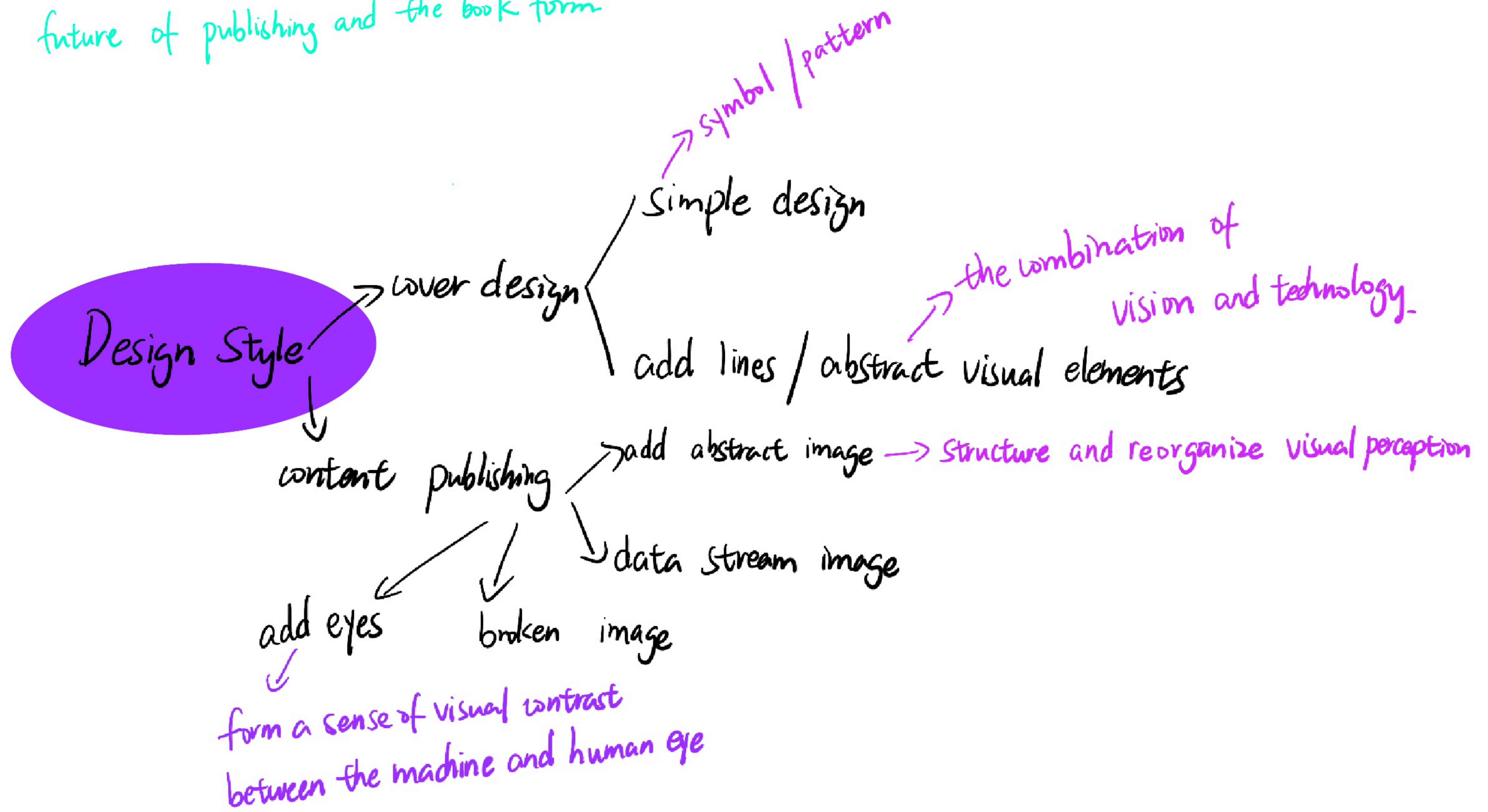
Color



The reason for choosing this color scheme:

1. Bright orange and black together give people a sense of advanced and technological feeling
2. The combination of dark and light colors can better highlight the point

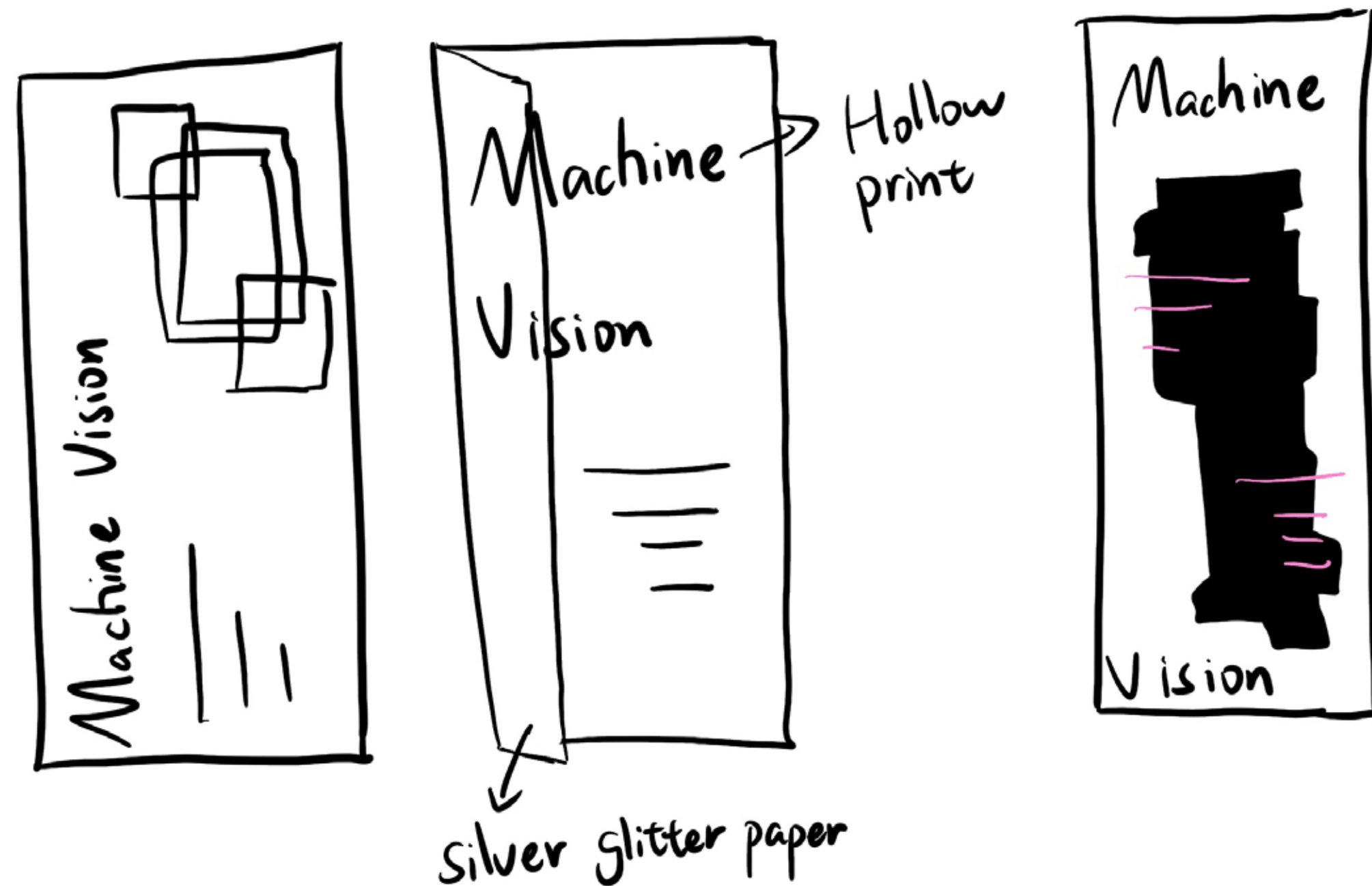
A fusion of technology and art, exploring the future of publishing and the book form



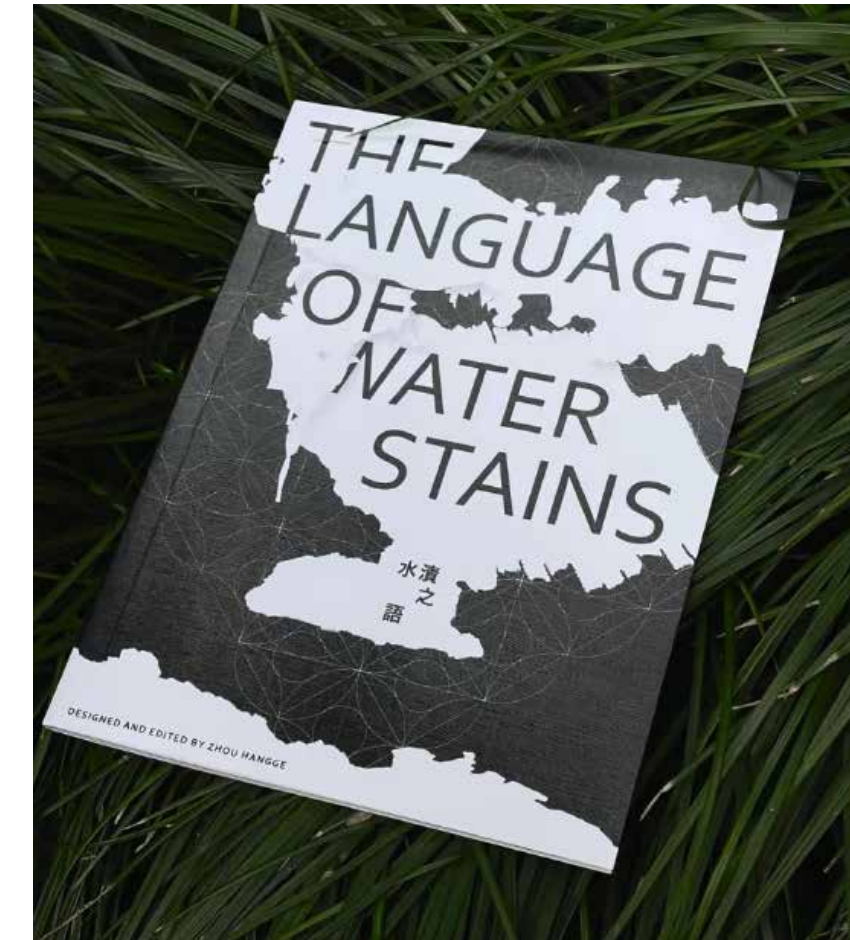
Cover Design

Draft

COVER DESIGN



Reference



The whole cover design is simple but highlights the name, so I think it is worth learning from.

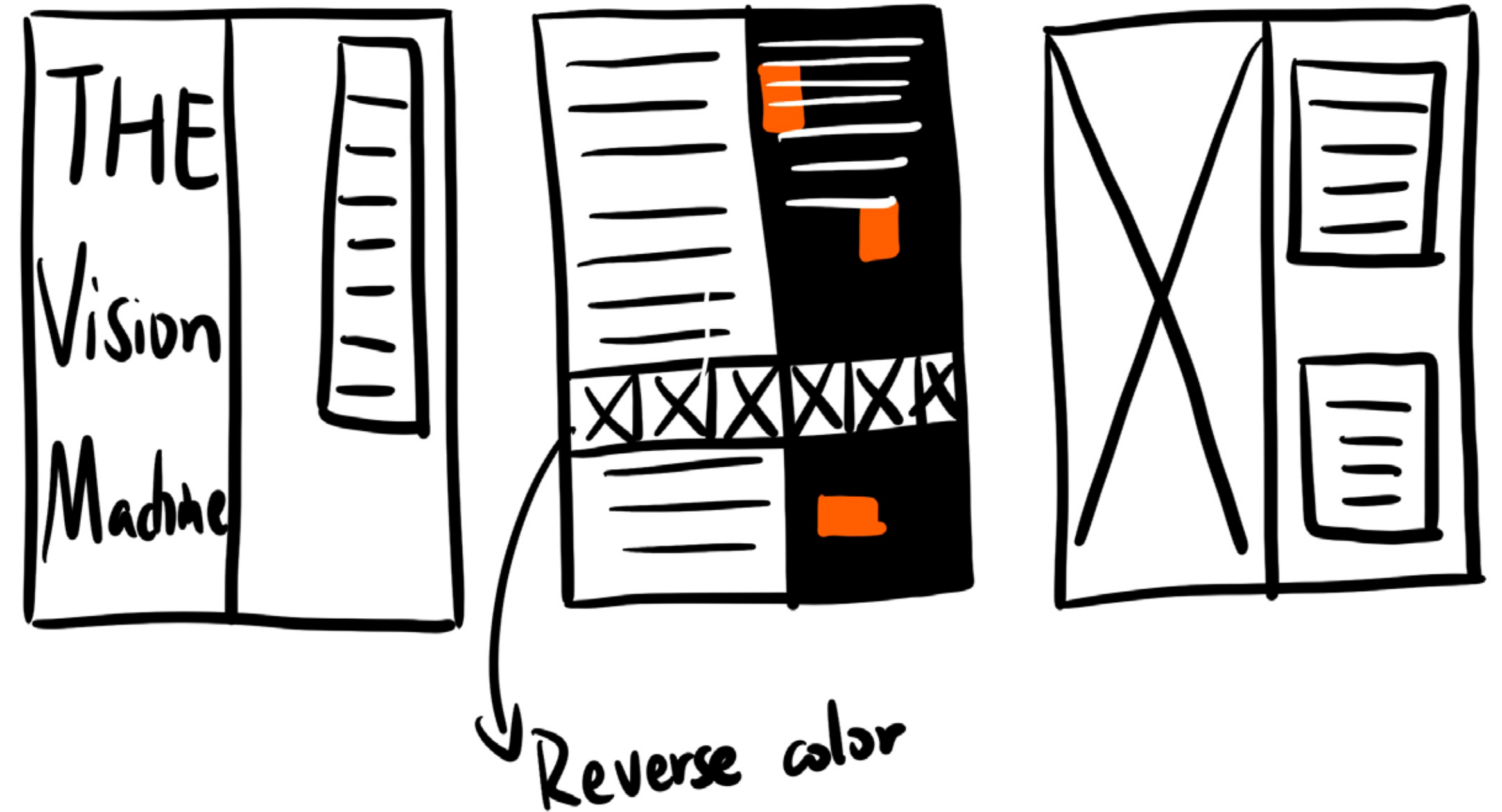
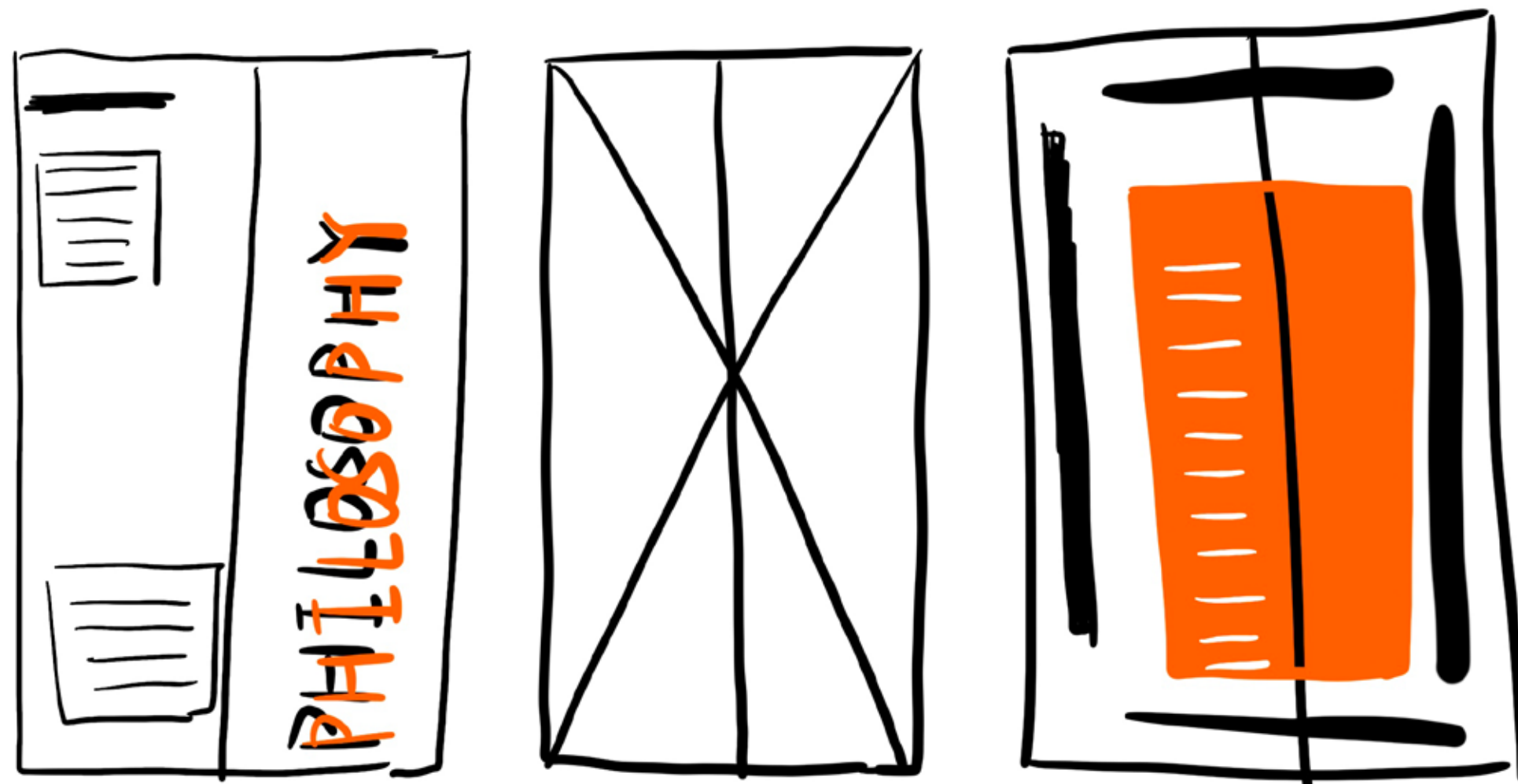
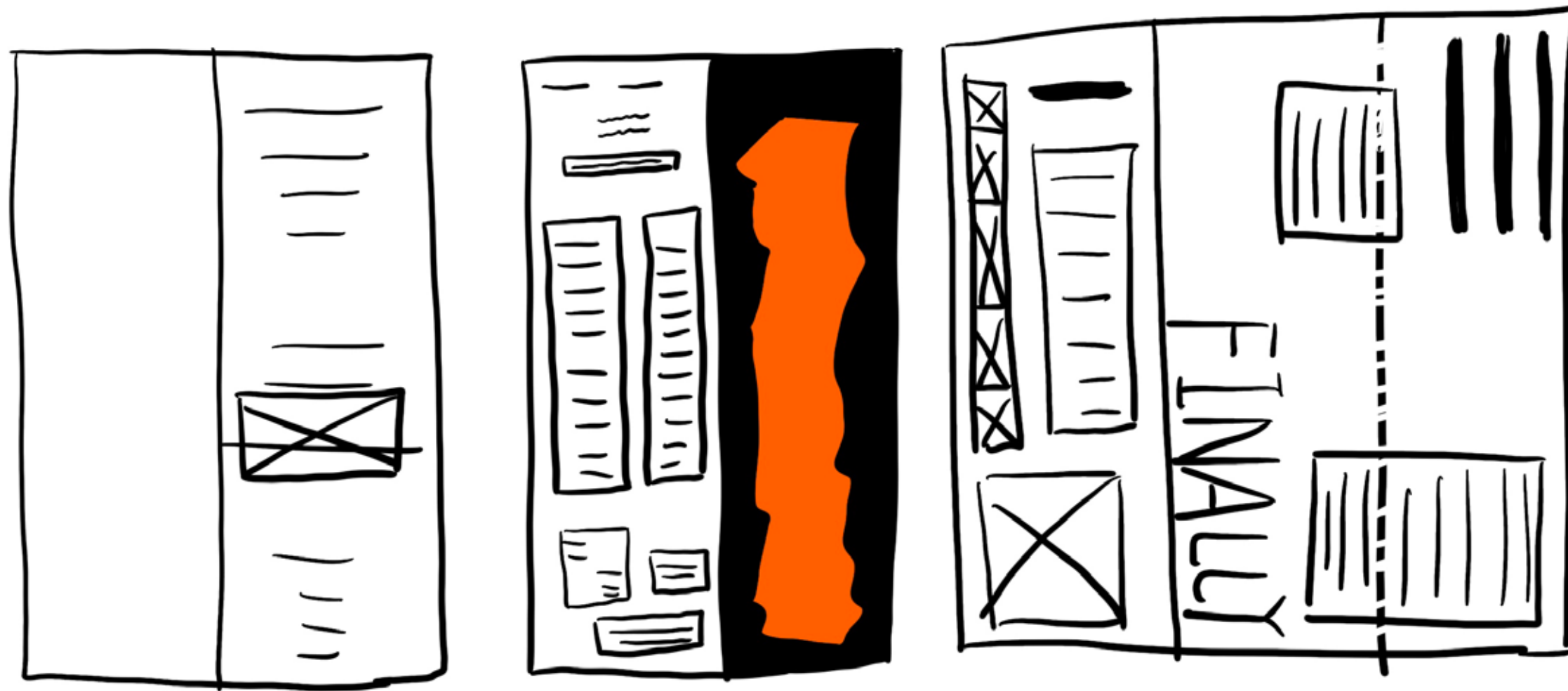


The design is not too complicated, it is more in line with the theme of my paper's convenient technology, and it is in harmony with the tone of my book

Zhou, P. (n.d.). 《InAward》 cover design, [Artwork]. Retrieved from: <http://xhslink.com/a/2q2CpbL4sr17>

Turkle, S. (n.d.). 《群体性孤独》 cover design, [Artwork]. Retrieved from: <http://xhslink.com/a/Zwkq9Zv3ms17>

Content Design

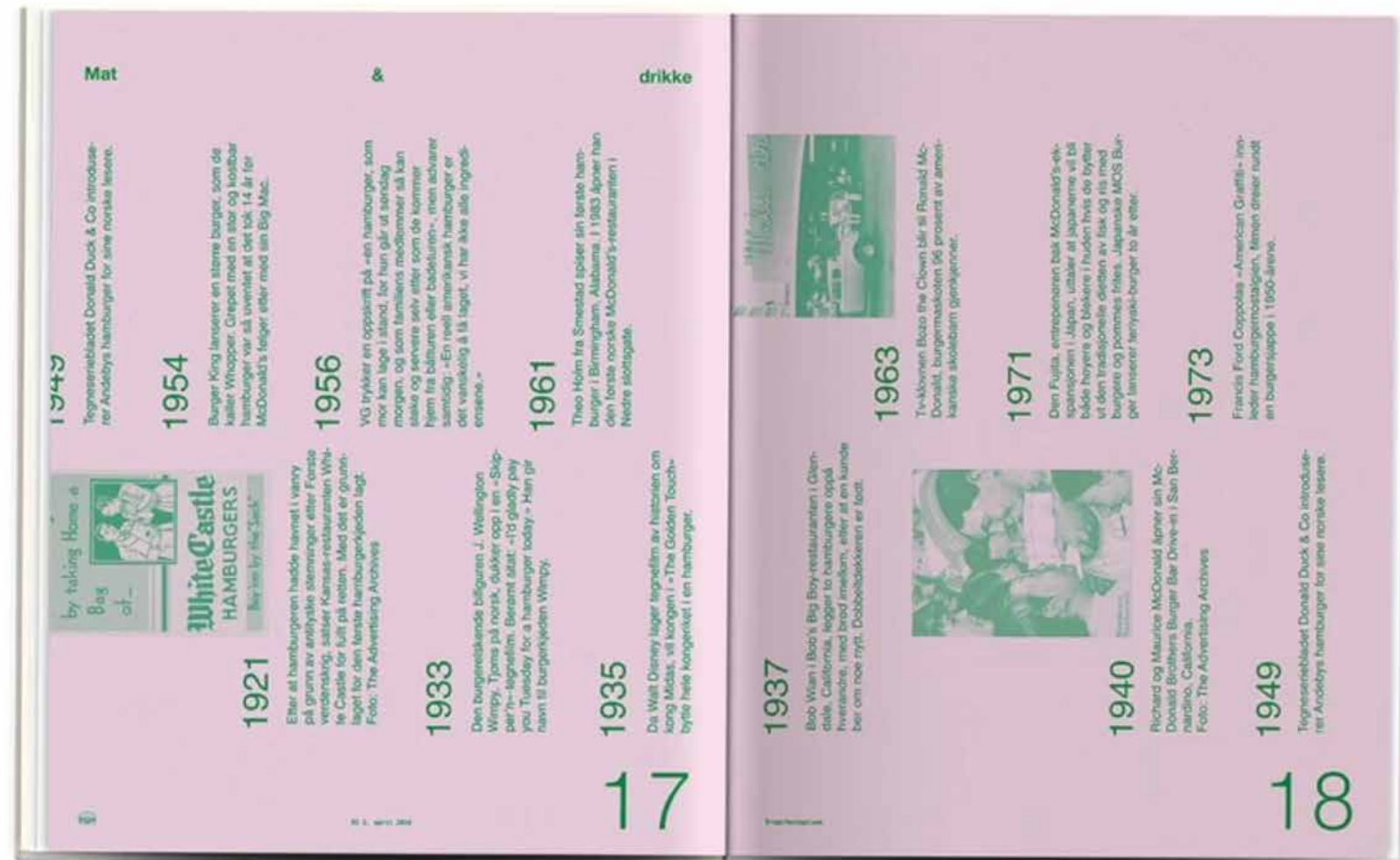


Folding design: It makes the book design more hierarchical, and the reader will not feel bored when reading the form is not single

Reserve color: Adds contrast, refreshes the reader in color, and enhances the reader's attention when viewing the content



Anon. (n.d.). Example Book. Asian Culture Press, p. 45. Retrieved from: <https://images.app.goo.gl/CTmxibeQdNrFqYRf9>



Anon. (n.d.). D2 MAGAZINE,

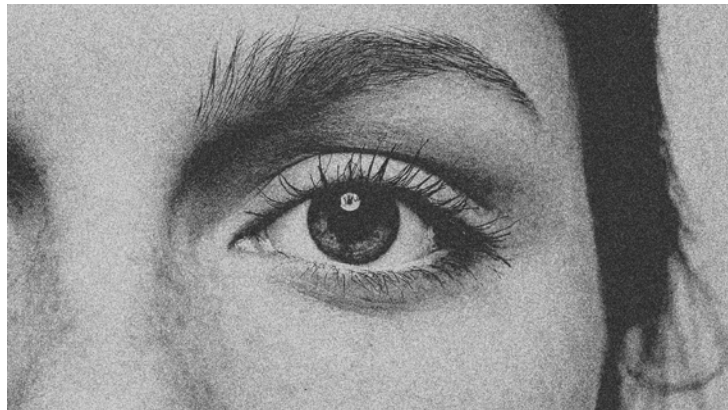


KoKic, T. (n.d.). A MODERN ADDICT. [Feb. 15th].

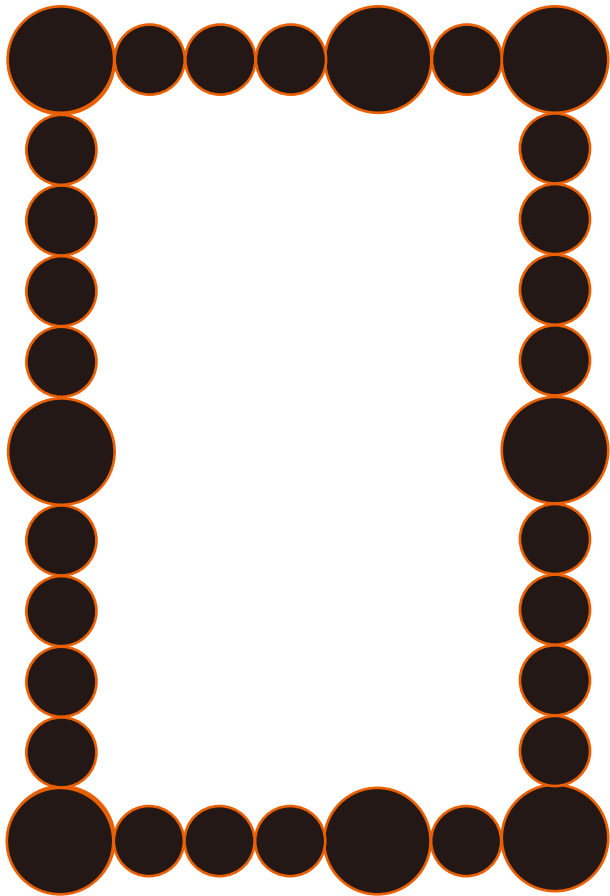
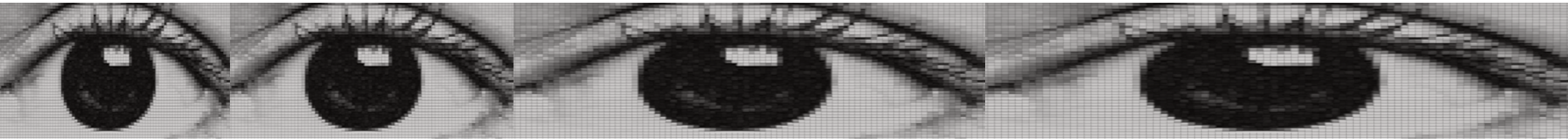
Each of these three layouts has its own focus

1. The pictures attract attention, and the font of the subject attracts people
2. The structure of each part is clear, so that readers can clearly divide the level of reading, and the color collocation is harmonious and attractive
3. If each page is packed with a lot of text and pictures will give people the feeling of suffocation, the content of this page has more white space to give readers breathing space, and it is more helpful to concentrate on the reading of the following content

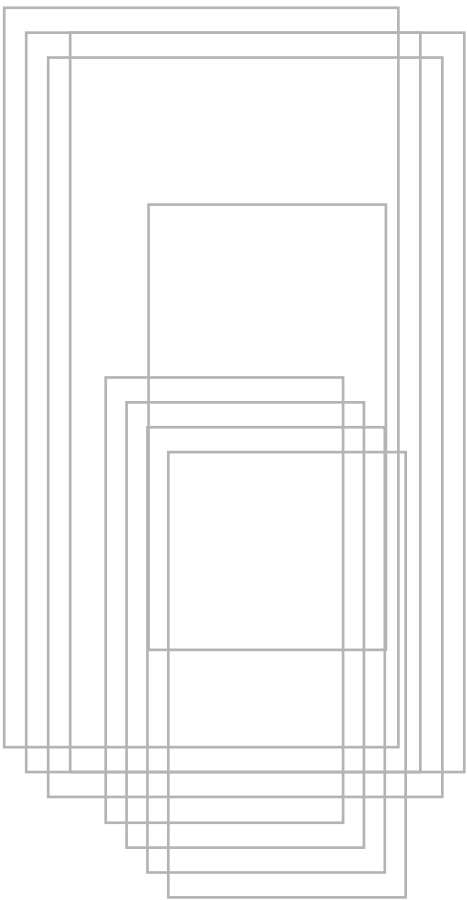
Element



The eyes, as a very important element, appear on many pages



Photos can be added inside as decoration, and the shape also resembles the screen of the machine. (But didn't choose)

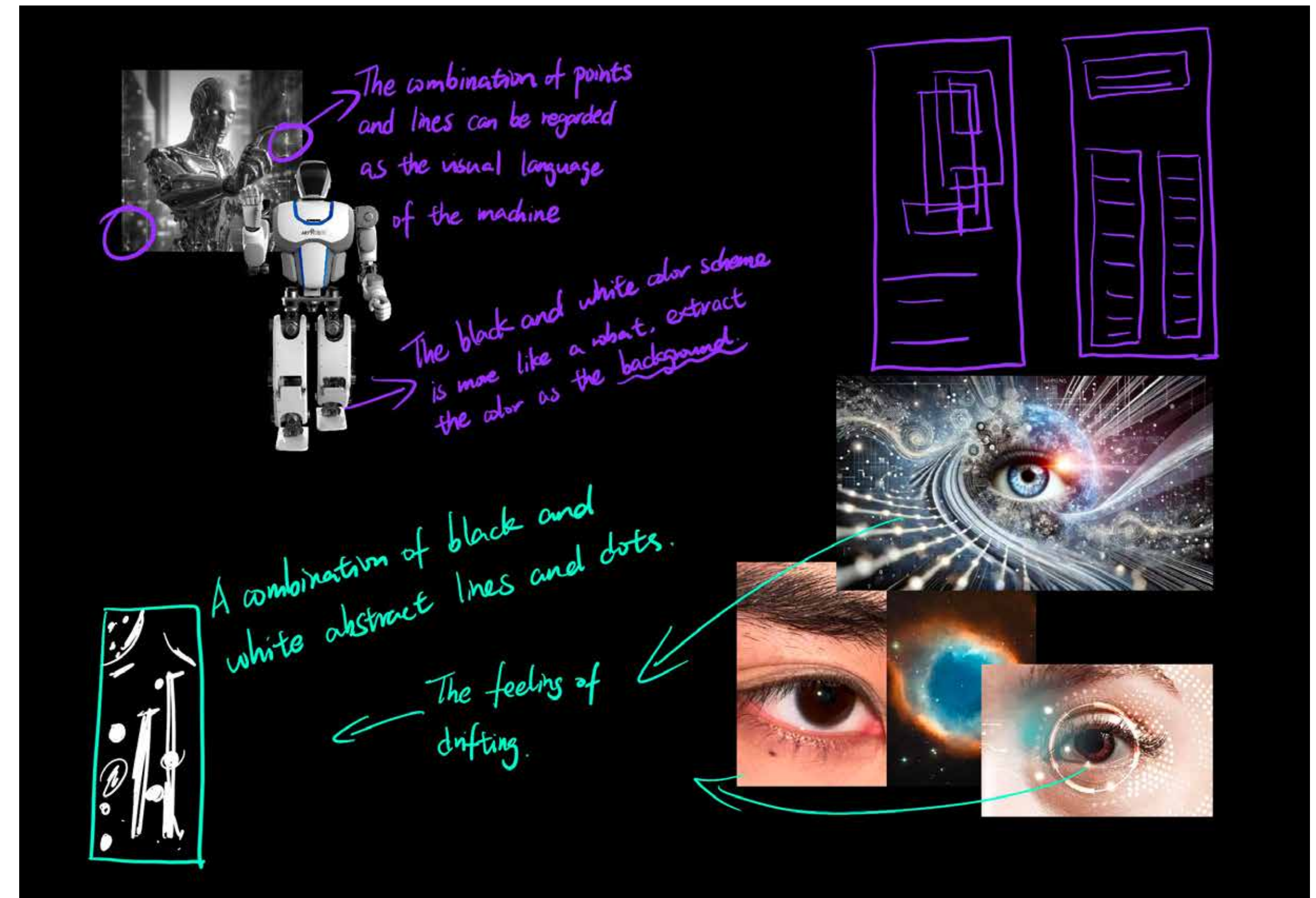


How to reflect the sense of TECHNOLOGY ???

Cover: ① Metallic or glossy effect → High-tech materials
② Geometric shapes / straight lines / bold fonts

Text: ① Simple - modern sans-serif font
② Neatly laid out

Color: ① Strong color contrast
↓
cool tone color → Easy to connect with technology





extract the elements
(convert to black and white
in design)

Human beings have different
brain waves, when watching
different things, and can
use brain waves as elements

Human's
feeling are more richer
像切画和反层
受到刺激时
的状态。



机器没有感受

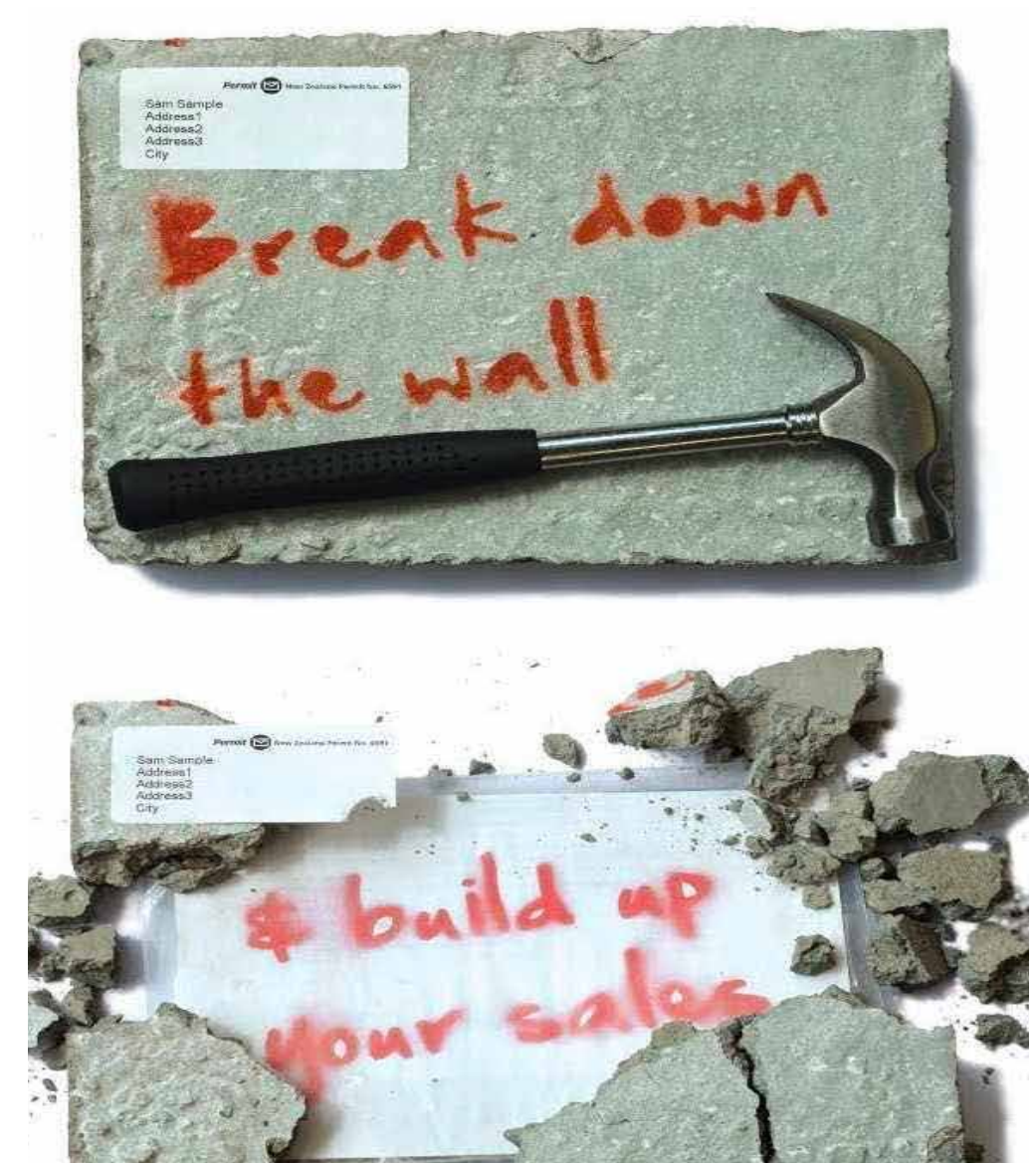
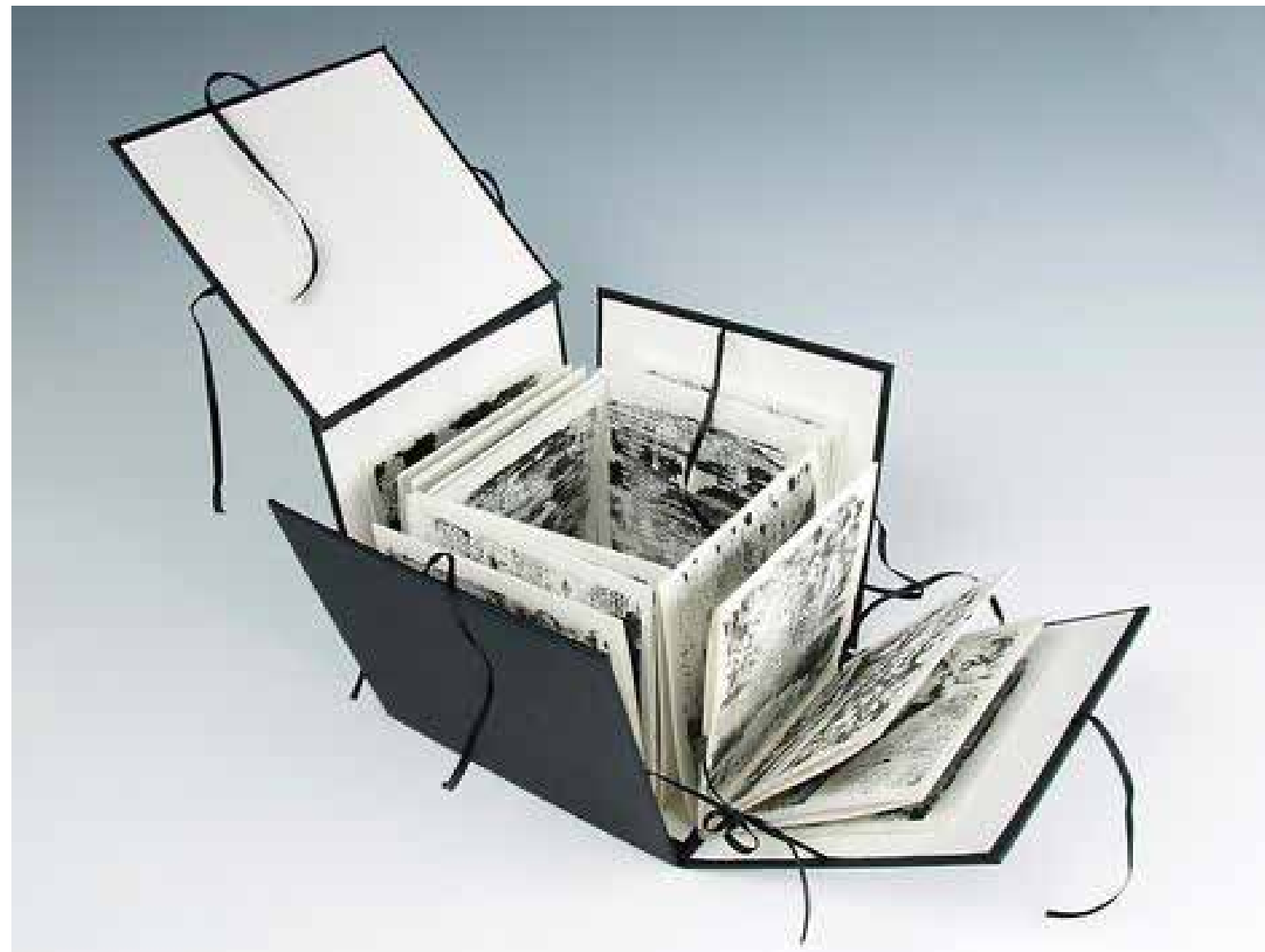
仔细感受 不同现象
T 2 动作不同

对视觉作出
不同反应

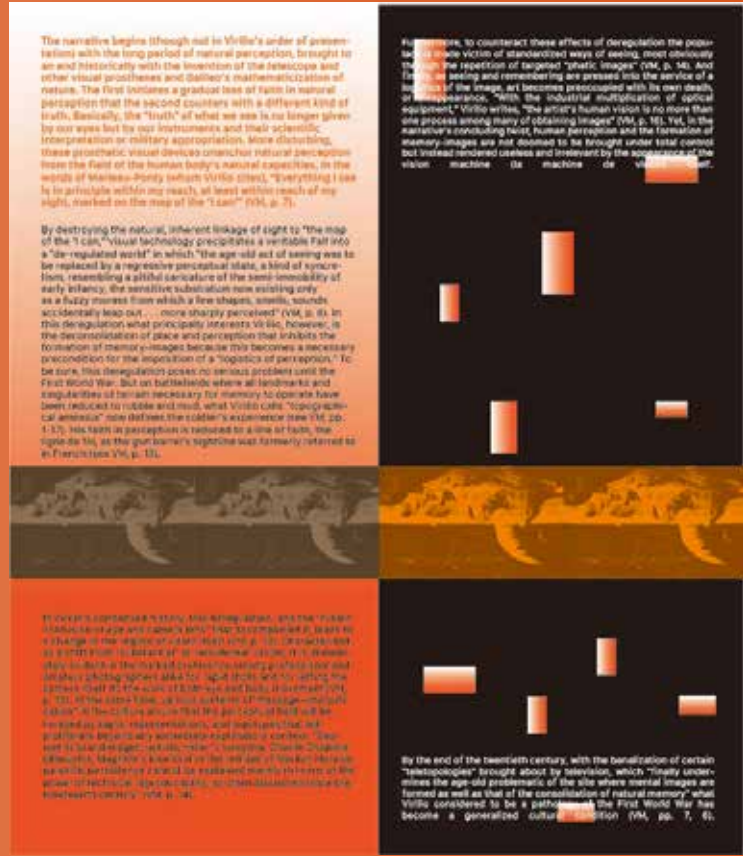
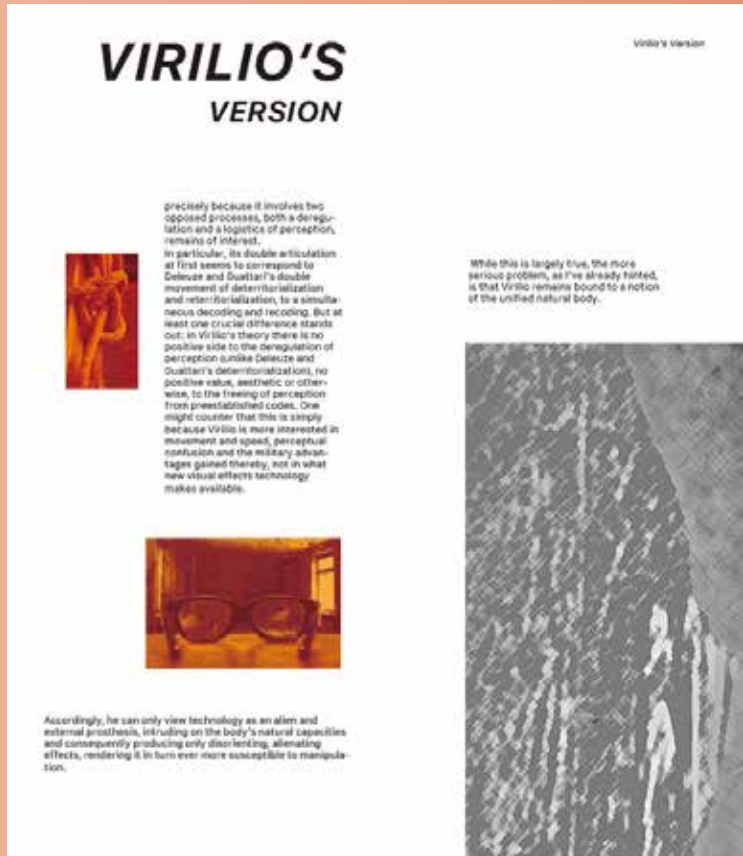
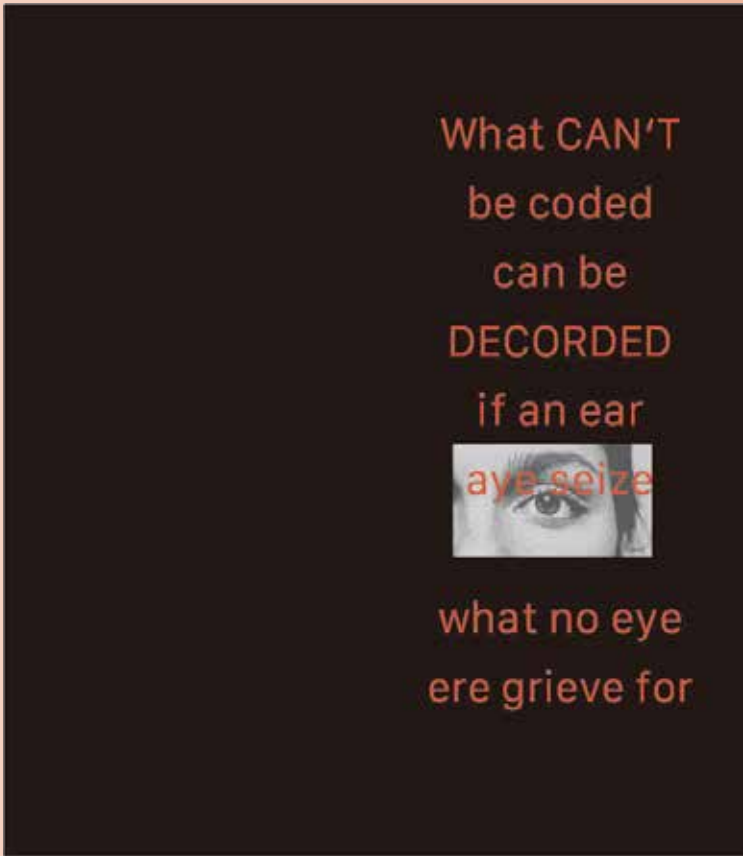
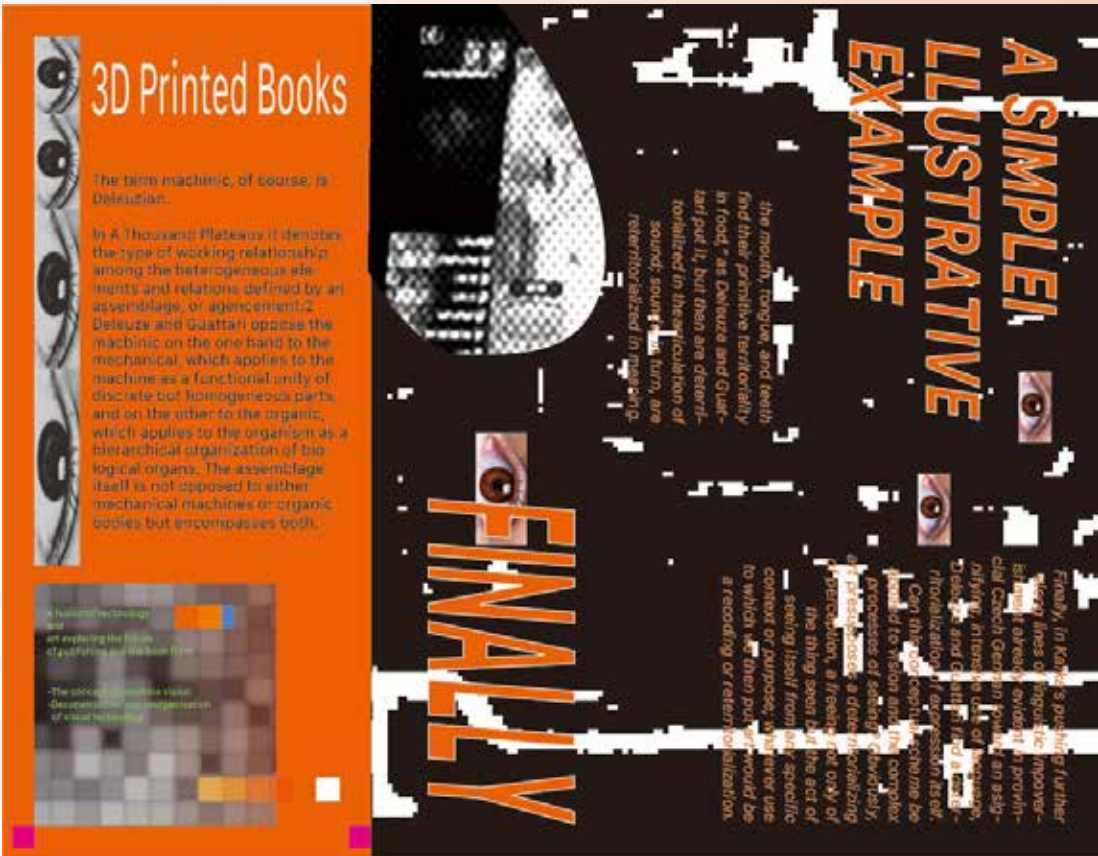
ANSWERS ABOUT ALL THE QUESTIONS:

- (1) How might we encourage readers to engage with the texts?
- (2) How might we build emphasis and meaning into the structure of the publication?
- (3) How might the form of the publication communicate its contents?
- (4) How might the form be interacted with to encourage exploration and discovery?
- (5) How might the reading experience be playful and delightful?
- (6) What alternative organizing principles can be used to create better reading experiences?

- Visual hierarchy: Variation in font thickness and size
- Appropriate insertion of charts and images
- Different printing and binding methods are used
- Appropriate color matching to express the emotion of the text
- Cover design to attract readers' interest in reading



Final work



Photography

These are several pages of the content that I took by myself after printing out the book

