

book design

Machinic Vision

Zixuan Zhang - 36036064

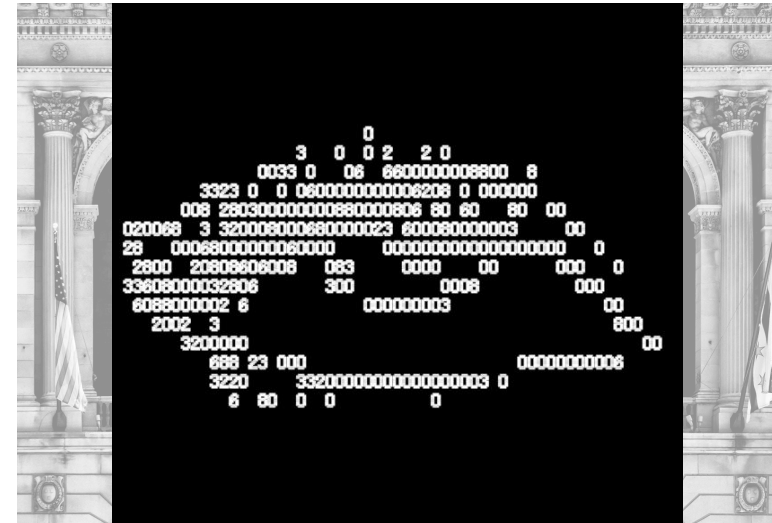


CONTENTS

1/ RESEARCH

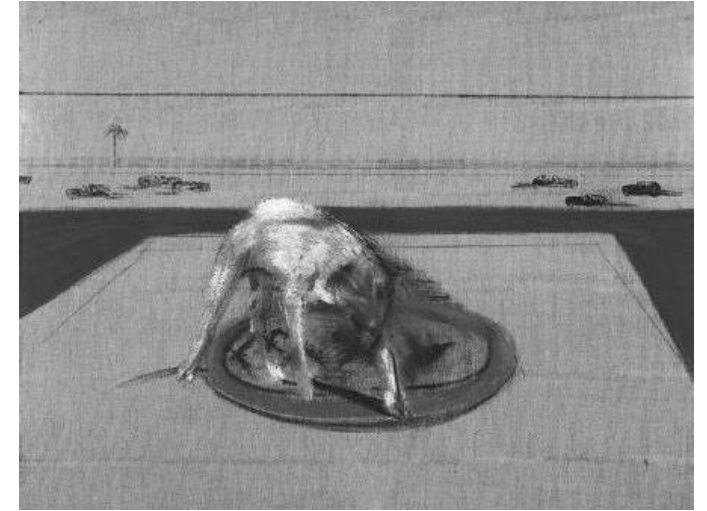
2/ SKETCH

3/ BOOK DESIGN



(Francis Bacon, Study of a Dog, 1952, https://www.researchgate.net/figure/Study-of-a-dog-Francis-Bacon-1952-Oil-on-canvas-198-x-137-cm-Tate-Gallery-London_fig2_228485397)

Deleuze's ideas explores **how machines deconstruct traditional vision**, allowing perception to move beyond fixed structures into a fluid, open experience.



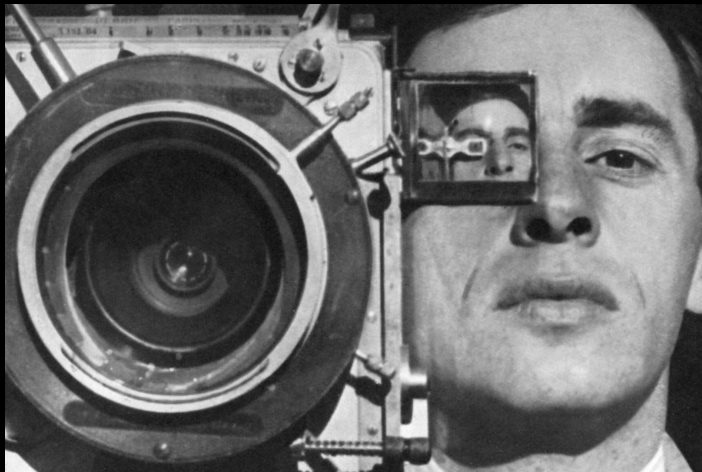
1. Research

Opposites & Complements

Emancipation

Control, limitation

1. The Vision Machine



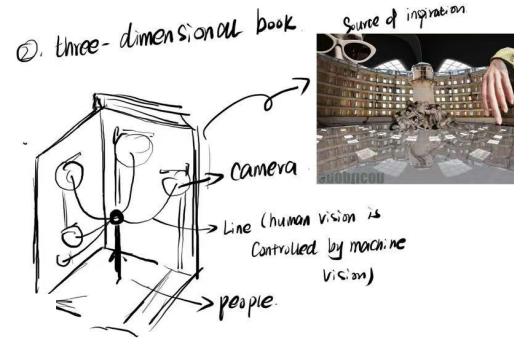
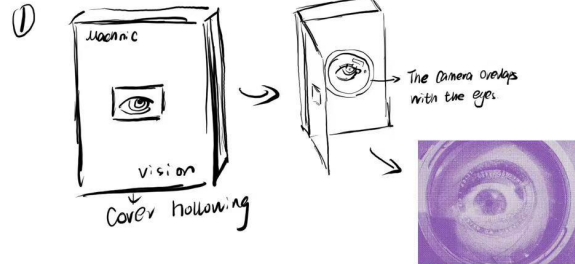
Follows **Virilio's ideas** to show **how machine vision replaces human perception**, making seeing automated, controlled, and shaping our visual experience.

(Dziga Vertov, Man with a Movie Camera, 1929, <https://www.theneweuropen.co.uk/the-joy-of-revolution/>)

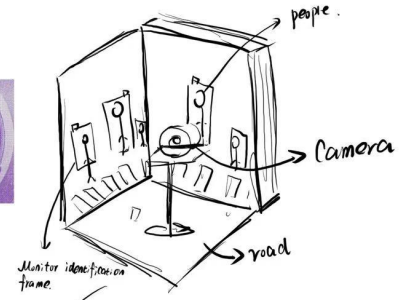
2. SKETCH

Incorporating opposites and complements in cover design

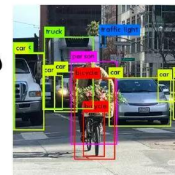
Cover Design.



③. Three-dimensional book



(with machine vision at the center, human beings are observed and affected by machines all the time in life)



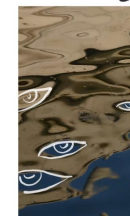
Color Selection:



three-dimensional effect

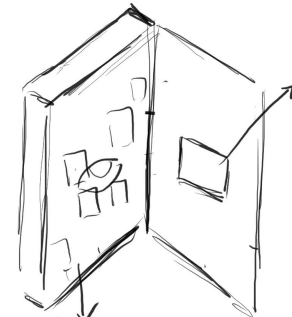
Cover design. (focus on emancipation)

①. like river?



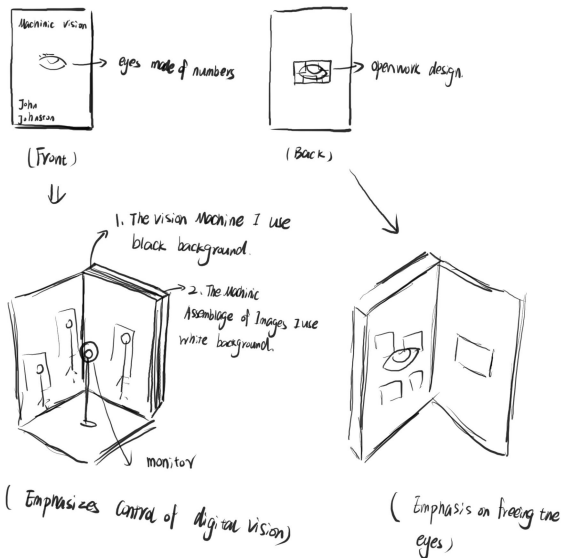
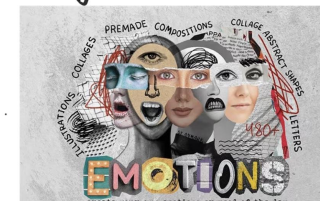
(The eye and liquid combine to symbolize the absence of boundaries)

②. broken eyes.



switched to gather from different frames. (Elements of various art forms)

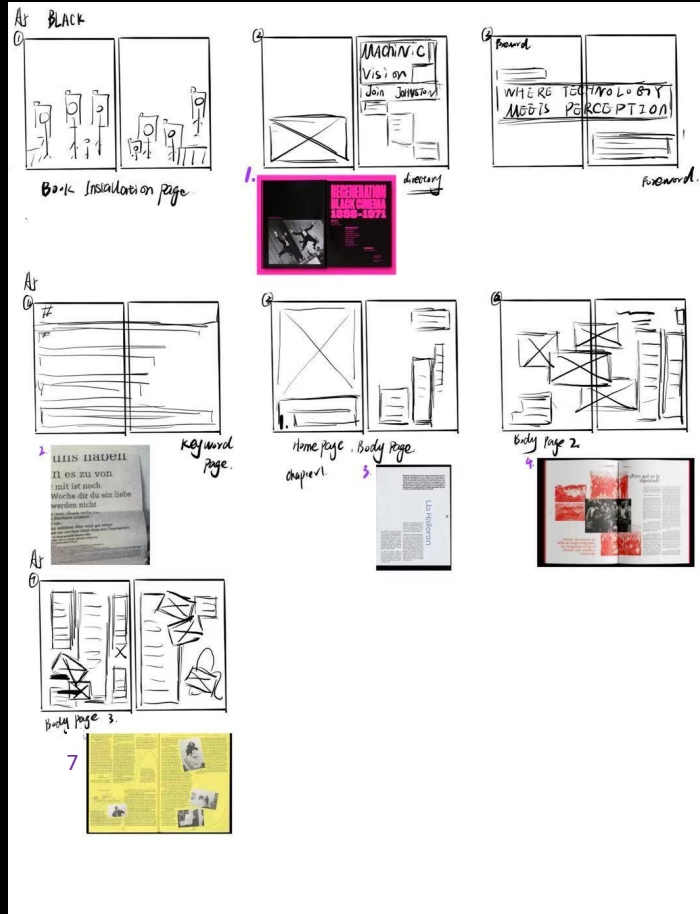
Use Color to differentiate views



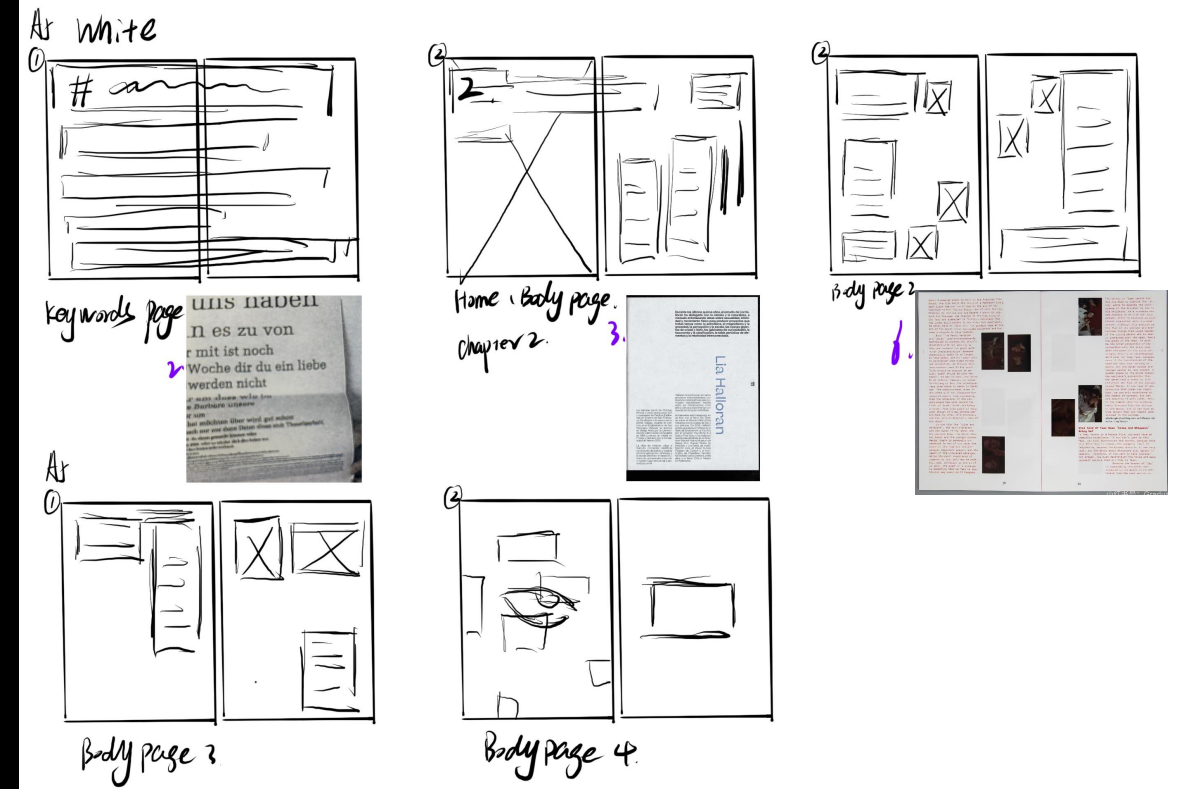
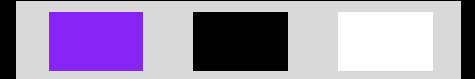
In order to distinguish between the two points of view, I used color to separate them, I also designed the front and back covers.

2. SKETCH

Book Inside Design

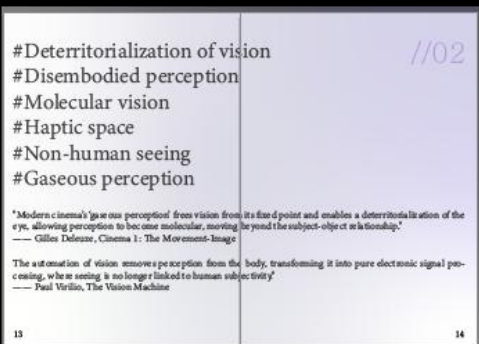
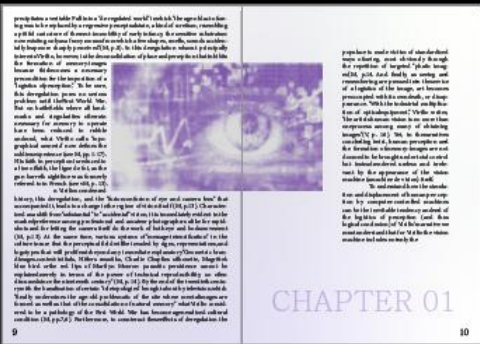
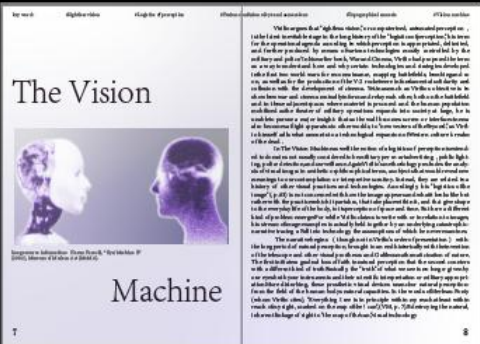
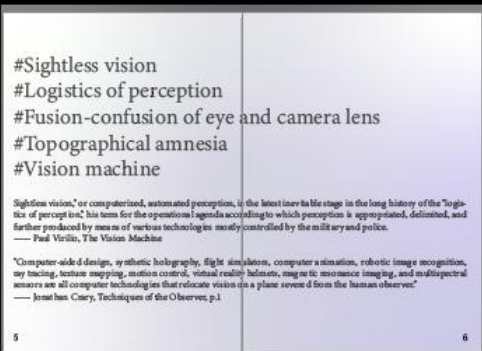
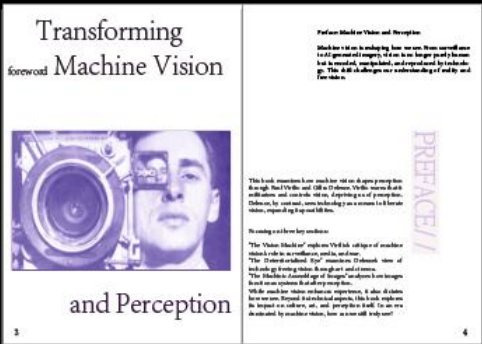
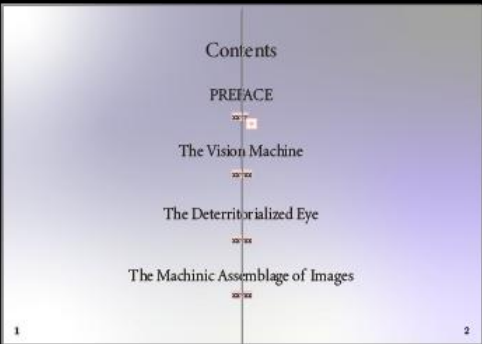


Color Selection:



1. REPLICA Studio, 2023. Available at: <http://xhslink.com/a/Ta44sML1PFZ7> [Accessed 16 Mar. 2025].
2. Barbara Hahn, Christine Zimmermann, (n.d.) [Accessed 16 Mar. 2025].
3. Xiao Zhao's Aesthetic Nurturing Diary, 2025. Available at: <https://www.mybib.com/tools/harvard-referencing-generator> [Accessed 16 Mar. 2025].
4. Barbara Hahn, Christine Zimmermann, (n.d.).
5. Behance.net. (2022). Behance. [online] Available at: <https://www.behance.net/gallery/165906491/Diseno-Editorial-Articulo#> [Accessed 16 Mar. 2025].
6. Graduate360 Graduation Design of the Year. (2021). Echoes: Bergman and You and Me . [online] Available at: <http://xhslink.com/a/qUhYBnIn4T07> [Accessed 16 Mar. 2025].
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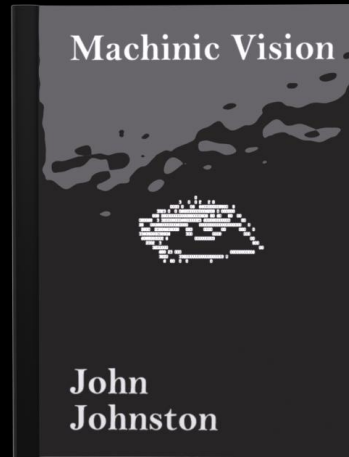
3. BOOK DESIGN (first version)



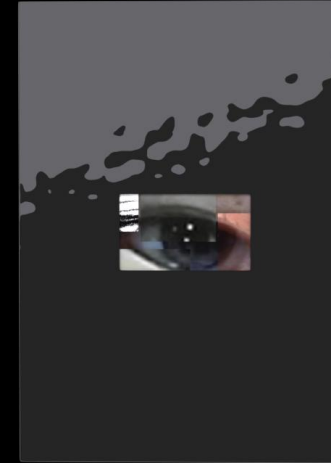
<https://www.youtube.com/watch?v=QY4q1TdAzu0>

3. BOOK DESIGN (final version)

Front and back
cover design



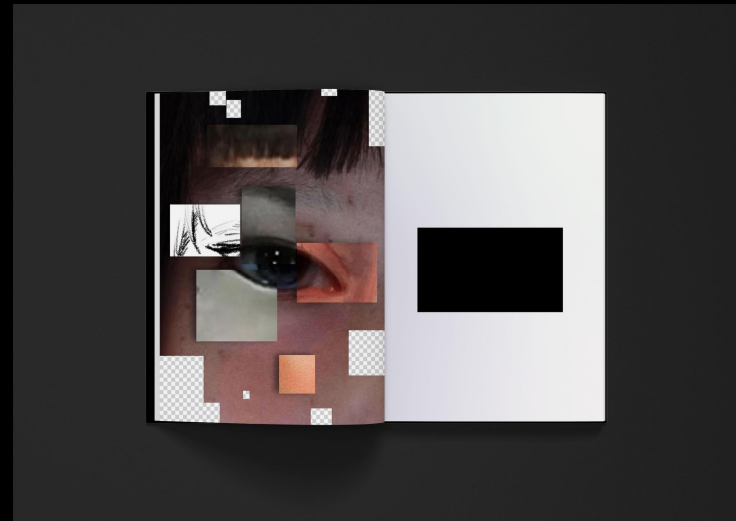
Front design



Back design



Book Installation Design
(The Vision Machine)

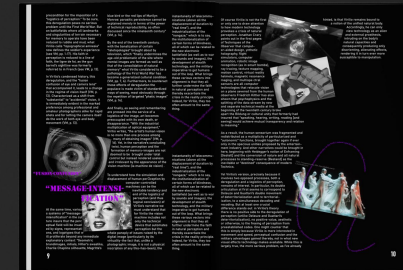
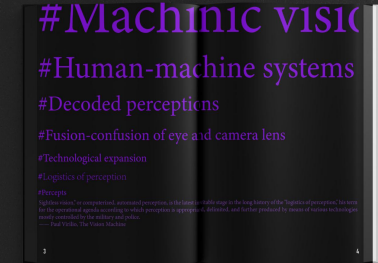


Book Design (The
Deterritorialized Eye)

3. BOOK DESIGN

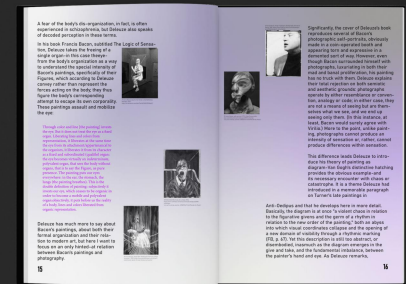
Inside Page Design

Preface and
chapter I (The
vision machine)



Inside Page Design

Chapter 2 (The Deterritorialized Eye)



Scan this QR code to
see the book display

<https://www.youtube.com/watch?v=094HkCBZ9o0>

• THANKS

