

The relationship between fiction philosophy and Literary text in designing a printed book (An analytical visual reading of the works of "Oscar Prinevier & Friedrich Ribina")

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Introduction

“The imagination is not a state: it is the human existence itself.” — **William Blake***

Imagination is one of the most important images of a human's creativity and even intellectual ability that has developed through the ages. Imagination is the way that enables man to control animals through the prehistory ages, caves drawings are standing bear witness to this, and it also enables man to conquer the entire world and even space and explore them. Imagination is inevitably a way to control the universe, with it "human-animal-space ..."

The creative imagination has developed since the prehistoric and primeval caves ages, reaching to the creative imagination of virtual reality, as the virtual art appeared as one of the developed creative imagination states, which is defined as "the activity that through interaction with technology allows us to go deeper with ourselves and integrate into the image and its world, and to interact with it as well"¹

There is no doubt that there is a correlation between art and imagination and we can't separate them as they are two sides of the same coin that is creativity states manifestation.

"Art is what has made technology more human, and arts have presented a new model of thinking and imagination about the human values, and it also has provided a chance to new fields that make imagination go off in the age of technology"²

There must be a clear relationship between imagination and philosophy. There is no philosophy without imagination, as imagination is the wings of the mind that allow it to fly to intellectual and philosophical horizons that makes the creator an owner of horizons of innovation and creativity, and to present all what is new and creative.

Accordingly, designers of books in particular and creative artist in general must possess a wide imagination supported by a philosophical vision that is certainly based on societal intellectual principles with a civilized reference.

Research problem:

- Do Oscar Brenifier & Frédéric Rébena artworks have philosophical significances associated with the visual and literal texts of the internal pages of the book?
- Can design or creativity state be without imagination or philosophical dimensions?
- Is there a relationship between the literary text and the creative design status? and to what extent is their relationship to design fiction and the values it holds?
- Can the literary and visual text in the literature of " Oscar Brenifier & Frédéric Rébena" fit the imagination of children with their different societies?

Research importance:

- To highlight, search and analyse a side of the works of "Oscar Brenifier & Frédéric Rébena", which depends on philosophy, in terms of the literary text and its reflection on the visual image

and its support with a creative state related to the child's imagination that seeks the advancement of it and to raise it up.

- To make the artist always seeks, through the logic of design, to achieve philosophical ethics and creative imagination in his various designs through the logic of design.
- To Emphasize that there is no creative design or state without imagination that carries a philosophical dimension and intellectual content that enrich and support it, and gives the creative artist a motivation to practice creativity.

Research aims:

- To clarify that the works of "Oscar Brenifier & Frédéric Rébena" have philosophical significances associated with the visual and literal text of the internal pages of the book.
- To emphasize that the design or the creative state can't be without imagination or a philosophical dimension.
- To stress the teaching of "philosophy – Logic – Psychology – Aesthetic" curriculum to the student of Art and Design faculties, because of its clearly and directly reflections on Artworks and creative designs.
- To clarify that imagination has no geographical or ideological boundaries.

Research hypotheses:

The researcher assumes that there is a high correlation between the literary text and the visual text, as the artist's imaginary state is loaded with a philosophical dimension.

Research Methodology

The research adopted the descriptive analytical approach.

Research limits:

Objective limits: The works of "Oscar Brenifier & Frédéric Rébena" – book of "What is Liberty?" which is part of the little philosopher encyclopaedia.

Time limits: 2009 the publication date.

philosophy of design's imagination:

1. Philosophy:

The appearing of philosophy is dated back to before BC, but it was neither systematic nor legalized, then it went through stages that made it more mature and prosperous. previous societies knew philosophy, but it appeared in some societies more than others. The idea of philosophy is based on looking at man and the universe in general.

a- Philosophy in language:

Philosophy in its linguistic origin is an ancient Greek word, composed of two syllables which are (Philo), meaning love, and (Sofia) meaning wisdom, therefore the word philosophy means linguistically: love of wisdom, and the philosopher is (wisdom lover).

b- The need for philosophy:

The importance and the need for philosophy have emerged because of scientific, technological and research development in various aspects of life. due to philosophy role in "stimulating mind, uncovering delusions, removing myths, and the continuous science's need for a philosophical examination, as science depends on an approach that is not its product, and principles unrelated to it, the philosopher's boldness is important for the objectivity of scientific research, for

rationalization science for social ends that benefit society, to link science with morals, as well as to subject scientific discoveries to human values; because the purpose of science is to reach results and discoveries, and it does not matter if it benefits or harms society." ³

c- The main topics of philosophy:

There are three main topics of philosophy (Existence - Knowledge - Values)

d- Design Philosophy:

It's certain that the designer starts with the values required to be achieved in his visual product, which he endeavour to move it from thoughts and imagination world to the real world, its values are (logical – ethical – aesthetic) that represented in the lofty goals of society such as comfort, cleanliness, safety, providing a creative aesthetic touch, and to clarify the idea of the literary text ... and those goals are nominal questions, and they constitute the fundamental questions of design.

(What is design philosophy and its relationship to philosophy? - What is the logic of design? - What are design ethics? - What is the beauty of design?)

2. Imagination:

The poet Bronovsky defines the Imagination as "the formation of images inside the mind, moving them, and transforming them to get new formations, and from his point of view, imagination is the source and common root that emerges and generates both art and science together, imagination needs to be free. Bronovsky assured what William Blake said that " what has been proven in science has been previously imagined in art"⁴

a- Imagination types:

creative imagination - spectrum imagination - memory imagination - imagination caused by deprivation - imagination associated by scenes – daydreaming

b- Characteristics and features of imagination:

There is no doubt that exercising of the imagination process provides the creative person with several features and characteristics that other human beings haven't, including that it reduces nervous tension, emphasizes the ability of visualization and flexibility, provides the ability to make ideas and images more flexible so that he can creatively mix one or several images, also imagination helps the person to solve problems he faces.

Visual Reading of the Artworks of "Oscar Brenifier & Frédéric Rébena " (Little Philosopher series)

The practice of creativity, in general, "plastic arts - poetry - music - theatre - cinema" and other different creative states, as I explained before, it must contain a philosophical imaginary dimension that must be related to reality and must have roots in future that make it a creative state that is serious and innovative.

Therefore, when we are looking at series of "The Little Philosopher" written by Oscar Brenifier and drawings by Frédéric Rébena, we find that it is a collection of books specifically designed for the young reader and it simulates the dialogue between children and adults to develop children's skills of thinking, imagination, analysis, creativity and encourage them to ask questions not only to know themselves, and the community around them, but also to learn about life and the universe. These questions also encourage them to think more deeply and not to be satisfied with the appearance of things. The author here has been interested in presenting a set of questions in different titles in the series "The Little Philosopher" and there are several

answers for each question, some of them will appear natural and even obvious as well, others are confusing, vague or surprising, and the answers will be new questions because thought and logical and creative imagination is an endless path.

a- Oscar Brenifier

He was born in Algeria in 1954, with French origin, after obtaining a biology degree, he obtained a PhD in philosophy, he wrote more than 40 philosophical books for adults and children, his works have been published in more than 30 languages, he was an expert in philosophy teaching, and he was specialized in workshops that target children and those who raise and educate them in more than thirty countries

b- Frédéric Rébena

He was born in Clermont – France in 1965, he moved to Paris, where he graduated from the Faculty of Applied Arts, worked as an art director in several advertising agencies, he was a plastic artist who covers pages of books as a designer and cartoonist.

c- Visual reading for "What is Liberty?" Book

"What is Liberty?" is a book of the "Little Philosopher" series, and now the researcher has to review some of its pages that contain and reflect a state of philosophical thinking in terms of subject and literary text as well as a state of visual imagination that the pages' designer could embody and transfer to us from his own invisible metaphysical world to our physical, visual real world.

In figure (1) we notice the book cover is distinguished by its red colour and the positive energy that this colour bears with meanings of liberty as a start and this is what the designer emphasized by drawing a girl with wide eyes, opens her arms for life trying to catch a butterfly, this butterfly is a symbol of liberty, which dashes and is pursued infinitely.

The name of the book is shown at the top of the page "What is Liberty?". The design was full of simplicity and innocence expressing the state of childhood and of course filled with a creative, imaginary and philosophical state.

In figure (2) we notice that it's a design of two connected pages in the book, and at the top left "Can you do all what you want?" was written, as simple the question seems as it was a philosophical question, it will be answered later. But we can see a visual state as the designer let a big elephant topping the visual scene of the two pages, and in the back a child trying to burn the elephant's tail, and in front of the elephant we notice a surprised dog by what is happening in front of it. Here we notice that the artistic performance was characterized by boldness in expression and drawing, as the artist used the pastel colours which is naturally and typically available for children, as if he was trying to reach them not only intellectually but also technically and visually, stressing that he is close to them and to their imaginary and intellectual world, the colours were clear without complexity to fit with the world of the little reader or with the world of children, it is "yellow – green – blue – brown – white", we notice the kinaesthetic sensation that appeared through the technique of colouring, especially in the body of the elephant and in the background, the entire design bears clear philosophical imaginary meanings reflected in the case of the visual dialogue among "the elephant, the child and the dog" and the philosophical text at the top of the design.

Findings:

- There is no creative work without imagination philosophy, art is first then science through imagination philosophy and foreseeing the future.
- It's important to link the literary text to the visual text in the design of a printed book.
- The works of "Oscar Brenifier and Frédéric Rébena" gave depended on philosophy in terms of the literary text and its reflection on the visual image and supporting it with a creative state related to the child's imagination that seeks to rise it up.

Recommendations.

- It's necessary to support design creative works with a philosophical depth that serves the community and design users "book - magazine - newspaper" all service designs.
- It's necessary to emphasize the philosophical and intellectual values in the works directed to the child to raise imagination and support his mental development.
- The importance of studying the curricula of "Philosophy - Logic - Psychology - Aesthetics" for students of Faculties of Arts and Design, because they reflect clearly and directly on creative artwork and design.
- The role of cultural institutions in supporting the dissemination of the culture of design philosophical imagination must be activated in the context of linking to the cultural and environmental dimension of society.
- The necessity of concerted efforts by writers - literary text writers - with plastic artists and book designers to create an artistic product that seeks to establish (folk heritage, spirit of imagination and innovation - rooting the national identity at the local, continental and global levels).



Fig. 1 (Book Cover) – What is Liberty?⁵



Fig. 2 (2 inner linked pages of the book) written in the top left (Can you do all what you want?)⁶

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