

Designing Artistic E-Books as inspired by Arts of John Tenniel " model "

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Summary:

The book is a set of papers printed between two covers, and it is the first teacher, and its benefits are hard to count. The book provides the reader with a huge amount of words and terms, "As it enriches the linguistic skills, the more a person reads books, the more his culture increases and he gets new expressions and sentences.

In recent cognitive developments, and techniques for transmitting information via the Internet, which is a basic tributary and a major factor in building the human cultural, social, cultural, and political system, the qualitative shift that occurred in the world of communications was a real technological revolution, bringing distances between people, and led to consolidate the relationship between people.

E-book is one of the rapid technological developments in this era, and we must differentiate between the types of books, and the author's goal of publishing the book, in terms of publishing scientific or entertainment information or encouraging tourism, economics, science fiction, each book of the previous types can include unique characteristics to other books, the presentation of the novel differs from the presentation of a book for scientific research, as it differs from a book for tourism that includes pictures and moving video clips, text writing and information components of the book and the goals of the book, which is a text written in the form of a digital, electronic file with words and pictures displayed on a computer screen that may be intended for more than just reading e-books only, or is an e- file formatted for display to e-book readers.

Research problem:

Graphic design is considered one of the most important technical elements that have been used in most modern programming applications, including the e-book, and it occupies a great position of concern to all users of those numerous applications that are issued daily in the world. What are the aesthetic values of graphic design in electronic technical books?-

-Is the rapid development in the field of designing electronic books, including technical ones, leading to the extinction of paper books?

The research aims to:

Study the main idea of the graphic design, and highlight the importance of using and activating it in artistic e- books.

-Using the e-book in light of the rapid technological development and the current global crises in the various educational foundations.

-Study the latest modern technologies in design for electronic technical books.

Research importance:

- The importance of the research lies in focusing on the most important and recent trends in graphic design in electronic technical books, and their impact on these e-books.
- Focusing on the importance of the e-book as the best and most important stage of the coming period in compensation for the paper book.
- The necessity of developing graphic designs to stimulate the educational foundations and the recipient to activate the e-book with them.

Research Assumptions:

- Graphic visual items is the most important means of clarification since the production of the printed book.
- The e-book has many aesthetics and aesthetic design features.
- The e-book is worth using, as it possesses various graphic designs of artistic elements, making it one of the most important stages in dealing with all different educational institutions.

Publications evolve to e-book in the modern era

" In the past books, it had forms different from what we see now, because the stage of making books was an important stage of the history of printing and the stage of the development of printing and books is one of its humble beginnings to what it has reached now, among the most important inventions that have passed on man, as the process of producing books has developed from slow, arduous process, to speed and modern technologies.

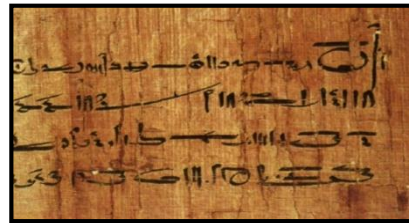


Fig (1) shows the papyrus John Tenniel's

The first important development in the book industry is due to the ancient Egyptians when they decided to use material for writing on them and they made papyrus, which in turn is one of the most important inventions of the ancient Egyptians that led to the emergence of writing on papers. fig (1)

Books in the past

The Chinese were credited with inventing paper in 105 AD, and the word paper was derived from the word "Papyrus". Likewise, the credit goes to the Chinese for the invention of printing from wood briquettes. The Chinese also discovered for the first time, the separate letters that were made of porcelain material, and combined with some of them to be some form, then disintegrated to be used again in printing another form, but with the abundance of Chinese shapes and letters, this process was difficult and it was used less, the books were old in the form of manuscripts that were copied manually with ink or brushes so they were called Rolls.

: E-BOOK

-The e-book is pages that were designed, coordinated, exported and directed by some programs that may not require professionalism in dealing with them, but some of the experience, even a few, and from those programs for example, the FRONT PAGE Program) really we are in the era of informatics in which we find that the whole world has become only a small village.

-The e-book is any book or booklet that is in the form of digital electronic technology. Although all the production stages of writing, collecting, reviewing and publishing" that the book goes through are the same in the printed and electronic cases, the final form of the book as a final product is completely different.

-Display the book content in digital form via one of the electronic storage media, which may be CDs or electronic websites on the Internet.

Types of e-books

E-books can be classified from the point of view of communication science into ten types based on their basic features, the types of information they contain and the functions they perform.

Moving Picture Books-

These books are based on the presentation of motion pictures and videos.

-Talking Books

These books are often used for people with low vision, and they depend on the vocal and musical narration, and some sound effects.

Hypermedia Books-

These books often contain videos, audio, image and text, and they have many different ways to browse and view, such as Hypertext Hands - On books.

-Textbooks

This type of book contains text information only, and it often has a search engine, and it is used for research and study purposes.

-Telemedia Books

This type of book allows the use of different means of communication, and it is possible to update the contents of books remotely and add some text to it, or send some messages as well.

Smart E Books-

These books are used to support learning activities in modern education technology, as they can analyze students' behavior, requirements and develop the quality of interaction with them and are used to show students' activities.

-Multimedia Books

These books contain a mixture of text, image, audio, and video, and are more advanced than books.

Electronic scripts and thus move away from the concept of typical paper books.

Polymedia Books-

These books are issued in multiple forms, such as the paper form, and in the form of floppy disks. They use many types of media and differ from multimedia books in that they are issued in several forms, including paper, floppy disks, and optical disks.

-Picture Books

It is used to display pictures and it contains many types of still pictures.

The role of graphic programs in designing the e-book:

E-book design

E-books are considered one of the greatest interactive methods within different knowledge foundations in the modern era. Perhaps you can make a book that includes wonderful solutions to the problems faced by the recipient, you may write a book explaining your learning journey to specialize like programming or design, when we talk about an idea for an e-book, the ideas don't end, the step, the first is to find an idea for high-quality content that you can provide and benefit from, "So there are some tools that you can use to make an electronic book with valuable content".

Ever note program

Among the best applications and tools by which you can collect ideas and good content that you will use in making the book, you can write your notes, classify them and easily find them with good search properties for the program, so that you can search for the words in the pictures through the feature. (OCR)

The most important features of Ever note

Ever note can be accessed via the Internet or through its own free programs and applications, storing your notes and contents in the cloud, synchronizing and modifying them on any device you use even if it is not your own.

E-Book Design Program (3D Page Flip Professional 1.7.7)

A comprehensive program to convert PDF e-books files into realistic books and magazines with cover page and 3D panoramic background with multimedia objects integrated with the program, including 360 panoramic photo mode.

Circular pitch and up to 3D video, with audio, buttons, links etc. can create and read 3D books.

3D Page Flip Professional

3D Page Flip Professional) is a comprehensive tool for converting PDF into realistic decorative magazines in 3D panoramic background with the ability to integrate embedded multimedia, including 360 degree rotating products, 3D video, flash, sound, buttons, links, etc. fig (2)



fig (2)

Even Monsters Are Shy
Design: Michael Bruza
Country: USA Year: 2014

Aesthetics of graphic design and its effect on electronic technical books

Graphic design is a brief image, and an alternative to a set of cultural and intellectual values, which transforms into a visual meaning for many of the expressive functions, and the design with outstanding technical elements and symbols that contain in their technical translation a guiding stock of practical functions of interest to the recipient as a permanent user to them, and imposes the design is a clear control of the user through circulation and proliferation, where its technical sovereignty and its continuity are achieved through continuous use.

The role of graphic design in directing electronic artistic books

The development in the information and communication technology that the world is witnessing today led to the emergence of the e-book as one of the most advanced and advanced methods, and this fertile progress has opened a wide window for man on his technological world, and the new medium through which he sees his knowledge and cultural reality through his new window. It deals and retrieves information and publishes it through its cognitive sites and teaching methods, teaches and learns, all through the website window, which allows the user or recipient electronic books through the Internet and also via the CD, and electronic artistic books have grown tremendously, during the last decade the number of users of these e-books in all areas of different knowledge life, as a primary source of information at the global level.

First: the beginning of e-books

At the beginning of dealing with the e-book as soon as it appeared at the beginning, it contained some of the pages taken from books or printed papers through photography and then put them in a magnetic file to be displayed continuously by a cadre by the staff through the computer, the author asked (Alison Flood) in her article on the British newspaper (The Guardian) on (the first e-book). (Flood) mentioned that the first electronic book was for the British writer (Peter James) and it was the novel (Host), which he published in two parts on two floppy disks (the first electronic novel in the world) in 1989.

Second: Flat design in electronic technical books

It is a design devoid of all aspects of the third dimension, in which the elements appear to be flat on one surface, hence the name of the flat design, meaning in practice this means that all visible aesthetics such as shades, palpations, gradients and other elements, and the flat design became a feature and phenomenon these days. That was the real beginning of this trend in design with the electronic book in its new garment, in technical books that came in the year 2006 and a little earlier, and the new design came devoid of many details and elements, and focused on design on color and technical elements in the design so that it gives richness in the design to attract the recipient or user of these electronic technical books, and despite the great lack of interaction of these books in this period, especially in the Arab region.

Third: Flat physical design in the electronic technical book

There are a group of differences in the graphic design of the e-book that are summarized as follows:

- Flat design is completely devoid of the third dimension, while the physical design takes this dimension into consideration.
- Simple differences in color sharpness, so that the design is in a color balance for the e-book.

Fourth: Simplified 3D Graphic Design for E-Books

Without a doubt, three-dimensional design touches, with their aesthetics, affected design during this recent period, when some modern 3D programs such as 3D Page Flip Professional) that used the three-dimensional design direction began to provide flexibility in how to design in the e-book that helps to how to spread it quickly, which has become popular and spread widely in all design fields in the past few years, through it and through design, through three-dimensional programs that brought new aesthetic values that led to improved usability, and at the beginning of 2017 a new development of these three programs appeared 3D dimensions are an increase in artistic elements to give effects, visual value, 3D video, flash, sound, buttons, etc. fig(3)



Fig (3) shots explaining the simplified three-dimensional graphic design in electronic technical books

Even Monsters get sick

Designed by: Michael Bruza

Country: USA Year: 2019

John Tenniel's graphic design and the most important art works

John Tenniel" is an artist, painter and politician, and he has a great reputation in book illustrations, Tenniel" was born in Kensington London on February 28, 1820AD. Throughout his long life, he practically presented weekly pictures, drawings and cartoons without rest for fifty years and contributed to a huge number of illustrations in the field of literature during

a period of most periods of prosperity in his era, which is the era of Queen Victoria, he met with his friend Charles Keene, and produced an initial work called "Book of Beauty," which is a series of satirical drawings. Then his works continued after that between 1846 and 1848 AD, including the novel "The Haunted Man by Charles Dickens fig (4)."

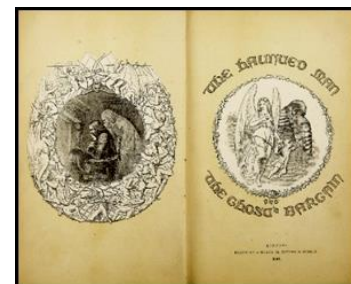


Fig (4) A figure showing the front page of The Haunted Man's novel John Tenniel's

Research Experiment: An e-book model of The most important works by John Tenniel

At a time when the world is witnessing the current crisis in the spread of the Covid virus - 19, the increasing role of information technology, which is one of the aspects of dealing with the current crisis, stressing that the digital transformation system that contributed a lot to facing this crisis, and information technology, contributes to the emergence of the e-book more as one of the most advanced and advanced means, all through the website window, which allows these e-books, and its educational and cognitive role is increasing greatly during that period, so the

researcher designed a template for an electronic technical book on the artist John Tenniel fig(5)



Fig (5) E-book cover (john Tenniel)

The most important results:

- The graphic design has achieved a great development in the aesthetic and plastic values of the e-book.
- The designer intended to use the formal composition of the e-book and developed an unfamiliar and innovative design that serves the user more powerfully for the value of the graphic design that the book contains.
- The recent use of information technology contributed to the emergence of many developments that are emerging in the world of graphic design, including electronic technical books.

The most important recommendations:

- The contribution of the technical educational institutions in disseminating modern design trends related to the design of electronic technical books.
- Study every trend of modern design and its impact on the local community.

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