Design Treatment for the Cover of Salome Play Literary Text - a Contemporary Plastic Vision

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Introduction:

The book cover is a n integrated plastic work, including shape, title, colors and the publishing house logo. The book cover design is inspired by the content of the book and provides visual translation based on its tenors and meanings, excluding literal translation. It is a real mirror that reflects visual representation of the book's content. Thus, we can say that a cover designer needs to be a visual artist who is proficient in drawing and graphic techniques at the same time.

The idea of the research is to make cover designs for the literary text of the story of "Salome" and John the Baptist by the English -Irish poet Oscar Wilde. The study had a special vision in expressing the literary text, as it combined the arts of literature and graphics in white, black and gray shades. The formations are rich with "textures" made by wood engraving effect, where the features of human experience are manifested in moving visions of the feminine shape of "Salome".

Research Problems:
- Scarcity of book artists who incorporated/embodied the visual formal language more than the literary language.
- Although black and white shades are commonly used in graphics, this is rarely used in book cover applications in Egypt, in addition to limited creativity as a plastic vision in application.

Research Objectives:
- The research aims to highlight the importance of utilizing graphic values and aesthetics for digital works, which we see in the engraved and printed works, including different textures, which give different effects that enrich the aesthetic values of book covers and make one book more attractive more than the other.
- Making designs using modern programs and employing them as covers for the literary text of Salome play with a contemporary plastic vision.
- The aesthetic value of the cover depends on harmony between techniques, textures, and shades of black and white.

Research Significance:
- The possibility to maintain the artistic values and the spontaneous texture resulting from wood engraving tools via graphics software effect and using them in book covers.
- Highlighting the importance of visual culture, cover, and the need to take care of it aesthetically, as an added value to the book.

Research Hypothesis:
- Drawn book cover represents an added value to the book, as a distinguished cover design can attract attention to one particular book among other books on exhibition.

Search Limitations:
The research aims to develop cover designs for the literary text of Salome play, and displays the designs in an art exhibition in Culture Palace of Naaman Ashour in Mit Ghamr City.

Research Methodology:
The research followed the descriptive approach and experimental method to design, characterize and theorizing several sample cover designs models for the literary text of Salome's story.

Research Objectives:
- The research aims to create designs using software and using them as covers for the literary text of Salome play with a contemporary plastic vision.
- The aesthetic value of the cover depends on harmony between techniques, textures, and shades of black and white.

Research Methodology:
The research adopted the descriptive approach and the experimental method to design, characterize and theorizing cover designs for the literary text of Salome's story.

Experimental Study:
The researcher designed simple covers not containing many meanings or symbols. The entire experiment was carried out as a piece of art expressing the events of the story through using the female symbol representing "Salome". The design included a visual identity for the publishing house, and the main element of the design was placed almost in the foreground, with the title being in the upper third.

First: Description and Theorization of Ten Cover Designs for the Literary Text of Salome Play

Topic	Designing a book cover for the story of "Salome", the beautiful Byzantine princess, and John the Baptist.
Area	A3
Used software	Paint, Photoshop
Idea	The cover designs did not aim to express the full content of the story, rather the leading character of "Salome" was chosen as the best element to express the story because of its influence on the feelings of the recipient, especially the beautiful woman.

	The designs were treated with contemporary visual solutions to express the events of the story using the elements of the female figure with a special philosophy that combines sentimentality, symbolism and abstraction. The researcher expressed the idea with an unrealistic image, showing abstract formations, rather than the realistic shape of the body, in order to highlight the basic idea of "beauty and femininity".

Sample of covers for Salome play

Sample of covers for Salome play

Research Results:

1- Employing spontaneous texture resulting from wood engraving tools effect in graphic design software, and the harmony between software, texture, and black and white shades can add aesthetic value to the book covers.

Research Recommendations:

- We should take advantage of the aesthetic values of graphic drawing using state of the art software and employ them in the field of advertising to link between verbal culture and plastic art.

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