

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

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### Abstract:

The cover is a visual artwork from the plastic arts, but it is a functional advertising product that serves a promotional purpose. The book cover is one of the most attractive elements for the reader, as it is an integrated plastic work between the design parts of the shape, the font used (the title), its place, the colors, the publishing house logo and the data are all next to the heel. The back is also as one work that cannot be separated, and the successful cover is the one in which the views of the designer, author and publisher meet together. Covering and ultimately affecting the purchase decision.

The book cover design is inspired by the content of the book, this inspiration is based on the contents and meanings of the content without the literal translation of the content, but rather a visual translation that adds to the text what may be hidden from the reader, as it is a real mirror that provides a visual reflection of the book's content, and the cover design may be realistic or abstract, and it may be a drawing A picture, or "collage," etc. What is important is the designer's ability to reflect the spirit of the text, in an aesthetic character that reflects the identity of the book.

The design and the title share the importance of the book cover, as the design is the visual approach to dealing with the book and the title is the linguistic input. A literal translation, so it can be said that the cover designer needs to be a visual artist who is fluent in drawing and is fluent in graphic techniques at the same time with the use and adaptation of his design tools (such as drawings, pictures, calligraphy, color blocks, etc.) so that the cover appears with the character of the book (7: p. .

This research takes two axes:

The first axis: Theoretical framework:-

It includes the introduction, definition of keywords, research procedures, reference to the most important contemporary book cover designers, their various plastic trends in addressing cover design, and an overview of the importance of typography and shape in the visual formulation of book cover design.

The second axis: the analytical study:-

It includes the analytical study of some models of practical practical experience, and the results of the questionnaire on them, followed by the research results, recommendations and references.

### Keywords:

Graphic design 'book cover 'wood engraving