

The role of the creative designer in designing the book arts

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Abstract:

The book is the base of both science and culture, and a preserver of science and history throughout the ages. Despite the periods of stumbling and persecution that happened to it, it remained the preserver and protector of science and culture. The book went through many stages of development that accompanied the developments of successive civilizations, and the accompanying arts developed greatly to be parallel with its importance and role in the advancement of mankind and the building of civilizations. These arts have effectively contributed to supporting it, beautifying it and clarifying their texts, which led to its dissemination and marketing, despite the alternatives provided by modern technology such as e-books, read or audio, which some thought they make the book become obsolete - even for those who do not have the skill of reading -, or to put it in the second place, but these alternatives can only play the role of support and assistant for the paper book, which will remain the main pillar for the dissemination and preservation of science, culture and history, for what it enjoys from the characteristic of immortality and the ability to survive and reach all classes of society that do not possess modern technology and have no access to the Internet, and this research sheds light on the importance of book' arts - especially the design of books for the greatness of its role in promoting the book industry and contributing to its dissemination and its survival as the most important vessel for preserving and spreading science, culture and values. For the creative designer who works with the foundations and principles of art and design, and who follows the sound methods of thinking in a balanced scientific manner, and this has a positive impact in producing the book in a sophisticated and valuable manner, which is one of the most important reasons for upgrading the culture of society and developing its artistic and plastic taste, with which we guarantee the progress and advancement of society. Reaching the spiritual and psychological peace of society, no one denies the great ability of high-end arts to elevate public taste, transcend morals and consolidate solid values, customs and traditions among peoples. An advanced class that precedes and leads the world in the future as we were in the past.

Keywords:

book arts, creative thinking.