

## The role of the creative designer in designing the book arts

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### Summary:

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 books, which some thought they make the book become obsolete - even for those who do not have the skill of reading, 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, to become an advanced class that precedes and leads the world in the future.

### Keywords:

book arts, creative thinking.

### Research problem:

- 1- Is the book arts important and influential in the book industry and its dissemination?
- 2- Does creativity in book design - and in particular the cover design - have a vital and influential role in publishing it, and influencing the public to acquire it?
- 3- Are book covers designed today in an optimal way for what they should be in the age of globalization and technology?

**Research Objectives: The research aims to: -**

- 1- Emphasis on the importance of the book and its great role in the progress and advancement of societies.
- 2- Shedding light on the arts of the book, especially the cover, and its effective role in uplifting the artistic community's taste and spreading plastic arts through the book, and the consequent preservation of identity and authentic values in addition to the promotion and refinement of behaviors and morals in society, and the consolidation of national identity in the hearts of citizens, especially the young generations to protect them from the dangers of intrusive ideas on our society.
- 3- Publishing high-end book arts and emphasizing the effectiveness of its role and impact in promoting the publication of books, influencing the public and urging them to acquire them.

**The importance of the research:**

Awareness of society, especially publishing houses, as well as the public, about the importance of the arts that contribute to the production of the book in a proper manner, and the importance and impact of this on the dissemination of reading, culture and book promotion, which is largely reflected on the progress and advancement of society and consolidation of the spirit of citizenship and the authentic identity of the community, especially in light of the current global changes and attempts to obliterate and fuse all societies into one world, ignoring the identities, history and roots of societies.

**Research hypotheses:**

The research assumes the possibility of influencing the public in Egypt and pushing it to love reading and owning books by producing books in an attractive, modern and elegant style that attracts attention and raises passion for unconventional designs and exciting covers, and at the same time being committed to the values of society and the consolidation of morals, customs and the authentic Egyptian identity that must be preserved, and stressing its importance among all classes of society, especially the youth.

The research also assumes the possibility of directing the different layers of society, especially the youth, to take an interest in, and appreciate fine arts, where books can become art exhibitions that spread and reach people to raise public taste and disseminate art indirectly.

**Research limits:** The research deals with the art of book design in Egypt in the late twentieth century until now.

**Research method:** the descriptive analytical method.

**Book arts:** Book arts include everything related to designing the visual identity of the book, including the technical, aesthetic, and executive aspects of the book's production, starting from choosing the size, cut, weight and quality of the paper through choosing the fonts and colors of the text and the main and sub-headings, and designing the shape, graphics and images of the internal pages and motifs, and decorations, and coordinating all of these elements with the written text, as well as designing, drawings, and pictures of the front and back cover, the distribution, sizes and colors of the typographical elements, taking into account the relevance

of all of this with the subject of the book, and the category of the audience directed to it, as well as drawings and design of posters and advertising and promotional videos for the book, and other elements related to the technical, design and promotional aspects of the book.

**Creative thinking:** Thinking is a supreme vital process that occurs in the minds of all human beings, and is not limited to a particular group as it varies according to the abilities, personality and willingness of each individual. It includes abstraction, generalization, distinction, comparison and inference, and the more the trend is from the tangible to the abstract, the more complex the thinking." Fluency, flexibility, simplicity and originality.

### **Book Arts:**

Book arts are concerned with all the processes related to designing, printing and directing the visual identity of the book, which include:

**Typographical and verbal elements:** such as choosing the quality, sizes, and colors of the heading and sub-heading fonts, as well as the quality, size and color of the text, the whiteness, the spaces between lines, paragraphs, and margins, as well as the fonts in tables, indexes and other verbal components of the book, and ways of coordinating and dividing them into paragraphs and chapters, in a scientific manner subjected to foundations and principles of the design, which makes the shape of the book beautiful and at the same time easy and comfortable while reading, taking into account the proportionality with the subject of the book and the category of audience to which the work is directed. The size and pieces of a children's book differ from the size and pieces of a literary novel or a scientific or religious book.

#### **•Fine artistic visual elements:-**

As the quality, sizes, design of graphics, illustrations, decorations, their symbolic connotations, their relationship and proportion with the text on one page on the one hand, and with the rest of the pages on the other hand, and the choice of building of the shape and design of the cover, its colors, drawings, pictures, fonts, title quality and its design as calligraphy or typography, and its consistency with the design, shape and graphics of the book as a whole, and its suitability with the type and subject of the book.

- **Colors:** - choosing them according to their symbolic connotations expressing the text, its subject and its consistency in the pages, the cover, the various kinds of advertising posters, and the publications and brochures that promote the book, which distinguish the identity of the book from others, and also give an impression of the content of the book.

- **Audio and motion video:** - which is designed either inside the book "if it is an electronic book" or as a kind of advertising and promotion for the printed book.

The designer must make a preliminary plan "lay out" to form a preliminary conception of the work as a whole, and more than one artist can participate in the work, as some specialize in designing the visual identity of the book "artistic editor" and preferably after consulting with the author to ensure that the greatest amount of work is achieved. The ideal image of the book's thought and message that the author wants to communicate to the audience, while another specializes in drawing covers, posters and internal illustrations, "page and cover painter" and this is done manually and then processing the drawings with design programs such as "AI or Ps" programs, or the whole work is with these programs, (Fig. 5), and another in the design of

pages, the "Art Director" and often uses the "InDesign, PageMaker or Quark" program, and when embarking on the design of the book, a number of important points must be taken into account:

- **The subject of the book:** - which determines the quality of the treatment of shape, colors, graphic design style, and selection of pieces. Therefore, it is very important to read the book in depth to understand its content and what is the writer's message to the reader. Often the poor cover of the book is the reason for its stagnation despite the strength and importance of the literary content or scientific.
- **Design function:** - the design of the cover as well as the poster differs in the idea, shape and method of handling from the design of the inner page, poster and other elements. To succeed and reach the audience, with the importance of the colors being dazzling and attractive, especially the color of the title. As for the interior drawings, each of them is a partial presentation and focus and a single idea, and their colors may not be dazzling.
- **Tools and raw materials used in the work:** - which are sometimes determined by the publisher, and often chosen by the designer, as imposed by economic conditions and printing methods at other times.
- **Methods of implementation and printing:** - which affect and are affected by the choice of methods and means of design and drawings.

History documents the primacy of the artistic development of human thought before the development of alphabets and writing, and it is confirmed that man drew before writing, and there is no more evidence for this than those drawings on the walls of various caves in France, Spain, Bulgaria and other discoveries that were questioned attributing them to primitive times because of their splendor and accuracy.

The art of the book, especially the cover, is one of the most important factors in marketing and promoting the book, because of the semantic importance of the visual image, through which the reader derives in a few seconds the content of the book, and is psychologically and emotionally affected by the state of the plastic arts, whether by attraction or aversion, "and when an example of this book becomes printed. With distorted letters and cheap binding, there is no way but failure." As the artistic reading of the book always comes before reading the text.

### **The importance of the book's cover:**

The importance of the cover lies in the multiplicity of its goals and objectives. In addition to its traditional functional importance in protecting and preserving the book, it is the first and most important stage of persuasion to attract the reader towards purchase. It serves as an ambassador and promoter of the book's content. The ideology of the picture - whether drawn or photographic - and its semantic and symbolic nature on the human psyche, and according to statistics, the cover is the third motive for buying the book, at a rate of 22 %, after the name of the author, who ranks first and the price of the book, which ranks second, despite the weak artistic culture and lack of interest of publishers and the public in Egypt in the plastic arts, but the fact that the value of the cover and its design occupy the third place in influencing the public confirms the importance and value of the plastic arts in the purchase process.

**Book designer:**

The designer is the person who is entrusted with the task of converting the written text into an organized literary work that competes for attendance and circulation among many works spread in the market. Everyone has a specific task, and in many cases the author of the book is the artist who does the interior and cover drawings.

Many factors influence the construction of the designer's personality, including "internal" personal factors such as the psychological and emotional state, the quality of his personality, talent and intelligence rates, and "external" environmental factors acquired or surrounding him such as genetic, religious, economic, social and cultural characteristics, in addition to the effect of his studies, which preferably be specialized in the same field, and through which he weighs his talent and develops it.

**General characteristics of a good designer:**

- The designer must have a great deal of culture, general knowledge, and the principles of communication sciences, because the book is primarily a means of communication and information, with the need for in-depth specialized study in the sciences of graphic design.
- Because his work is directed to all segments of society, he must be familiar with the principles and theories of sociology and psychology, and he must study the culture and traditions of the society for which the book is produced - If the designer is not a member of this society - and study its beliefs, customs, history and heritage, so that he can express with symbols, elements and drawings that are in line, Its symbols and connotations should be inspired from this society and its culture and identity.

To be a responsible person, concerned with the issues and concerns of his society, he also should be studying the work entrusted to him well and examining all its dimensions and aspects from all angles before taking action or rushing to form an opinion or planning an idea that may lead to an adverse result on the work and ruin it as it has to be balanced and sane.

- The designer must have a creative personality out of the ordinary that always comes with the unique and original - while not deviating from values, religion, customs and traditions - and has a high degree of fluency and the flow of creative ideas. In light of the current technological developments, which have contributed to a great deal of ease and speed in the use of technology applications, especially with the presence of ready-made templates of mobile and computer applications, it has become possible and easy for anyone who is not technically qualified to carry out the process of directing and designing the book, which made trading technology and graphic applications are a double-edged sword, so everyone who has nothing to do with design and art is making a point, and the arena has become filled with many poor and regressive works that lack the foundations and aesthetics of art, some of which do not contain the minimum principles and foundations of graphic design, and a number of them contradict the customs and the traditions of society and its eastern character and identity.

God, Glory be to Him, distinguished us from all other creatures by reason, as He distinguished humans from each other with mental differences that make us call some of them intelligent or creative. Our minds also control the formation of impressions and reactions to the stimuli that we are exposed to from the environment surrounding us with these mental processes, and for thinking there are many definitions, all of which agree that it is a mental process linked

to knowledge, sentiment, personal character, environmental and social factors, and despite the fact that there are differences in the many definitions of thinking, they all agree on a number of factors:

- Thinking occurs in the mind through the brain.
- Perfection is not possible in thinking.
- Thinking develops and grows according to the situation or the issues raised, as it develops with the age and culture of the person.

• **Creativity:**

- The majority of people follow the same steps while thinking about solving a problem, using the basic mechanical levels of thinking "lower levels", by taking information, then perceiving it, and then making the appropriate reaction, which is usually automatic and usual for most people. As for the creative personality, it adopts different and unconventional methods and strategies that come with innovative and miraculous solutions that many see as strange, and follow the method of thought studied at the higher levels of "combined" thinking, which includes more complex processes than those that take place in the basic levels of thinking, such as analysis, installation and evaluation, and although perfection in thinking is not possible, but it can be reached effectively with creative thinking through training and exercise and seeking to follow scientific methods in this, and that talent is worth noting - in any field, especially art - alone without working on its development, so we must all work to develop our talents and abilities, and that is through study, science and exercise to keeping up with all the latest developments, especially in the field of graphic design.

• **Creative thinking:**

- There are many methods of higher levels of thinking, including critical thinking, inductive thinking and deductive thinking. Creative thinking is the highest of these levels. The creative personality is characterized by using a non-stereotyped method of thinking, which always comes up with new, unique and unexpected ideas and solutions, and the more flat the personality is with wide knowledge and culture, the more Intelligence, and the more mental abilities she/he has, the more attentive and focused she/he is, and the creative personality is distinguished by the strength of a high observation of the smallest details.

**The main features of creative thinking are:**

- **Ideational Fluency:** We mean the ability to invent and create the largest number of solutions and ideas for a problem, with its diversity, uniqueness and comprehensiveness.
- **Flexibility:** We mean by that, staying away from stubbornness and not clinging to taking a specific position, accepting other points of view, changing attitudes, and being free from mental shortcomings.
- **Originality:** Any innovation and creativity of new, unique, strange and unfamiliar solutions and ideas that cause attention and perhaps shock.
- **Creative imagination:** We mean the ability to anticipate the future by creating and composing strange and unfamiliar images, ideas and structures using past experiences, recombining and arranging them to create unexpected ideas, solutions and perceptions that fit and align with the future. As for the ideas that fit with the present, they are normal and traditional.

- **Promptitude:** This requires accuracy of observation and speed of imagination to add some small things that revive the idea and make it an innovative and attractive work, while at the same time maintaining simplicity.
- **Intuition:** it is the idea that comes spontaneously without any trouble and without the need to perform any mental operations to reach it, which is also called inspiration.

### Research results:

- Book arts, especially the cover, play an influential and great role in influencing the public's choice, and contribute to revitalizing the book market.
- The arts of the book develop artistic appreciation in the community, and improve and elevate the artistic culture of the masses, and this is reflected in the advancement of society and pushes it to progress and keep pace with global developments in various fields, especially arts.
- The arts of the book help in rooting the spirit of citizenship and consolidating identity in the souls of individuals and society as a whole, which is reflected in raising the spirit of awareness and steadfastness in the face of global challenges that dissolve and fuse the identities of ancient societies.

### Recommendations:

- Publishers should pay attention to the importance of book arts and the good selection of the creative designer, and to believe that the book industry will only benefit the designer who is creative in his work and seeks to develop and promote it, and that the poor production of the book will increase the stagnation in the book market.
- The designer of the book arts should have a message and a vision, positively affecting the community through his high-end artwork, and that should be a main goal for him in addition to his quest for financial profit, as his works enter into the depth of society and affect it greatly, and the designer can raise artistic taste and establish values and morals, the designer contributes to the rooting of the identity of society, and thus becomes a building block for the advancement of society.
- The need to pay attention to teaching scientific methods of creative thinking in graphic design courses, especially book arts, in faculties of fine arts.

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