



УДК 655.2:008(510)(084.1)

DESIGN OF A BOOK BASED ON STYLISTIC TRENDS IN WORLD CULTURE

YEZHOVA Olga¹, KROTOVA Tatiana¹, QI Qi²

¹ Kyiv National University of Technologies and Design, Kyiv, Ukraine

² Kyiv Institute at Qilu University of Technology, Jinan City,
People's Republic of China

3436383247@qq.com

Design of a book based on stylistic trends in world culture is a process of integrating multicultural elements and contemporary design concepts. This design aims to create unique and attractive visual effects to attract readers' attention and convey the theme and connotation of the book. Book design based on the trend of world cultural style is a process of integrating cultural elements, artistic styles and design concepts from all over the world into book binding design. This design aims to break the boundaries of region and culture, and present the unique charm of the book from an innovative and inclusive perspective.

Key words: book design, visual effects, world culture, innovative, culture elements.

INTRODUCTION

With the enhancement of globalization and cultural exchanges, cultural style trends around the world have had a significant impact on book design. For example, modernism, minimalism, retro style, pop art and other cultural style trends may be reflected in book design. According to the current cultural style trend, designers will use different design elements, colors, typesetting and other methods to create book designs in line with the trend of the times. As a cultural product, book design often reflects the trend of cultural style at that time. For example, during the prevalence of pop art style in the 1960s, many book designs also adopted the elements and styles of pop art. Therefore, by analyzing book design, we can understand the cultural style trends and aesthetic concepts at that time. At the same time, book design can also promote the development of cultural style trends. Through innovative book design, designers can lead new cultural style trends and influence people's aesthetic concepts and cultural cognition. For example, some books with unique design styles may attract social attention and discussion, thus promoting the development of relevant cultural style trends.

PURPOSE

Explore the impact of world cultural style trends on book design : this study aims to deeply analyze the impact of world cultural style trends on book design, including design style, design concept, design form, etc.



RESULTS AND DISCUSSION

I. Background overview of book design based on the trend of world cultural style: the evolution and influence of world cultural styles: With the in-depth development of globalization, cultural styles around the world have been continuously exchanged and integrated, forming a trend of diversification. This trend not only affects people's daily life, but also has a far-reaching impact on book design. As an important carrier of cultural communication, book design style and concept are gradually in line with the world's cultural style, showing diversified characteristics.

Historical evolution of book design: The history of book design can be traced back to ancient scrolls and slips. With the development of printing technology, book design has gradually formed its own style and characteristics. From early handmade books to modern e-books, book design is constantly evolving and innovating. The influence of world cultural style on book design: The evolution of world cultural style has had an important impact on book design. On the one hand, the integration of various cultural styles provides more inspiration and creativity for book design; on the other hand, book design also conveys cultural diversity and richness to the world through its unique forms of expression.

II. The style influence of regional culture on book design:

The cultural styles of Chinese and European book design (fig.1) can be summarized from the following aspects: In terms of aesthetic concept, Chinese book design is deeply influenced by traditional aesthetics, pays attention to the artistic aesthetic orientation of "transmitting the spirit by form", and pursues artistic conception and charm. The design emphasizes simplicity and introvert, and attaches importance to experience, intuition and sensibility. European book design is more rational, intuitive and functional, emphasizing the clarity, readability and practicality of the layout. In the form and style, the Chinese book binding design follows the traditional style inheritance in form, and highlights the simplicity and restrained appearance in details, reflecting the typical oriental aesthetic taste. European book design may be more modern and diversified, focusing on innovation and experimentation, and constantly exploring new design styles and forms. Cultural and historical background: Chinese book design is deeply influenced by traditional culture and history, reflecting profound cultural heritage and historical accumulation. European book design may more reflect European cultural, philosophical and social trends, such as the Renaissance and the Enlightenment.

There are also differences between materials and technology. Chinese book design may pay more attention to natural materials in the selection of materials, such as rice paper, silk, etc., while using traditional printing and binding techniques. European book design may pay more attention to the application of modern materials and technologies, such as paper, ink, printing technology, etc. To sum up, the cultural style differences between Chinese and European book design are mainly reflected in aesthetic concepts, forms and styles, cultural and historical backgrounds, and materials and technologies. These differences reflect the different cultural characteristics and historical traditions of the two regions, and also provide a variety of styles and choices for book design.



Fig.1. The cultural styles of Chinese and European book design

CONCLUSIONS

Through in-depth analysis of the impact of world cultural style trends on book design, this study puts forward a series of book design strategies to adapt to cultural style trends. These strategies not only help to guide designers to better cope with changes in cultural style trends in practice, but also help to promote the innovation and development of book design. In the future, with the continuous evolution of cultural style trends and the continuous development of science and technology, book design will face more challenges and opportunities. We expect more designers and researchers to pay attention to the developments in this field, constantly explore and innovate, and make greater contributions to the prosperity and development of the world's book design industry.

REFERENCES

1. Hu N. Aesthetic Discussion on Book Binding Design in the Context of Digitalization. Publication Wide Angle, Issue 007, 2021. P. 61-63.
2. Liang N. A Brief Analysis of the Influence of Traditional Elements in the Binding Design of Modern Books. Research on Communication, Issue 003, 2021. P. 99-100.
3. Lin X. Analysis of the Impact of Material Characteristics on Book Binding Design. Media Forum, Issue 014, 2021. P. 109-110.
4. Huang Y. The development trend of the world cultural pattern and China's response. Jiangnan Forum, Issue 005, 2022. P. 59-63.
5. He Shilin.&Gao Yang. Innovative research on book form in book design. Silk Road Vision, Issue 13, 2020. P. 95-95.

ЕЖОВА О., КРОТОВА Т., ЦИ Ц. ДИЗАЙН КНИГИ НА ОСНОВІ СТИЛІСТИЧНИХ ТЕНДЕНЦІЙ СВІТОВОЇ КУЛЬТУРИ

Книжковий дизайн, заснований на тенденції світового культурного стилю – це процес інтеграції культурних елементів, художніх стилів і дизайнерських концепцій з усього світу в дизайн палітурки. Цей дизайн має на меті подолати кордони регіону та культури і представити унікальний шарм книги з інноваційної та інклюзивної перспективи.

Ключові слова: книжковий дизайн, візуальні ефекти, світова культура, інновації, елементи культури.