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SUSTAINABILITY IN DESIGN OF BOOK COVERS IN CHINA

YUE Xiaohe^{1,2}, PASHKEVYCH Kalyna¹

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

²Kyiv Institute at Qilu University of Technology, Jinan, People's Republic of China
292721504@qq.Com

Chinese book cover design, as an essential part of bookbinding art, has always carried the important mission of transmitting culture and displaying the essence of books. With the changes of the times and the progress of technology, Chinese book cover design is also constantly developing and innovating, exhibiting diversified styles and characteristics. The paper examines the principles of Chinese-style book cover design aimed at integrating traditional culture with environmental protection concepts through the use of elements such as thread weaving, environmentally friendly paper, and creative paper cutting.

Keywords: book cover; Chinese culture; graphic design, sustainability.

INTRODUCTION

Chinese book cover design is to create a book appearance with unique charm and cultural connotation through the use of traditional cultural elements and modern design concepts, while paying attention to practicality and comfort, in order to meet the reading needs and aesthetic needs of readers. This design method not only helps to improve the overall quality and value of books, but also helps to inherit and carry forward traditional Chinese culture. Chinese book cover design is an artistic form of bookbinding that exudes unique charm. It merges the essence of traditional Chinese culture with modern design principles, aiming to create a book appearance that embodies traditional elegance while meeting modern aesthetic standards [1, 2].

PURPOSE

The aim is to create a cover that is not only visually appealing but also functional and user-friendly, to use environmentally friendly and durable materials to ensure the long-lasting durability and sustainability of the book.

RESULTS AND DISCUSSION

Chinese book cover design emphasizes the utilization of traditional culture. If to draw inspiration from various ancient Chinese art forms, including calligraphy, painting, and carving, and incorporate traditional colors, patterns, and styling elements to present a cover that is both antique and elegant, exuding timeless charm. This approach not only highlights the profound richness of Chinese culture but also allows readers to immerse themselves in the allure of traditional Chinese aesthetics while engaging with the book's content.

The design pursues the harmonious unity of form and content. Designers carefully select design elements and styles that complement the content and theme



of the book, ensuring that the cover enhances the overall impact of the book. For instance, for a book chronicling ancient Chinese history and culture, adopt classical calligraphy fonts and traditional color schemes to evoke a sense of historical depth and cultural significance.

Chinese book cover design also pays attention to practicality and comfort. Designers take into account factors such as the material, size, and weight of the book, as well as the reading habits and aesthetic preferences of the readers. Designers consistently delve into traditional Chinese cultural elements such as calligraphy, painting, and paper-cutting, skillfully integrating them into modern design concepts to create cover works that possess both traditional charm and modern aesthetic appeal. Additionally, attention is paid to details like the opening and closing mechanism and the tactile feel of the pages, providing readers with a comfortable and seamless reading experience.

Simultaneously, there has been continuous innovation in the selection of materials and the application of technology. Environmentally friendly and natural materials are gradually gaining favor among designers. These materials not only reduce the impact on the environment but also bring unique textures and tactile sensations to the cover design. Furthermore, the application of advanced technologies such as digital printing and 3D printing allows designers to express their creativity more accurately, adding even more possibilities to the cover design.

In terms of style and characteristics, Chinese book cover design also exhibits a diversified trend. There are traditional classical styles, as well as modern minimalist styles; there are designs that focus on intricate details, and those that emphasize the harmonious unity of the overall effect. These diverse styles not only cater to the aesthetic preferences of different readers but also inject more vitality into Chinese book cover design.

When designing a book cover, it is not only necessary to have a deep understanding of the content and theme of the book, but also to accurately integrate these essences into every detail of the cover. In this process the application of traditional Chinese cultural elements is crucial. Calligraphy, painting, patterns, colors, and other seemingly simple elements can come alive in the hands of designers. They cleverly integrate these elements into the cover design, not only showcasing the Chinese characteristics of the book, but also bringing readers a visual feast.

It's necessary to choose the theme of "fusion of traditional classical beauty and environmental protection concepts." We hope that through this theme, people can appreciate traditional beauty while also feeling the importance of environmental protection. In selecting design elements such as thread-bound binding, gold stamping, and environmentally friendly paper, we have emphasized both respect and inheritance of traditional culture, as well as the concept of environmental protection and sustainable development.

Thread-bound binding, as a traditional Chinese bookbinding method, has a long history and unique charm. It uses fine threads to securely sew the pages together, making it both practical and aesthetic, adding a sense of ancient elegance to the book. Through the design of thread-bound binding, we hope to highlight the



Chinese characteristics of the book and make the cover more recognizable and culturally rich.

The use of environmentally friendly paper not only meets the environmental requirements of modern society, but also brings a refreshing and natural feel to the cover design. These papers are lightweight and have a soft texture, giving a sense of closeness to nature's primitive texture. The papers are mostly sourced from sustainably managed forests and undergo environmentally friendly processing, ensuring paper quality while reducing the burden on the environment. This practice of environmental protection allows the book to achieve a perfect balance between aesthetics and practicality.

Paper-cutting, as a unique artistic form, plays an irreplaceable role in cover design. The cover, with its intricate cut-out design, achieves a spatial and three-dimensional feel. When combined with the shadowing effect created between the cover and the first page, it presents an illusion reminiscent of a window frame. This unique design not only adds visual depth and dimension to the cover but also creates a sense of mystery and anticipation, inviting readers to peek through the "window" and explore the contents of the book. The integration of this cutting-edge design technique with traditional elements such as calligraphy and patterns further enhances the overall aesthetic appeal of the cover, making it a truly captivating piece of artwork.

CONCLUSIONS

In summary, the design theme of this Chinese-style book cover aims to integrate traditional culture with environmental protection concepts through the use of elements such as thread-bound binding, environmentally friendly paper, and creative paper-cutting. We hope that through such a design, people can appreciate the book while also feeling the charm of traditional Chinese culture and the importance of environmental protection concepts. This is not only a perfect presentation of the book's content, but also a continuation and promotion of Chinese culture.

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ЮЕ Х., ПАШКЕВИЧ К.

СТАЛІСТЬ У ДИЗАЙНІ ОБКЛАДОК КНИГ У КИТАЇ

The paper examines the principles of Chinese-style book cover design aimed at integrating traditional culture with environmental protection concepts through the use of elements such as thread weaving, environmentally friendly paper, and creative paper cutting.

Ключові слова: обкладинка книги; китайська культура; графічний дизайн.