

A BETTER READING EXPERIENCE

Some of the links I got inspired for cover design:

<http://bookcoverarchive.com/>

<http://www.youthedesigner.com/2010/03/19/86-beautiful-book-covers/>

<http://www.bookscans.com/Database.htm>

Other sources:

The Elements of
Typographic Design by
Robert Bringhurst

From the Form of the
Book by
Jan Tschichold

Feedbacks by
Alessandro Segalini

As a reader, as a fan of literature, I have chosen the subject of book design for this course. The book I have chosen was “The Seven Minutes” by Irving Wallace. One of the reasons I have chosen the book was, one might think it is a book about porno, but actually it is about freedom of speech. Which is a sensitive matter for the world, and especially Turkey right now. People are hastily losing their freedom of speech.

I wanted this book, to be more appealing to the people. There is not many people left who reads and the ones that read barely read anything other than vampire fiction and cheap romance these days. So if someone checked the inside of the book I am redesigning, they would probably back off a little bit.

First of all, free space around text is important. If it is too little, you will have a hard time reading because it is harder to focus. The shape of the book is very rectangular in a vertical way, which causes the small area of free space, and hard time holding the book comfortably while reading. I have considered this as a very important aspect, because it is really hard to hold a book strictly like this while you read for hours. I had many times, that the book fell off my hand because of the weird aspects. Therefore I have done a wider design, with more free space around, and used the name of the author and the book, aligned to to inside, so it will not bother the eye all the time when you are reading a spread. I have placed the page numbers to the lower part of the text, aligned to the outer sides. Therefore you won't see the number that much before you finish a page, and it does not look crowded. If I

had done it to the inner part, it would all be on the same line with the names and I have come to see, it tires the eye, creates an uncomfortable feeling while reading. This is why it is rarely done. I did not want to place it to the middle because the general layout of reading spreads is based on cornered items.

I have two different covers for the book. One of them is based on the colors and feeling of books that are published in 60's, 70's. A retro look. With four different colors and typefaces. The other one is a more modern approach, a braver cover. Not the actual image of a woman that is naked and in stockings, but showed it with usage of black areas.

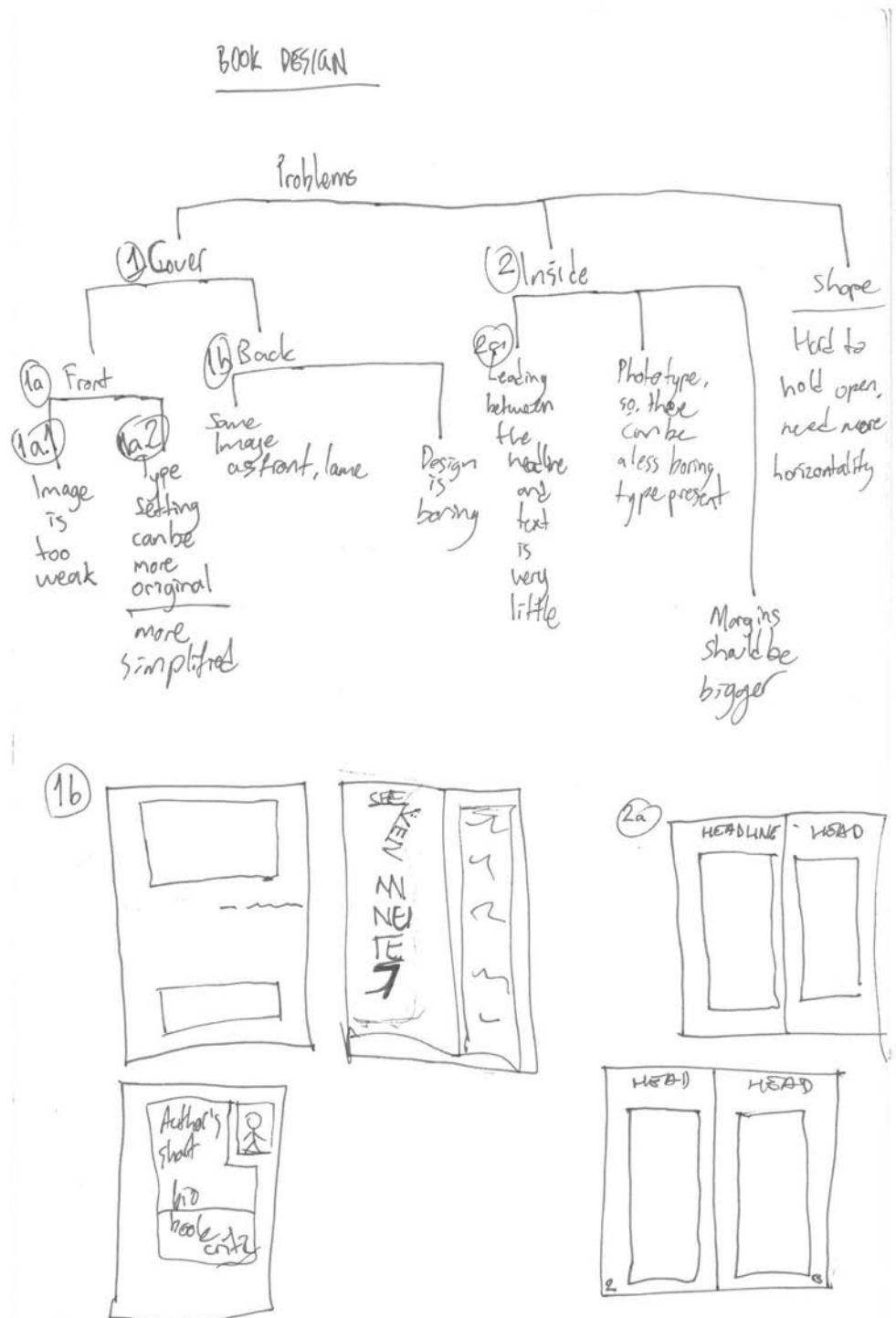
Through the design process, I have failed the inside for the first few times. Than I started reading “The Elements of Typographic Design” by Robert Bringhurst. It helped me a lot with my vision of page design. And after following the ides of a page that is both visually pleasing and neat I have come to this final page designs.

I used the font Minion Pro for the body of text, because it is easy to read and also designed very neatly, which connects with the feeling of my page designs.

To summarize, I wanted to make this book, easier to read, to hold, more appealing to people without any knowledge of literature, and more appealing for people who reads a lot and wants their book to be read with ease (Not the context, but the physichal aspect of reading).

Here are the phases I went throught by sketching while designing the inside and the cover:

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First of all I have started with detecting problems present in the original design.