

Research on Color Design in Book Design

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ABSTRACT. *Color is an indispensable design element in book design. In book design, the ingenious design and application of color can achieve unique visual effect. This is because the color element is very easy to move the reader's book design elements. Even if everyone's feeling of color is not the same, but the sense of color is unified. This article first expounds the relationship between color and book design, then analyzes the principles of color design in book design, and finally discusses the practical application of color in book design.*

KEYWORDS: *Book design, Color design, Application*

1. Introduction

As a comprehensive design and plastic art, book design is the process of beautifying books when they are produced. In this process, the application of color design is a crucial part. A variety of color designs can show the unique themes and cultural connotations of books. With the continuous development of modern science and technology, the way people obtain information resources has become more efficient and convenient, which makes people's requirements for the color of books not limited to the single form of the past. Therefore, book designers should comprehensively study the connotation characteristics of color, grasp the cultural background and aesthetic appeal of the broad audience, effectively apply book design knowledge, and design satisfactory books with rich creativity and color design experience.

2. The Relationship between Color and Book Design

As a kind of graphic design, book design puts forward higher requirements on designers' thinking creativity and spatial structure ability. Graphic design has three major components, namely, plane composition, color composition and three-dimensional composition. This shows that reasonable color design is essential to book design. It can not only stimulate readers' interest in reading, but also have an impact on readers' psychology. This kind of influence will vary depending on the social situation.^[1] The design and application of all kinds of colors correspond to related internal motivations or creative reasons, and colors cannot be matched solely

by feeling. Therefore, book designers should effectively grasp the expression of color and the value meaning of color in book design, and further use color to play a psychological guiding role for readers and attract readers' attention. In addition, book designers can also use colors to express the emotions of the author and help readers better receive the author's thoughts.

3. Principles of Color Design in Book Design

3.1 The Integrity of Color Design in Book Design

On the one hand, the integrity of color design in book design refers to the system of colors between pages. Each related page establishes a close relationship with each other through constituent elements. At the same time, the color of book design interacts and transforms with these pages, and the series of processes should be coordinated and unified. Based on this, if designers want to effectively express their design intent, they must plan the color of the book as a whole. Moreover, the integrity of color design in book design also refers to the coordination of all aspects of book design. Book design involves cover design, catalog design, spine design, cut design, text page design and other aspects. While, their color changes can affect the overall color coordination of the book. In order to achieve this coordination, a harmonious relationship between the background color of the book and the color of the matching elements must be established.

3.2 The Particularity of Color Design in Book Design

Color design in book design involves knowledge in many different fields, such as market demand, consumer demand, humanities and customs, and religious beliefs. This requires that in the book design, the designer should carry out the color design based on the actual situation. For example, books include brand magazines, children's books, academic journals, and many other different types. All types of books have their own unique color requirements. In book design, designers should combine specific styles and types to carry out different targeted color designs. For another example, as an important carrier of cultural communication, books are closely related to the cultural customs and religious influences of various regions. In the cultures of different countries and regions, colors are usually given different connotations. For example, in China, red symbolizes auspiciousness and celebration, and yellow symbolizes nobility and hope; while in the West, red usually has a negative meaning, and yellow is considered a symbol of shame by Western Christianity.

4. The Practical Application of Color in Book Design

4.1 Color Attributes and Color Matching Types

As an intuitive visual element, color can make readers have an intuitive understanding. Based on this feature, book designers can make a deep impression on readers through a reasonable combination of various colors. The color matching in book design includes many different types, such as similar color matching, similar color matching, and contrast color matching. Generally speaking, the various colors can bring the different feelings to people. Red can bring people feelings of enthusiasm, warmth, and celebration; yellow can bring people feelings of nobility, hope, and brightness; white can bring people the feelings of purity, sacredness and simplicity; black can bring people feelings of seriousness, solidity, and sublime; green can bring people feelings of peace, youth, and peace, and so on. For the color matching of book pages, similar colors are usually used, and the color matching should ensure that the colors are bright and artistic. At the same time, in terms of color quantity, it is necessary to ensure the coordination and unification of the whole page. Therefore, the number of colors applied should not be too much and should be controlled at about three types as far as possible. It should be noted that if the color is too little, it will cause the page monotonous, and be lack of vitality. Designers should try their best to match the color of words and illustrations.^[2]

4.2 Coordination of Color and Graphic Layout

In book design, due to different graphic layout themes and styles, different targeted color designs can be developed. First of all, the book can be introduced to express the theme of flowers, humanities and other graphics, with the corresponding text, the overall combination of fresh and warm style to show the flavor of life. The graphics are mostly red, black and white, and green as the main color systems, so the page design colors of the warm color part are mainly red, pink, or brown, in order to achieve the harmonization of colors.^[3] Secondly, hand-painted elements can also be introduced into book design, such as hand-painted black and white decorative graphics, to play the role of highlighting themes and enriching the content of the form.

4.3 Color Application of Different Parts of Book Design

The book is mainly composed of cover, target, spine, body and other parts. In book design, the application of color should consider not only the type of the book, but also the various constituent parts of the book, so as to achieve different targeted color designs for each constituent. When a reader gets a book, the first thing that catches the eye is usually the book cover, which contains the book's title, author, publisher and other information. The color design of the book cover should emphasize the level of expression, and contrast can be used to achieve effective highlighting of book titles, authors, publishers and other information. Nowadays,

some book cover designs will use various color elements such as portraits, natural scenery, color paintings, etc. Therefore, when designing colors, the color application is coordinated and unified. The spine is the connecting part of the cover and the back cover of the book. It is also an important part of the book. On the shelf, the spine is another facade of the book. For the color application in the spine design, pure colors are usually used to establish contrast to bring strong visual impact to readers and attract their attention.^[4] In addition, other parts of the book have different color design methods, but these design methods cannot be separated from the overall color art. The unified goal of these color designs is to make the book design more complete and attractive to readers.

5. Conclusion

All in all, consistent with all kinds of art forms, book design requires continuous innovation, and high-level book color design should also continue to pursue innovation. Innovative and personalized color design can also make books stand out in fierce competition and ensure good sales. Because they have been engaged in graphic design for a long time, designers have accumulated rich design experience. Also, because of this, some designers usually have preconceived design habits when designing books. In view of this situation, designers should get rid of the traditional color design framework and try to introduce multiple colors and various combination ratios to express the same function, in order to achieve effective innovation in book design.

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