

# Research on traditional aesthetic image in book design

**Bin Liang**

*Taishan University, Taian, 271000, China*

**Abstract:** *Books in text, images, is an important element of books information, so also is the main content of the book design, it can not only help people better understand the books information, also can through the aesthetic information to the aesthetic image, help people reading experience, it also makes it easier to book value, function, can more fully play. From this point of view, this paper will study the traditional aesthetic image in book design, discuss the basic concept of aesthetic image and its main function in book reading, and then put forward the implementation strategy and matters for attention of the traditional aesthetic image in book design.*

**Keywords:** *Book design, Traditional aesthetic image, Books to read*

## 1. Introduction

In book design, designers should not only consider whether books have the ability of information transmission, but also pay attention to readers' reading experience. Otherwise, books may not get readers' attention, which is not conducive to the function of books and weakens the original value of books. According to the requirement, the book designer should ensure that the design results can give a person with the experience of beauty, so should pay attention to books, pictures, text design, gift books more traditional aesthetic information transfer function, to play a traditional aesthetic image features, enable readers to the aesthetic image, the harvest good reading experience, to do this, it is necessary to expand related research.

## 2. The basic concept of aesthetic image and its main functions in book reading

### 2.1. Basic Concepts

Aesthetic imagery is a special kind of way, different from the visual aesthetic, mainly through the work to guide the viewer to imagine, imagine and associated works, but also comes from personal subjective images, and images from individual subjective, so must be the most in line with the personal aesthetic, so that it can give people bring good aesthetic experience, in which people imagine the picture is called the "image". Art in China is very particular about the aesthetic imagery, as early as in thousands of years ago, the artists are very keen on this kind of aesthetic way, such as many ink paintings "landscape" subject (see figure 1), the author does not intuitive to the landscape picture drawing, whereas in a particular position through the "cloud", "vegetation" and other elements to cover, the whole painting has a "hazy sense", thereby playing the role of guiding people's imagination, and the covered part gives people imagination space. Or in some modern "portrait" paintings (refer to Figure 2), some artists will draw a part of the portrait, and then cover the other part by means of "veil" and so on<sup>[1-3]</sup>. The part of the intuitive display is used to attract the viewer's imagination, and the imaginary target is the other part covered, including the facial organs in it. It can be seen that aesthetic image has been widely used in our country very early, therefore it is a traditional aesthetic way in our country. Its characteristic is that the same paintings have different images in different people's eyes, and the most fit the people's subjective aesthetic orientation, brings good aesthetic experience. It is worth mentioning that in any art design, to bring good experience to people through aesthetic image, it is necessary to ensure that the design results have enough appeal to people, otherwise it cannot arouse people's imagination, and the function of aesthetic image naturally cannot be fully played.



*Figure 1: An ink painting with the theme of "Landscape"*



*Figure 2: A painting of the "portrait" category*

## **2.2. Main Functions**

The main functions of aesthetic image in book reading are as follows: One is the increase in the sense that many people are reading books in modern times, is the lack of the sense, this phenomenon makes people often cannot concentrate in-depth, read the whole book, it is hard to cultivate themselves through books, and there are many reasons that cause this phenomenon, books lack aesthetic imagery is one of the reasons that a representative among them<sup>[4]</sup>. So on the contrary, when the books have good aesthetic imagery function, can increase the sense of people reading books, let the text book "alive", form the basis

for people to imagine, imagine is to lead the people to describe the situation in the book, use heart to experience and comprehension, the deepening of the sense, unconsciously they finished the whole book to read, the role of books can also be fully played; Second is easy to understand that there is no denying the fact that some books on the content expression really obscure, although many people know its value, but can't fully understand, but through the aesthetic images, can let the book difficult to understand the content of the transformation of image, make the person from the rational understanding mode, into the sense model, the model good easier to grasp the core of the book content, it's much easier to understand rationally; Third is to deepen the impression, that is, after a lot of people read the books, although there is a very good experience, but the content of the book but I did not bring the profound influence, after a period of time will be forgotten, because the lack of memory, in books but aesthetic imagery can through various forms of content with one memory, reading can bring deep impression to the person, as long as people think about the relevant content, they will remember the experience and information of reading books<sup>[5]</sup>. It can be seen that aesthetic image has rich functions in book reading, and all functions are very important, so we should pay attention to the play of traditional aesthetic image in book design.

### 3. Implementation strategy and matters needing attention of traditional aesthetic image in book design

#### 3.1. Implementation Strategy

To realize the function of traditional aesthetic image in book design, we need to master certain strategies, which will be discussed below.

##### 3.1.1. Define aesthetic image elements

In order to realize the function of traditional aesthetic image, designers must clearly know where the function comes from, so they need to clarify the basic elements of the function of traditional aesthetic image in books first. See Table 1 for details.

Table 1: Basic elements of traditional aesthetic image function in books

The name of the Writing	Introduction to the Font, color, etc
The main image	The image related to the text content is the main content of the book
Background style	The image of the page background

Combined with table 1, choose reasonable written form can let a person must have the sense of frequently in reading books, and in some books related to traditional culture, for example, using the ancient text form of the ancient color, can give a person before gradually transfer book historical background information, make person generation into books describing cultural background, laid the foundation of traditional aesthetic imagery. Main image is the traditional aesthetic imagery in the most basic key element, can enhance the sense when people read books, and provide people with imagination goal, space, can say that a man's aesthetic images are around the main image, the main image at the same time also to help people understand the text books, the key elements of impressive, it shows that the main image is related to all the functions of traditional aesthetic image in book reading, and the rational application can help realize the function of traditional aesthetic image. Although background style is not a necessary element in the realization of the function of traditional aesthetic image, it can also play the same effect when applied reasonably. The specific effect is similar to the form of words, which will not be further described here.

##### 3.1.2. Reasonable selection of aesthetic image elements

There are not many basic elements of traditional aesthetic image function, but the elements of each type can be divided into countless secondary categories. For example, there are hundreds and thousands of fonts in the form of words, and each of them has different influences on the function of traditional aesthetic image. On this basis, book designers must reasonably select relevant elements in their design work. The strategy is as follows: Firstly, the book designer should first confirm the theme of the book design, that is, the cultural background and era background represented by each book are different. Therefore, the book designer should confirm the theme according to the specific content in the design, so as to make a reasonable choice of various aesthetic image elements according to the theme. Taking "The Character of China" as an example, the content of the book runs through the history of China, and it describes and explains the character of China. Therefore, different passages of the book represent

different historical periods of China, and the book designer should make a choice of aesthetic image elements according to the changes of historical periods in the book. Second, the book designer should choose according to the book style aesthetic image elements, namely different authors will there are some differences in personal style, as some authors is good at through humorous style in his writing, so the books content is interesting, but there are also some authors tend to serious style, rigorous and careful so books content. On this basis, designers should choose aesthetic image elements according to specific styles, so that each element can be closely combined with the book content, and readers can be encouraged to replace it. Taking humorous style as an example, book designers can choose some images with the same style and traditional cultural elements.

**3.1.3. Arrangement of aesthetic image elements**

In book design, the selection of aesthetic image elements basically realizes the function of traditional aesthetic image, but in order to ensure that this function can fully and correctly play its due role, it is necessary to pay attention to the arrangement of aesthetic image elements. Taking the three basic elements in Table 1 as examples, the arrangement strategy of aesthetic image elements is as follows: First, the font and color elements in the form of text are closely combined with the text itself, so the key point of element arrangement is the location of the text. In general, in addition to the text arrangement in the standard format, some artistic techniques can also be used for the arrangement. There are many specific forms. FIG. 3 shows an example template. Secondly, in view of the main image, intuitive because its are often used to display text, so that people understand the content, so generally in the form of insert into books, but the insert will lead to image occupy part of the page space, interference of the arrangement for the text to a certain extent, so the designer should also consider when inserted into the main image image location, aims to reduce the interference effect, or transform the interference effect into art design, Figure 4 shows an example template; Third, for the background style, it is generally spread throughout the page background, so there is no need to arrange.

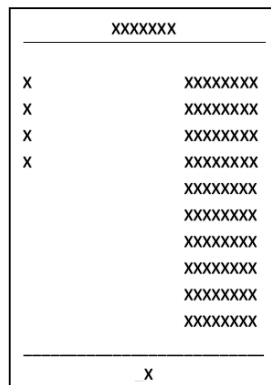
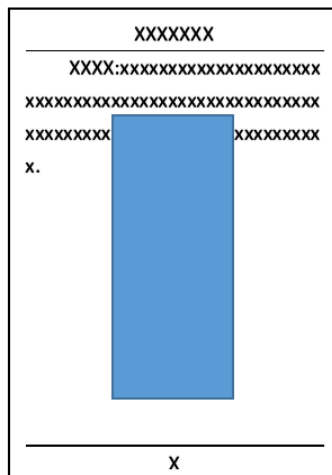


Figure 3: Example template for text arrangement



(The blue part is the main image)

Figure 4: An example template for the main image arrangement

### 3.2. Precautions

In book design, although designers must realize the function of traditional aesthetic image, they should not design blindly in order to achieve this function. There are some matters that designers should pay attention to: First, the designers should pay attention to the design of the books on different pages, which generally can be divided into two categories, cover and text books page, of which the cover is mainly responsible for basic information display books, packaging design, so the designers can play imagination in the cover design as much as possible, using a variety of design elements to achieve the traditional aesthetic imagery, but this practice is not suitable for text pages, otherwise it will affect the reader to read; Second, designers should pay attention to the relationship between various basic elements of aesthetic image function, such as the font and color of the text style and the main image, background style influence as unified as possible, otherwise the design will be more abrupt, not conducive to the development of aesthetic image function.

### 4. Conclusion

To sum up, traditional aesthetic image is conducive to the improvement of the value of books and the function of books can be better played. Therefore, book designers should pay attention to the function of traditional aesthetic image, and should reasonably select the basic elements of this function, and achieve the function of traditional aesthetic image through layout design, so as to bring readers a good reading experience.

### References

- [1] Suardana I W. *Traditional Aesthetic Exploration in Development of the Indonesian Contemporary Art*[C]//3rd International Conference on Arts and Arts Education (ICAAE 2019).2020.
- [2] Jin X, Wu L, Zhao G, et al. *Aesthetic Attributes Assessment of Images*[C]//the 27th ACM International Conference. ACM, 2019.
- [3] Sietas J, Hansen T, Ali H, et al. *Tangible Browsing for E-Books: Design and Evaluation of a Haptic Approach for Digital Reading*[C]//Mensch und Computer 2019.2019.
- [4] Pfister J, Kobs K, Hotho A. *Self-Supervised Multi-Task Pretraining Improves Image Aesthetic Assessment*[C]//Computer Vision and Pattern Recognition. IEEE, 2021.
- [5] Hza B, Yong Z, Rui Y, et al. *Learning image aesthetic subjectivity from attribute-aware relational reasoning network [J]. Pattern Recognition Letters, 2022, 155:84-91.*