

Retraction Notice

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History

Expression of Concern:

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The authors want to retract the paper for his own reason.

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The full retraction notice in PDF is preceding the original paper, which is marked "RETRACTED".

Exploration of Innovative Presentation of Concept Book Design

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Abstract

Books convey knowledge and contain the outcome of human wisdom, playing an active role in enlightening the mind and improving literacy. Starting from the concept of concept book design, this dissertation analyzes the meaning of the such design, and probes into its innovative presentation in the aspects of innovation in the design ideas, appearance & binding and materials of concept books.

Keywords

Concept Book, Design Innovation, Concept, Binding: Material

1. Introduction

In the wake of progress in science & technology and the increasing rise in information technology level, paper books are gradually substituted by eBooks, whose market share keeps mounting year by year. This leads to the phenomenon that numerous paper books published every year are left unwanted. Among the reasons, the impact of new media environments is to blame, and it also matters that the book design meets current trends and consumers' aesthetic demands (Wang, 2022). Hence, the concept book design has drawn high attention from scholars who majored in art & design, and studies on the innovative presentation of concept book design have a vital significance in practice. This paper discusses the concept and significance of concept book design, the innovation of concept book design, the innovation of shape binding and the innovation of material through five sections.

2. Concept Book Design

Human needs to take natural law as a basis during the exploration of nature. The

word “concept” is proposed originally to refer to a special way of thinking that demands a clear understanding of the nature of things in practice and focuses on digging into connotations deeply. The conceptual design itself is predictive and prospective, enabling designers to conceive of specific things and the human way of living to a certain degree. The purpose of conceptual design is to, through pertinent survey, induction and summarization based on consumer demands, devise works that fit the populace’s aesthetic tastes and embody humanistic feelings.

Concept book design is an important reflection of the upgrade in book quality, designing and planning for the future of books. The form of concept book design shall respect the presentation of book contents themselves, tap into innovative elements, endow books with reasonable design and fully express the connotations that they’re supposed to deliver. The concept book design ideas shall, more than depending on the book contents themselves, go beyond the limit of the times, which is also an important feature of innovation in concept book design (Wang, 2022). An artistic designer shall vest the concept book design with an idea of book reinvention, and intensify the innovation in materials, binding forms and concepts of concept books from multiple channels, so as to devise books both fitting the features of the times and creating aesthetic appeal.

3. Meaning of Concept Book Design

Books convey plentiful spiritual culture and help humans think logically, act humanely and gain life experience. Under the impact of new media, print media has its room to survive increasingly shrunk—a paper book craving a foothold in the market must have its design meet consumers’ aesthetic taste, instead of focusing on the quality of its contents solely. So to speak, quality book design contributes to carrying forward the quality culture and disseminating knowledge rapidly. The concept book design shall, instead of merely focusing on the cover appearance, lead the target audiences’ thoughts. To design the concept books, designers shall break the boundaries of traditional design thinking, unceasingly innovate design ideas, use novel and unique style design to catch audiences’ eyes and convey cultural information in books. Moreover, they shall also elaborately select the materials of concept books, make innovations to adapt to more advanced creation processes, constantly upgrade the book printing techniques, and allow book design to fit audiences’ demands more and present diversified contents. In the context of the information era, the convenience of eBooks in both their reading and storage is obvious to all, and readers have their reading experience raised to a new level via e-reading and data sharing of big-data eBook libraries—all of these facts pose new challenges against traditional print media. The concept book design in the new era shall never rest on conveying knowledge (Yang, 2021). Progress of the times endows paper books with more historical missions and aesthetic values, demanding continuous improvement in their quality and rise in their collection value, so as to exploit a broader audience market and strive to make paper books collectable artworks gradually.

4. Innovation in Design Ideas of Concept Books

The increasing rise in educational qualifications is followed by a remarkable improvement in aesthetic standards and cultural literacy. Development by leaps and bounds is seen in people's demand for culture, which also proposes new requirements on the reading experience and dissemination form of traditional books. The traditional design ideas can no longer meet people's aesthetic demand for books. Therefore, the concept book designers shall abandon traditional design thinking, keep exploring the presentation style of books and make innovation boldly, and pay special attention to readers' reading experience while focusing on knowledge dissemination.

1) Reshape the reading mode into interest-driven reading

As a part of book binding, concept books have broken the boundaries of traditional book design, explored the path of innovation in book contents under new carriers, redefined readers' reading mode, altered readers' perception of printing, binding, graphics and characters in books, changed the single mode of character stacking, and reintegrated book contents to provide a more expansive space for good interaction between books and readers. During the concept book design, a diversity of design is adopted to compose text, and a mode of image-text combination is applied to intensify books' visual effects, helping to intrigue readers to read and thus getting the pleasant and comfortable reading effect (Lin, 2019). One example is *Dandelion*, a typical concept book whose designer used stick pictures to delineate a child who chased after the dandelion scattering in the air and fell into the book in an iron box heedlessly. In this concept book, the iron box is an important prop for the story to carry on, and is of great significance for its being taken as the book cover. What's more creative is that you can actually get a dandelion growing out of the book page by tearing off the such page, placing it in the iron box and watering it. Such concept books as *Dandelion* will certainly intrigue readers to read.

2) Extend readers' sensory experience of concept books

Driven by the unceasing innovation in design ideas, concept book design has, by extending readers' sensory experience of books, transcended traditional book design which is disadvantaged for merely focusing on visual and tactile senses. Taking readers' demands and humanistic feelings into full consideration, designers of concept books have carried out in-depth studies on the book design. Readers first touch the material of a book, smell the scent of printing ink on its papers, and hear the sound of page turning which is pleasant to the ear - all these connotations conveyed by a book bring a sensory feast to readers. Concept book designers fully combine the auditory, visual, tactile, olfactory and gustatory senses to provide readers with a satisfying sensory experience. Readers will be first attracted to the book's cover design before reading, fully understand the book's connotation during reading, and savor it all in the book after reading. One example is the concept book *The Fragrance of Chrysanthemums*—the designer has, with full consideration of the book's title, added the fragrance of

chrysanthemums into the printing ink, so that the printed book smelt of chrysanthemums somewhat. Such fragrance of chrysanthemums will be perceived by readers during their reading, and supplement with the book's contents to intrigue readers and improve their experience of reading. So to speak, *The Fragrance of Chrysanthemums* qualifies as a master work that extends readers' sensory experience of concept books.

5. Innovation in Appearance & Binding of Concept Books

1) Diversity of book forms

Book designers shall, in the concept book design, consider the diversity of concept book forms, especially the book's inner pages and contour. Guided by advanced design ideas, book designers break the boundaries of traditional thinking for book binding, adopt the usual practice of die cutting, curling, hollowing out and folding, and combine solid geometry to design the style of concept book's inner pages and cover, thus fully tapping into the book's concealed space (Li, 2020). For example, the concept book designer of *Reverse Book* applied paper folding in its inner page style, so that readers could only read the book in its entirety by folding it. Another example is a biography titled *Portrait of the Author*, whose designer adopted die cutting in the design of its cover, ingeniously applied 3D modeling in the design of the author's outline and die cutting again in the book cutting, thus delivering a unique stereoscopic form of the book to readers. Books with distinctive appearances will impress readers deeply. The stereoscopic form of *Portrait of the Author* allows readers to have a clear understanding of the figures in the book and bridges the distance between the book and readers.

2) Dissimilation space

A book's binding technique is closely related to the method of dissimilation space. The traditional book binding usually adopts glue-free plastic staples, sewing plastic staples, staples or sewing staples, and varies with the page size and thickness of books. By comparison, the concept book binding pays more attention to the expression of a book's connotation, and usually adopts shaft folding, box packing or bare spine binding, or even no binding for some books. The binding design of concept books values readers' experience, and thus is helpful to promote the interaction between books and readers and endow reading with the meaning of exploration. For example, the concept book *Spine. Lordosis* adopted a bent spine in its binding design, just like the spine of human. The designers of this book adopted wireless plastic staples and the technique of perfect binding, allowing the book to have a bent spine to express its contents visually without interfering with readers' experience.

6. Innovation in Materials of Concept Books

1) Innovation in design technology

Design technology of concept books needs to bring forth the new through the

old and to develop gradually towards personalization, so as to meet readers' cultural needs. For example, the concept book *Stitching Up* has a very novel cover design—a stitching line is made randomly on the book's cover using a sewing machine, and readers can cut apart this line, fold the book and read it. The book also has some spaces left blank for readers to reflect on their own thoughts. Such blank spaces occurring in the process of reading will create imagination for readers and spice up their reading. Another example is the concept book *Atypical: Typesetting Size*, whose design has fully leveraged 3D technology—readers must wear 3D glasses to read its contents. Readers' reading experience has been improved via the publication of this book—the aesthetic trend prevailing currently lies exactly in the novelty of reading experience.

2) Diversity of book materials

Wood is the most widely used in traditional book printing. Notwithstanding, a flood of new materials is emerging endlessly thanks to the progress in science and technology, offering more options for the production of books. Book materials fall into two kinds: artificial and natural. Natural materials include shells, animals, flax, cotton and wood, which can bring readers the primitive reading experience due to their attribute of environmental friendliness. For example, the concept book *Pupa* is made of bamboo slips and shaped into a scroll inside, and adopts a square log box, leaving a distinct shape of pupa to readers. Designers of this book have selected its raw materials elaborately to invest it with a sense of freshness and primitiveness. The increasing upgrade of book production techniques allows the introduction of more artificial materials—ceramics, glass and metal have all been applied in the binding design of books. One example is the concept book *Green Salad*, whose cover designer adopted a series of artificial materials such as silk fabrics, glass beads and acrylic acid, and also injected biotic techniques into the book's elaborate design, winning wide acclaim from readers.

7. Conclusion

The unceasing update of book design ideas inevitably leads to the substitution of traditional book design by the idea of concept book design, and in the exploration of the latter, a distinctive design system has been developed, covering not only the appearance & binding but also the design materials of concept books. Innovation in ideas brings readers to brand new sensory experiences and makes concept books artworks. Besides, the concept book design has also broken the boundaries of tradition in space and time, changed readers' traditional thinking mode of reading utterly and enabled them to experience spatial thinking and perceive books with advanced visual thinking. Book designers shall also broaden their design thinking, regarding the design of concept books correctly, catch the news of culture, strive to make innovation and constantly promote the healthy development of concept books. Concept book design should improve the artistic effect of future book design with a new perspective, new concept and new design

method. Therefore, people should grasp the development direction of culture, absorb and refine excellent traditional elements and elegant and refined forms of expression, break through the limitations of traditional concepts more boldly, constantly broaden their vision, combine traditional and modern elements, and make books more visual texture and preservation. Dedicated to designing a collection of creative, conceptual, and contemporary in one of the new books.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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