The Method in Designing Book Series Cover

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Abstract—**The cover is the front of the book that we first see. The cover has an important and strategic role in imaging the identity of the book. In marketing, several books come in single and serial formats. Book series usually consists of several books that are packaged in one package or sold separately. The presence of a series of books may be due to their contents or the similarity of the character of the content. Some types of books are usually present in series formats such as novels, children's books, education books, and others. The cover design of a series book usually has a visual similarity with each other. It done by the publisher to maintain consistency while providing the identity of the book series. Therefore, this study explained the design methods for the book series by paying attention to these things and used artistic research methods that depend on the practice of designing artistic works such as book covers. Based on the things mentioned above, in designing the cover of the book series there are a number of things that must be considered by the cover designer. This is related to visuals presented such as constants and visual variables. Visual constants are things that appear constantly or consistently. Conversely, variables are things that appear to be inconsistent or consistent on the cover. This research expected to be a reference for design cover designs for designers, especially in the book cover series design.**

Keywords—Method, Design, Cover, Book, Series.

I. INTRODUCTION

In marketing efforts, in addition to publishing books in unit title format, book publishers sometimes also publish several book titles in one bundle. Several titles published simultaneously are called series. A book series is a book series that is connected by the same storyline, theme, character/type, or author. For example, publishers can publish a series of books on animals for children including carnivores, herbivores, and omnivorous animals in 3 books. Another example is a series of books from the same author, for example a book series from famous writer Jane Austen consisting of the titles of novels Pride and Prejudice, Emma, Mansfield Park, and so on can be seen in Fig 1.
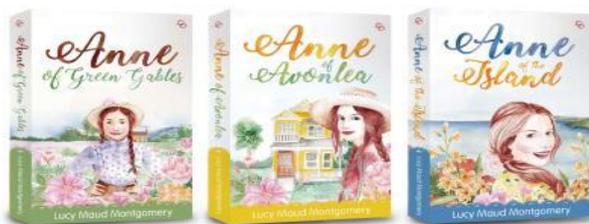

Fig. 1. Example of a Series Book Cover

In a series of books, the thing that must be considered is the continuity between each other. This is done so that the

books in the series have unity with each other. According to Wantoro [1], the book cover is part of important graphic design work in the publishing industry. Graphic design can play a role in connecting the identity of one book to another in a series.

The design process of series book covers has a different method compared to designing a single book. In designing a series of book covers, there are a number of things the cover designer must think about compared to designing a single or non-series book cover. Book designers have the responsibility to carry out this work carefully. Book designers must learn several methods for completing the cover of a series of books in order to succeed well.

In this article entitled "The Method of Making the Design Cover of a Series of Books", the method of designing the cover design of the book series will be discussed. The journal entitled "Aesthetics Issues in Book Cover Design 1880-1910" written by Ellen Mazur Thomson will be one of the references in the preparation of this paper. This research will use the artistic research method as written in a book written by Guntur [2] that uses the activities and experiences of the writer as the book cover designer when designing the book series as a research foundation. This research is expected to be useful for book designers, publishers and design activists who will design series cover designs.

II. METHODS

In this study, the writer used artistic research methods. This method is a method that has not been found long. The artistic research method was a method that assumes that the designer was a researcher, the creative process in design was a research process, and the artwork was the result of research [3]. The practice of directed research was a method of investigation in which design practice activities are used to make basic evidence of something that is shown or found.

Artistic research is personal and focuses on the process of creating works. However, artistic research has similarities with academic research. Artistic research was based on several terms, such as practice-based research, direct practice, directed research practices, or studio-based research [4].

Artistic research is relevant enough to be used by designers (graphic designers, artists, practitioners, etc.) in work or creative processes to convey new information and knowledge about the design of the work. The ultimate goal of choosing this method is the emergence of new findings that can be used as references in book cover designs, especially series.

III. RESULTS

Designing the cover of a series book defies the challenge of designing a single / non series book cover. Based on the experience of the author's activities, there are several design

methods so that the covers of the book series can be displayed with visual perfection.

A. *Using illustration style that has the same typical.*

Illustrations are part of the visuals on the cover of the book. Some covers use illustrations as the main delivery element of the book's contents. Therefore, illustration is a potential element that can be used in constructing the cover style of a series of books. Using the illustrative style that has the same typical can build the identity of the book series and make it easier to be identified as a whole.

Illustration style can be in the form of realism, pop art, psychedelic, etc. using various techniques such as manuals (such as watercolors, hand drawings, crayons, airbrushes, etc.), digital (3d, vector), photography or mixing from these techniques. The use of illustration styles and techniques can be adjusted to the character of the book and still pay attention to the intended reader segmentation. The cover design of the following book series can be an example of using illustrations that have the same typical characteristics can be seen in Fig 2.

Fig. 2. The book covers series with the same illustration style

B. *Using a style or typeface that has the same typical type*

Typography is one of the important graphic elements to complement the designs presented to a wide audience [5]. In designing the cover of a book series, the use of letters of the same type or style is an effective way to build book sustainability. The use of typed letters is equally effective in the title of the book because it has a main reading sequence. In some cases book covers, the use of the same typeface is also used in the text of the author's name.

In general, letters have 4 types of shapes, namely Serif, Sans Serif, Script, and Decorative. The cover designer can choose these types of letters depending on the message to be conveyed and consistently apply them to the book covers in the series. The cover design of the book series below can be an example of using letters that have the same distinctive characteristics to establish continuity between books and other books in a series can be seen in Fig 3.
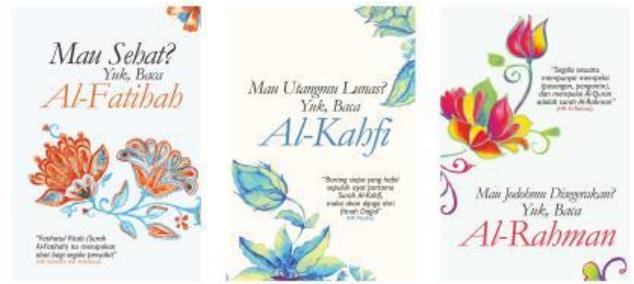
Fig. 3. The book covers series with the same typographic approach

C. *Using a color pattern or pattern as the code for each book*

Color is an effective element that can give a visual emphasis on the cover design of a book. On the cover of the book series, the use of color can be built with the identity and unity of the book. For example, in a book series consisting of three books, designers can use primary colors such as red, yellow, and blue in each book as identity. The use of styles using colors like pastels or classics can also be another idea. This, of course, depends on the type of book.

In addition to color, motifs can also be used as an alternative. Motifs such as geometric shapes, motifs from natural objects, ethnic motifs or repetition motifs can also be an option. Book cover design can be an example of the use of colors that have the same distinctive characteristics in building the identity of a book series can be seen in Fig 4.

Fig. 4. Book cover series with colors and pattern

D. *Using the same type of layout*

The layout is a technique for arranging design elements in a field. So that the design elements become neater, precise and hierarchical. In the book cover design, the layout element consists of text (title, subtitle, author's name, etc.), image (illustration, photography, etc.) and blank space.

The types of layout include Mondrian, Sillhouette, Large Type, Multipanel, Cicus, and others. The layout can help one book with another book as a series. The use of one example created in the design of the Junior Book Series can be one way to create a sustainable design. The following is an example of a series book cover design that uses the same typical layout can be seen in Fig 5.
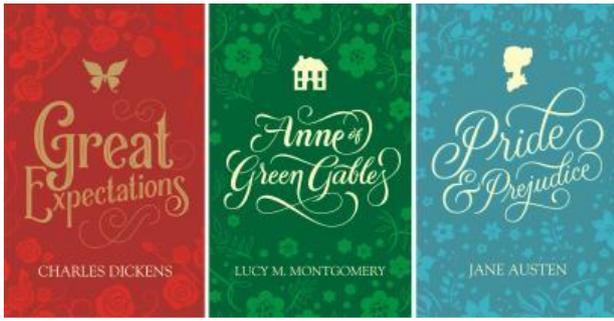
Fig. 5. The book covers series with the same layout model

E. *Maximizing the spine of the book so that it has a connection*

The spine of the book is the side of a book that is often overlooked in the book cover design. Even though, despite its size and position, in some cases, the spine of the book actually has a vital role. For example, in a bookshelf in a shop or library, several books are often displayed in a sideways row. This is due to limited space. In this condition, the spine of the book has a role to replace the function of the front cover as the identity of the book.

The book cover designer can take advantage of this condition to design the spine cover well so that the back has a strategic and vital role. The use of illustrations and letters, colors/motifs, and layout of the same and consistent type can help to achieve the design of the back cover of the interrelated book series. The following is an example of the cover of a book series whose spine is designed with a visual connection can be seen in Fig 6.

Fig. 6. Book covers by maximizing the role of book backs

F. *Using puzzle patterns*

Some covers in a series can also be linked to pieces of design elements that if aligned will form an image. This is like a puzzle. Each book has its own piece. This can also be done as a way to design a book series. The following is an example of a cover book series that uses puzzle pieces to have a visual connection with one another can be seen in Fig 7.
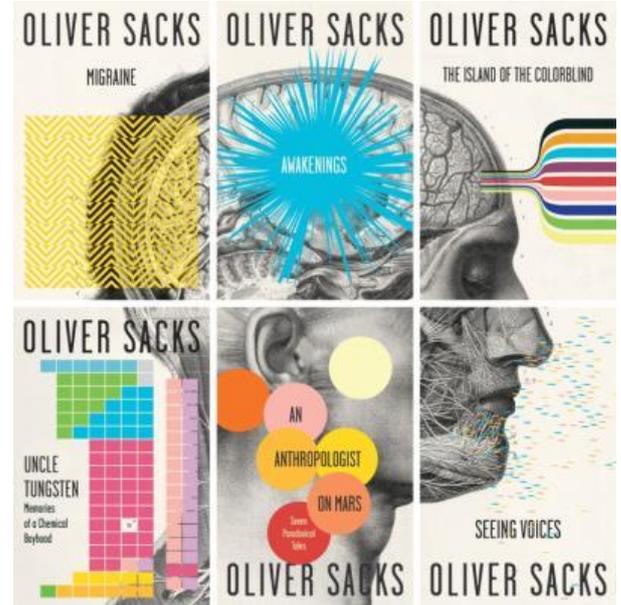

Fig. 7. Book cover series with puzzle chip models

G. *Using a combination of illustration, typography, color and layout techniques that have the same typical.*

Combining the above techniques that focus on design constants such as Illustration, Typography, Color / Pattern, Layout can also be done in order to become a series book cover design solution. This combined technique can be produced as a stronger visual book identity. The cover design of this book series can be an example of using letters that have the same typical characteristics to build continuity between books and other books in the series can be seen in Fig 8.

Fig. 8. Book cover series with combined techniques

H. *Uses design elements of the series marker*

In some book series, usually, there is a special mark on the cover. Signs can be in the form of writing series or some kind of graphics such as emblems or stickers. Design markers on the series book cover design can be a savior if the series book covers are very different from each other.

This design element, although sometimes small in size, can be used as a series sign. For this reason, when the designer uses

this sign it is recommended to design it so that it is easily seen, contrasted and has a high impression to be seen. The following is an example of the design elements of the series marker on the book cover. In the example below there are two series of marker elements namely numbers 1 & 2 in the middle of the book and the text "Transformer" at the top of the book cover can be seen in Fig 9.
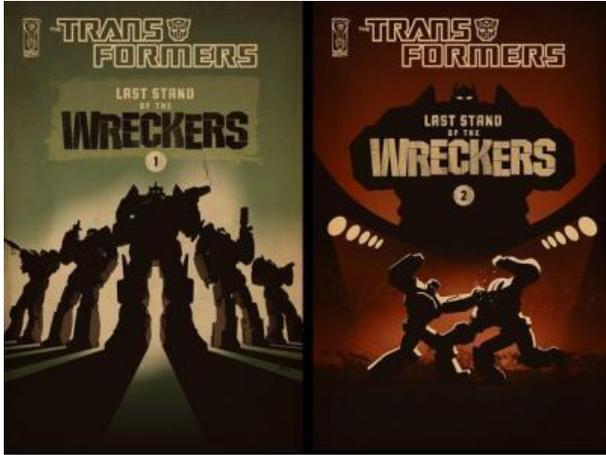

Fig. 9. Book cover series with design elements of the marker

IV. DISCUSSION

Basically, a book cover can be used not only as a book layout but also as a media representation and expression of the book's contents. The use of conceptual design elements is an effective way so that these goals can be achieved properly. For cover designers, the use of visual signs that have meaning can be used as creative methods in conveying visual messages [5].

Book covers have constants and variable elements. Constants are elements that constant, still fixed [6]. These elements can be in the form of illustrations, typography, colors, layout, etc. Variables are visual elements that are not constant or changeable. Like constants, variable elements can be illustrations, typography, colors, layout, and so on.

In applying the method of designing series books, it is important to pay attention to constants and visual variables. With this, the cover designer can be helped in determining what will change visually. In methods A to Z, constants are announced with the same style term, same type or same orientation[7-10]. For example, method A, the style of illustration is constant. Beyond the image, the element is the variable that can be changed.

V. CONCLUSION

Designing a book cover means giving a visual identity to the book. For this reason, it is important for the book cover designer to know important things like constants and variables in the book cover. The designer of the cover book must also have a clear and strong vision so that the book makes the cover different from the other books on the bookshop shelf.

In the book series, there are differences in methods that should be considered by the cover designer when designing a single or non-series book cover. The use of typography, color/pattern, layout, illustration style, and other design elements carefully must be considered. In the book series, the relationship between one book and another must be built through visuals so that the book does not lose its identity as part of the series. The methods reported can be one method that can be used.

In its development, of course, the methods in the book series will continue to change and be more innovative. This is possible with technological advances, ways of thinking and trends that occur. The method of designing the cover of the book series that discusses this paper discusses the standard way and only supports its nature as a reference.

ACKNOWLEDGMENT

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