

Book Cover Series

Design Narrative

Client and Audience

The Audience is Graphic Design Students.

Design Research

To develop this project, I used different research sources that describe the main characteristics of each movement.

Design Goals / Objectives

The goal is to create book covers for a book series on the History of Graphic Design, for three distinct eras of design history: Constructivism, Dadaism, and Postmodernism, showing how each movement uses the elements of design. The main techniques that are used in the three movements are typography, Photography, and photomontage. My idea is to use typography to create the right tone, and more unity and consistency.

Design Layout and Development

For each book I used the name of each movement to compare the three different typographies used in each movement. Each book cover uses different design elements to characterize that movement.

The first book is about Constructivism movement. Russian constructivism believed in "graphic design to serve the communist society". This movement uses basic geometric, dynamic figures with strong diagonal lines. As a result, the design is based on these diagonals. The type used on the front cover is called Russian, and has a similar treatment as constructivist design because it has strong diagonals and geometry.

The second book is about Dadaism movement, characterized by the "typographical revolution", experimenting line spacing, letter spacing, and using bold thick fonts. I used Trebuchet MS, Charcoal CY typefaces in the front cover because they are used in Dadaist works. The layout follows Dadaist layout. In Dada did not want the reader to look "through" words to get the meaning of the text; it wanted to compel the readers to look "at" the shape of typeface in its explosive layout. Dada's typography, inherently multifarious, was suggesting a new paradigm for deciphering meaning, one that was eruptive, craggy, nonlinear, and most importantly independent of any textual content. Functionality is not a concern in Dada layouts. I used an old newspaper, and small random types as a texture, as cutting and pasting pictures and type from other sources of media is used in Dadaist works. I want the Dada's elements being nonsense, surprise, randomness, and absolute freedom from tradition.

The third book is about Postmodernism movement. I used the OCR A Std in the front because it's a global and known type. Then, I used scribbles to decrease the modern look of OCR A Std, and to show the experimental character of postmodernism. I used handwritten type in the back for the title to turn away from the features of the modernism. I used the title in the back, based on the rule of "No Rule". The contrast between the OCR A Std and handwritten type helps to attack the use of sharp binary classifications.

Visual Thread

Dada is a reaction to horrors of WW I. Its anti-war and anti-art, Irrational, random, and anti-tradition. Constructivism is a rejection to autonomous art. Post-modernism is a rejection to logic and the rules of modernism. All the three movements are rebellious. They turned away the later movements, styles, and traditions. The rebellious spirit is a visual thread that connects the books. They have a rebellious tone, but in different ways. Dada is more grungy, constructivism is revolutionary, and postmodernism is more abstract.

The colors used are black, red, and the light brown of my paper that are used in most of the Russian constructivist and Dadaist works. Red is the color of communism. Post-modernism follows the colors of Dadaism and constructivism to create a consistency. The typeface used on the back of three covers is Univers because it is simple, clean, readable, and matches with all types of design.

Print Production

The book size is 3.5 x 6.5 inches. The greater difference between the height and width of the book and the vertical size helps to emphasize on the rebellious, vibrant and active tone of the book covers. Because it's smaller than normal sizes of textbook, it can be used anywhere. It also shows the content of the book is simple and includes short paragraphs, less text, and more images.

The paper is "Brown Back Craft", 70 Cover. I used this recycled paper with a rough texture, based on the using of "materials of everyday life" in dada. Also, it's based on the concept of Anti-bourgeois in Constructivism and Dadaism. Print is 2 colors.

Outcome

This project has had several changes over the design process and production, which have made it stronger.