Research on Guidance of Aesthetic Value in the Teaching of Book Binding Design

Bing Liu\textsuperscript{1,a} and Hongtao Zhou\textsuperscript{2,3,b,*}

\textsuperscript{1}Academy of Fine Arts, Northeast Normal University, Changchun130024, China
\textsuperscript{2}Colleges of Design and Innovation, Tongji University, Shanghai200092, China
\textsuperscript{3}Shanghai Institutes of Design and Innovation, Tongji University, Shanghai200092, China
\textsuperscript{a}ice8515@163.com, \textsuperscript{b}lifeisfurniture@gmail.com
\textsuperscript{*}Corresponding author

Keywords: Book binding Design, Aesthetic Value, Education.

Abstract. The aesthetic value of binding art is the soul of books, “the materialization of the beauty, the beautification of things”, foil the atmosphere needed to read the book, while further attracting and promoting readers' reading and appreciation. In the education of book binding design, teachers should guide students to pay attention to the aesthetic value of book binding, combine the function of books with the art, fusion emotional style and aesthetic consciousness, and to reconstruct the aesthetic value of book binding with modern ideas, to update the artistic forms of books, is a glorious and sacred historical mission to the book binding and layout course in Colleges and universities.

1. Introduction

Books are a special kind of cultural commodity, having the attributes of spiritual civilization, in modern society, commodities need packaging design; the book binding design is for this special commodity packaging design, is the whole shape and artistic expression of book, it covers the structure, form, material, printing process and binding process [1-4]. The course of book binding design is an important specialized course in fine arts colleges and universities, in education, the teacher should guide the students to understand the author's writing intention, through the exquisite binding and layout design, express and exaggerate the ideological content of books, use concise and clear artistic language, express profound cultural implication and aesthetic value [5-7].

2. Analysis on aesthetic value of book binding

2.1 The beauty of visual image

The beauty of Visual image on book binding art is expressed as: the beauty of literary image, the beauty of visual image and the beauty of hearing image, among them, the beauty of visual image is the most important form of expression. In the book cover, back cover, lining, title and text format, with the help of hand drawing, cutting, collage, embroidery, burning and rubbing methods of artistic expression, shaping the external visual image of books, through its unique shaping technique, it finally forms the whole artistic charm of books.

2.2 The beauty of artistic conception

The beauty of artistic conception on book binding is integrated into the overall shape and specific content of books, from cover to text format, and all aspects of it are reflected, this beauty is intangible, and is a kind of "not explained can only be sensed" aesthetic pleasure, by means of art, the subjective
emotion of book contents is injected into the book binding and layout, then use art skills to shape the aesthetic realm; the aesthetic value of this part is also reflected in the nature of the book binding design for the readers and the audience, and embodied in books is the carrier of information dissemination.

2.3 The beauty of interest image

Books interact with readers through artistic expression, the designer understands the content of the book, uses the means of art and modern science and technology, stimulate the spiritual, cultural and morphological information of books, on this basis, for the content and personality of books, create interesting beauty. With the help of collage, painting, embroidery, cutting, rubbing and other manifestations, form its unique language and charm, harmonization of design elements, and the grasp of rhythm is also a component of the interesting beauty of books.

3. The guidance of aesthetic value in book binding teaching

The aesthetic value of book binding must be carried out around the function of books; it is also the soul of book binding design. The artistic and aesthetic value of book binding is composed of multi-lateral, multi-factor, multi-dimensional and multi-level design elements, these elements are fully integrated into the author's emotions, and infiltrate them into the design of books, the designer's understanding and ideas about the content of the book are displayed in the form of art, and thus arouse the sympathetic response of the audience [8-10].

The materials used in book binding also reflect the unique beauty, different binding and layout, different external forms and illustrations reflect the different styles and tastes of books, in the visual form to highlight their unique aesthetic value and artistic charm, so that readers with different mentality and different tastes can enjoy different aesthetic space [11, 12]. Binding design only has its own original imagination and conception, unique artistic charm of binding and layout, in order to attract readers' attention in a wide variety of modern books; it leaves a deep impression on the readers and the audience.

In teaching, teachers should guide students to understand the aesthetic value of book binding, after understanding the content of the book, the content and spirit of the book are interpreted as shapes and colors, and materialized into the art form of books; through teaching, let the students realize the perfect combination of artistic innovation and the aesthetic value of books. This kind of teaching practice can make students improve greatly in design concept, overall planning, design ability and so on, stimulate students' creative thinking and creative spirit.

Book binding design is a complete process of art processing, the practical value and the aesthetic value are mutually integrated. In education, the teacher is not simply for students to explain the history and design methods of book binding, and should follow the pace of the times, combining teaching with practice; to emphasize the overall beauty of the design, rather than simply showing the beauty of the cover, the beauty of the layout, the beauty of the binding or the beauty of the illustrations. A good teacher should guide the students after they have fully understood the content of the book and the author's intention, using the expressive language of art, combining the elements of books with the rules of form, using the language of art to shape the unique visual image of books.

4. Conclusion

Book binding design, accompanied by the birth of books, is a special kind of plastic arts, which has a unique aesthetic value, it embodies the visual image beauty, artistic conception beauty and Interest image beauty; with the development of society and the progress of economy, people's aesthetic consciousness has been sublimated, and from the practical value of books to the more attention to their aesthetic value. In the teaching of book binding design, teachers should guide students through the combination of process and creativity, sublimation of the aesthetic value of books, combines the
external beauty of books and the internal reading beauty organically, to maximize its functional and aesthetic value.

Acknowledgement
The author gratefully thanks the financial support by Fundamental Research Funds for the Central Universities / Youth fund of Northeast Normal University in philosophy and social science projects - (2017QT008).

References


