

# The Application of Illustration in Book Binding

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## Abstract

**Character is a kind of unfamiliar and familiar noun. It is a visual symbol invented by human ancestors for communication. Words have played a positive role in the progress of human civilization. If only words in the book will make people feel boring, illustration is commonly known as illustration in China. Today, commercial illustration popular in foreign markets includes publications, commercial publicity, film and television multimedia, leaflets, posters and other forms. As well as the Internet and mobile phone platform virtual software and related visual applications. If appropriate illustrations can be inserted into the book, readers can feel different forms of visual experience to experience the book.**

## Keywords

**Words; illustrations; books.**

## 1. Introduction

Gorky said: "books are the ladder of human progress.". Books are very important to the development of human civilization. They can not only promote the development of mind, but also cultivate emotion. As a student majoring in illustration, how to pass the knowledge in books to the flowers of our motherland in a more simple and understandable way? How to draw an illustration related book with Chinese characteristics? With the arrival of the 41st anniversary of reform and opening up, and with the convening of the 19th National Congress of the Communist Party of China, the main contradictions in China have changed. With the continuous improvement of people's living standards, people's pursuit of quality of life has become more and more exquisite. Books are our spiritual food. The content and quality of books play a key role in our growth. A good book can promote our intellectual development and meet our spiritual world and psychological needs. As an illustration major student, we are likely to be the author of Chinese illustration books in the future. Then, the expression form of book content can not only be expressed with boring words, but also be transmitted in a more vivid and lively way. This requires us illustrators to have a profound understanding of the words to be expressed And then through their own design works to show. With the progress of the times and the continuous innovation of science and technology, in modern books, the importance of illustration has gradually moved from the unknown supporting role to the status of the leading role, and the words want to complement each other. The needs of the book on the text content of the exposition through the way of illustration vivid performance. Because our living standard is slowly rising, those auxiliary books with illustrations on the market, and most of them are children's books, have been widely used. Those traditional single illustrations with words have gradually been unable to meet people's spiritual needs. Reform and opening up and economic globalization have led to a variety of foreign illustration books occupying the Chinese market. After market research, both children and adults will choose foreign illustration books. However, the illustration books with national characteristics in China are excluded by ourselves. We must seriously deal with this phenomenon, to carry forward and carry forward the books with our own characteristics, not only to use the local culture reasonably, but also to absorb the foreign excellent creative experience, so as to draw the books with our unique Chinese culture.

## 2. The Purpose and Significance of the Study

Illustration is an indispensable part of books, is the key part. Illustration is more boring than text communication is the easiest to accept, but also the most willing to accept. Illustration through the designer's intuitive feelings, through their own subjective consciousness, the information in the book is transmitted to us through illustration, so that we can feel a wide variety of books, full of content. Although China is a big publishing country, the quality of books is worrying. At present, the level of illustration books published in China's market is uneven, and the illustration books that can really bring fun to readers are really rare. At present, in a large number of illustration related books in China's market, the level of illustration is very common. Hope that through effective research, give us some help in illustration. So as to drive the development of Chinese illustration.

## 3. Research Status and Trend at Home and Abroad

### 3.1. The Current Situation and Trend of Domestic Research

In China, the early illustrations were mainly woodcut and stone painting. During the period of the Republic of China, the most famous illustrations in China are Shanghai Yuefen brand posters and foreign films, while yangpian is used as a propaganda method in cigarettes. Its production is elegant and unique, with themes of "outlaws of the marsh" and th. The characters in the romance of the Three Kingdoms. One example involves a character model. There are more than 100 works in the whole set, which were loved by the young people at that time, but gradually disappeared after the founding of the people's Republic of China. In the new era, Chinese illustration designers are constantly seeking the creative road with Chinese characteristics. Although there are still a few illustration works following the trace of Japan, they have made obvious progress compared with the past. At present, Chinese art is developing rapidly. In the period of opening up, it began to have its own cultural characteristics.

### 3.2. Foreign Research Status and Trends

In the United States after the Second World War, with the changes of science, economy and living conditions at that time, people relied on news, magazines and other news, and even as entertainment, art developed rapidly in this period. Many American newspapers and magazines, Harper weekly and weekly, are the most famous. A large part of the reason is that there are illustrations. These two newspapers and magazines have a set of excellent American illustrations in training. With the progress of technology, the division of labor is becoming more and more refined, and illustrations have begun to develop professionally, and are divided into several different types. Each type has outstanding representative authors and works, and illustrations have become very competitive. In Japan, "relief world painting" is a term used to refer to the art of illustration. A careful study of "floating world attracts audiences" shows that the description of each painting figure is very sufficient and occupies a large proportion. In addition, the "ukiyo" posters issued by the song and dance theatre venues are also popular with the public. Almost every house has posters and collections. As we all know, Japanese animation industry is far ahead of the rest of the world, and has a large number of excellent illustrators. And has become the world's first animation export country. The development of Japanese animation industry, supported by the industry, has promoted the development of Japanese artworks to a certain extent. Therefore, the development momentum of Japanese illustration market is very good.

In recent years, South Korea's game CG has begun to rise as the second pillar industry of South Korea's economy, and art will be further increased, especially the mature performance of game CG original paintings, which has won a broad market space for South Korea.

## 4. Overview and Requirements of Animation Illustration and Book Binding

### 4.1. An Overview of Illustration

Illustration refers to illustration or illustration. The traditional illustrations are mainly used to show the content of the text narration, and exist as the supplement of the text. In the field of modern design, the way of expression of illustration can be said to be the most meaningful. To a large extent, the creation of illustration takes the designer's own subjective consciousness, and the expression mode is also various, with the author's own understanding of art personality. Most of illustrations are illustrated by magazines, books and other media as illustrations.

### 4.2. The Design Expression of Illustration

There are three kinds of traditional hand-painted illustration, image illustration and digital hand-painted illustration.

Traditional hand-painted illustration refers to the designer's painting on paper with both hands. There are many ways to realize it, and the content can be transformed subjectively. It is characterized by more emphasis on the use of artistic techniques to reproduce the real picture in life, with a strong flavor of life. The illustrations created are clear or grey. It has a strong appreciation value.

Image Illustration refers to the illustration made by photography or camera technology. Usually, the tools are the designer's SLR camera, including photos and electronic images. It is more realistic and realistic than traditional hand-painted illustration;

With the rapid development of electronic information technology, more designers use computers to create art. Compared with traditional hand-painted illustration, using computer to create has better expressive force and increases the aesthetic feeling of illustration. Common computer software is (PS, PR, AE, etc.). It is characterized by high popularity and novel techniques, more in line with the trend of the times, so it is favored by more and more designers.

### 4.3. About Book Binding

Book binding is the overall design of books. It includes folio, layout, font, illustration, paper and other elements of the design, is the book from the original manuscript to the book design work. It is to give the book more beautiful visual transmission, so that readers can enjoy the vision on the basis of ensuring reading. A book with illustrations, not only in the appearance and font recognition, but also in its layout, jacket and other places also need to be designed, to ensure that they look harmonious and unified, give people visual enjoyment, so as to be a complete book. China's book binding has a long history. There are different methods for book binding in different periods. China's book binding can be roughly divided into three stages: original book binding, ancient book binding and modern book binding. The original period was before the emergence of papermaking. The books in this period were loaded with materials such as bamboo, wood chips, oracle bones, etc., which could be directly taken from the nature. As long as a little bit of processing, characters could be engraved on these materials. The development of book carrier is very obvious from the ancient knot rope book to the stone book. The changes of these carriers also showed the continuous progress of social and economic development and the continuous improvement of technical level, which laid a solid foundation for the emergence of later book carriers. This period of book binding is the budding stage of Chinese books, but also the performance of the low productivity of Chinese society at that time. The ancient book binding period began with the invention of papermaking in the Western Han Dynasty. At this time, book binding formed a regular book form. The invention of woodblock printing greatly accelerated the publication of books, shortened the time from manuscript to completion, and the quality and quantity of books were also improved. In this way, more people could get access

to books, and knowledge spread widely. From the new culture movement to today, the design of book binding in this period has a great development. Book binding into the modern era, this period must mention the character is Lu Xun, he is not only a great litterateur, great thinker, he also plays a vital role in the development of book binding. He stressed that while developing national traditional art, we should also look at foreign excellent works. Influenced by the west, the layout of Chinese books at that time also changed. Feng Zikai, Chen Zhifo and Zhang Guangyu also played a great role in promoting the development of book binding.

#### **4.4. Basic Requirements of Book Binding**

##### **4.4.1. Practicality and Functionality**

Up to now, our human written history has been thousands of years. According to authoritative reports, the earliest characters that can be found in China are oracle bone inscriptions in the late Shang Dynasty in the 14th century BC. With the continuous evolution of the text, but also brought a Book change. According to historical records, the earliest form of books in China is the book made of bamboo tubes in the Zhou Dynasty, which became the policy of Song Dynasty. A book made of wood is called an edition. But the disadvantage is that it is not convenient to carry. Now our book binding design still follows the basic requirements of practicality and functionality.

##### **4.4.2. Improve the Cultural and Aesthetic Level of Books**

Book binding designers should have a wide range of cultivation. Without extensive and profound cultural literacy, we can neither solve the contradictions in the sudden design, nor create a level design. The essence of design is conception, and it is impossible to conceive without cultural accomplishment.

## **5. Conclusion**

The research object of this paper is the application of illustration in book binding. Through the combination of theoretical knowledge and practice, it has gained a lot. The reason why illustration is popular at present is its freedom and tolerance. It can show the designer's ideas and personality incisively and vividly, and its unique visual impact is impressive. Under the influence of many designers at home and abroad, this paper creation, to a large extent, is from the perspective of creative art. Many revisions to the paper have improved my own patience. The illustration industry is always developing with the development of the times, so the design close to the market can be really meaningful.

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