

# photo roman

*Tom Ford's film 'A Single Man'*

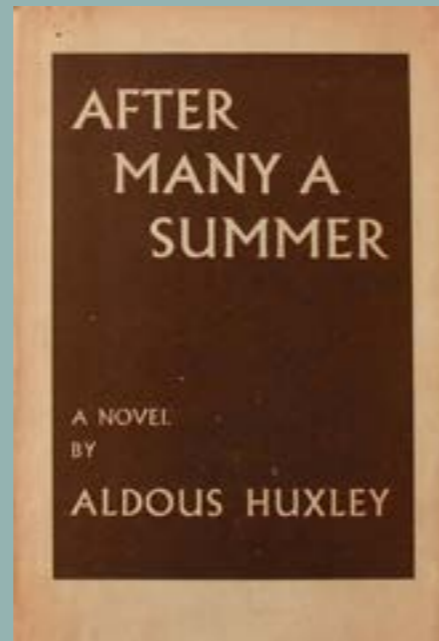
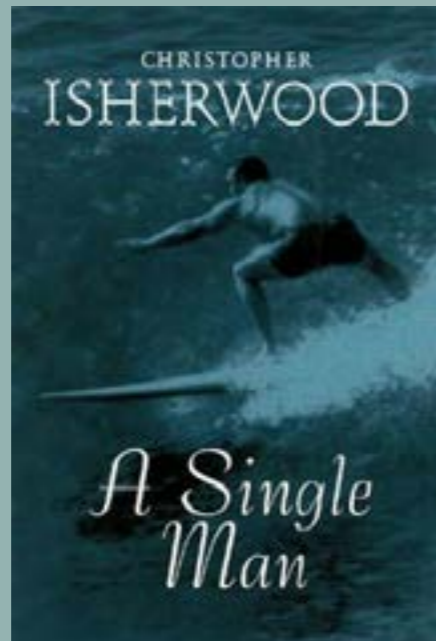
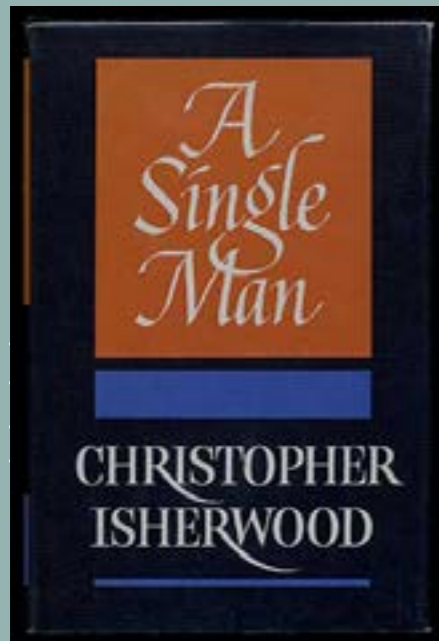
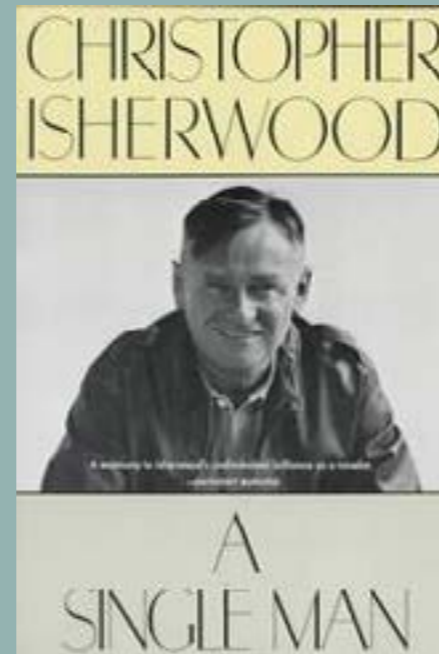
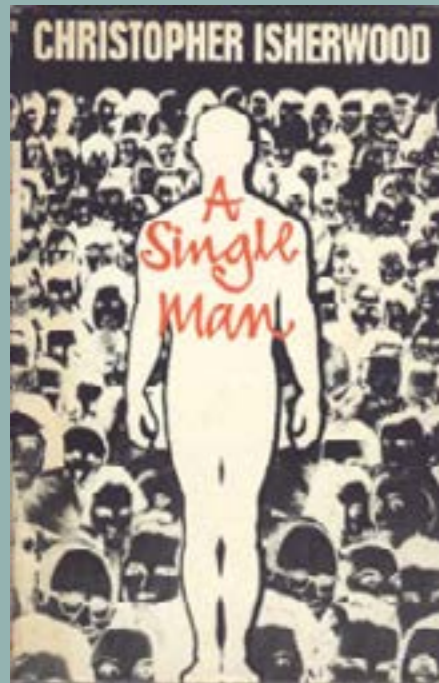


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MABD - Spring 2013  
University of Reading

**Tutor:** John Morgan

# Discovery



## Observations

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At this stage, I looked at the similar existing books in bookstores or as online as we are advised. I discovered that there are more than one different approaches about creating these kinds of books. Some of them has more a documentary style with so many textual elements like script, news and books related to the film, and some of them are simply formed with the combination of dialogues and screenshots from the film in a more storytelling way. When it comes to their production, they are generally designed in a big size, have hardback cover and some special printing techniques such as embossing, foil blocking, because of the concerns for reaching the glamour of films and making more special books for the fans. To discover the atmosphere of the film, I examine the book covers of the film. Additionally I looked at the design of the book that the main character uses in the film.

## Audience

I intended to design a Deluxe Edition addressed not only to religious people but also the people who wants to know more about these holy books. Because, the general positioning of target audience in these books is for religious people. So, I wanted to bring a new approach about the audience and make these books also available as a series for non-religious people as well as religious ones.

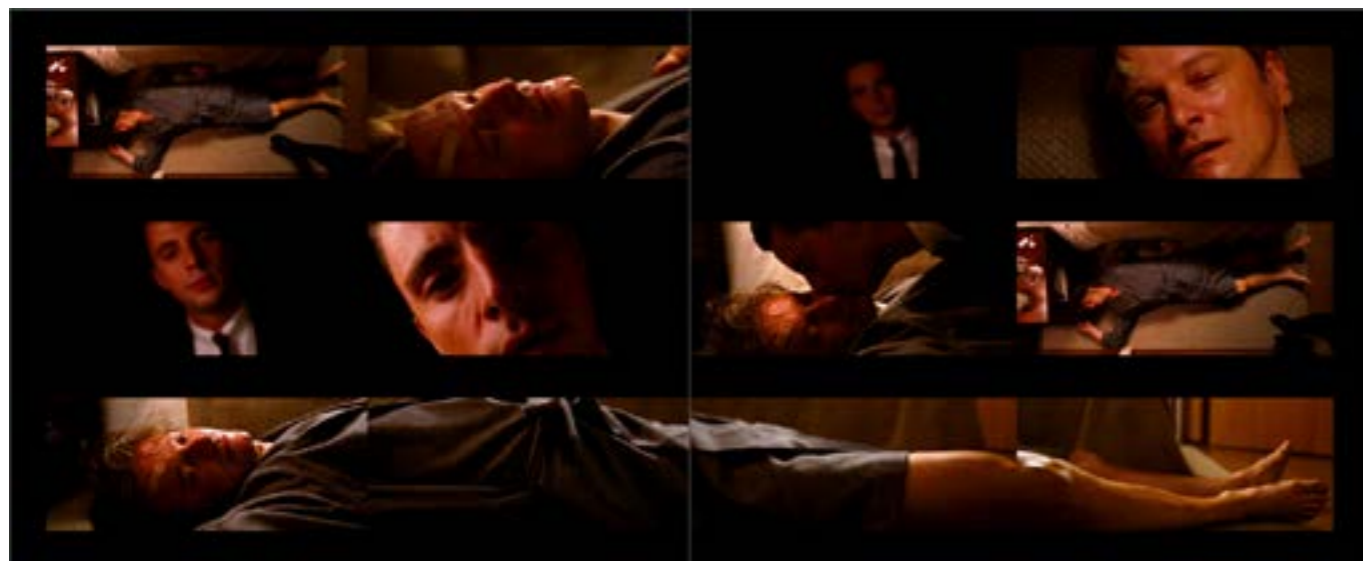
## Analysis of existing market and different editions

After positioning my audience, I looked at the examples in bookstores and the online ones. I saw some different publishing approaches like special editions or cheap paperback editions. But generally, with some exceptions, they had average designs. The Quran has more ornamental and glittered designs and calligraphic typography refers to the Arabic letters. The Bible has a very simplistic design in general only with golden title and cross on a leather cover. The Torah also has different approaches like fabric covered hardbacks or paperbacks with the accompany of Hebrew text. This phase of the project made me understand the holy book market and know better my competitors.



# Final Design

Before starting to design, I decided my book concept. The film that I chose has powerful, characteristic scenes with the colors and the close-ups of eyes and lips. Besides its rich textual elements, I wanted to highlight the visuals and making a book in a more storytelling way. I chose the scenes from the film first, then I found and added the relevant texts from the script and the book. I got the visuals from the film by taking several snapshots, then I decided which one goes with other best.



# Final Design

I tried to create visually effective pages not to be overshadowed by the film with the disadvantage of being a flat and static object, so I used images in big scale and created page layout variations suitable for heavily-illustrated pages in order not to be dull. In some parts, I frequently made contrasts with the different layouts. To separate the written dialogues from the film and the text from the book in the same page and to prevent confusion, I used two different typefaces.

"But then again, my liver's been broken."

"I feel as if I am sinking, drowning, can't breathe."


Think of two people, long together also after ten years after each other, in the small space, standing close to allow cooling of the same small space, slipping past each other in the narrow stairs, sharing a kiss of the same small bathroom mirror, occasionally nuzzling, kissing, leaning against each other's bodies by accident or on purpose, carelessly, suggestively, naturally, hesitantly, in rage or in bewilderment and deep thought, possible tracks they must have recognized before that? The doorway into the kitchen has been built for narrow, two people in a hurry, with plates of food as their heads, are apt to have colliding here. And it is here, nearly every morning, that George, having reached the bottom of the stairs, has the sensation of actually finding himself on an abrupt, bristly broken-off jagged edge—through the back had disappeared from a landing it is here that he steps about and knows, with a sick awareness, almost as though it were for the first time, Jim is dead & dead.

He stands quite still, alone, or at most among a brief crowd of guests, as he waits for the spoon to pass. Then he walks into the kitchen. These morning spaces are too painful to be touched continuously. After that, he feels what, really, it is the getting over a real attack of cramp.



"And this IBM is the reason the situation is permanent. Oh, there always is a reason. And the reason is IBM. Businesses are just people. People... like us. Let's forget about that thing. Let's just talk about that. That's what all, in our final moment. Fear is taking over the world. Fear is being used as a tool of manipulation in our society. It's how politicians public policy and how millions of people will do things that we

don't want. Please don't be. Fear that we're going to be attacked, fear that there are communique looking around every corner. Fear that some little Caribbean country that doesn't believe in our way of life sends a threat to us. Fear that black culture has taken over the world. Fear of Uncle President's lips. Well, maybe that one is a real fear. Fear that our best breath might ruin our friendships... Fear



"George! You look divine. As clear as ever."

George: Come on Dr. Oh God. It would really be nice of you to have a doctor's visit.

Dr: It would be great. I'm starting. When's George?

Dr: I gave her the night off. I'm cooking special.

Dr: You are?

Dr: Yes, and I'm having something new.

Dr: Doctor! Darling, you cooking to me?

Dr: Not to be exact. I'm in a good mood tonight and I'm going to be free. I've made two early New Year's resolutions. One, no more talk about what our husbands and children who don't give a damn.

Dr: And the other one?

Dr: Oh, resolution number two! More cooking and more drinking and more fun! So, come sit on up a drink. I'll have a gin and tonic please and watch me today!

Dr: Cooking up...?"



Dr: My husband? What was his name?

Dr: He didn't say who, and I'm sorry but I don't ask him. He said he's in one of your classes this year.

Dr: Did you give it to him?

Dr: Yes sir, I did. I hope that's OK. I realize I probably shouldn't have, but he was very nice and when I saw it...


Dr: Your hair looks great like that. It suits you. You always look so beautiful. Really lovely. You have such a lovely smile."



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don't want. Please don't be. Fear that we're going to be attacked, fear that there are communique looking around every corner. Fear that some little Caribbean country that doesn't believe in our way of life sends a threat to us. Fear that black culture has taken over the world. Fear of Uncle President's lips. Well, maybe that one is a real fear. Fear that our best breath might ruin our friendships... Fear

of growing old and being alone. Fear that we're useless and that we are never what we have to say. Here's a good weekend."



a single man

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## Cover Design

I picked up a picture as a cover picture from the snapshots that I took for the spread designs and designed a wrapping band for the book cover.



## Process / Methodology

Besides the eye-catching, effective images, I decided to make a small book that allows people to look easily, more like a coffee table book rather than a gigantic book. When I was thinking a coffee table book, I did not want to make a cheap book. So I decided to make a hardcover book, but with a special binding style, 'Coptic'. Coptic binding is formed with signatures and that's because it's really durable, but here, because of the printing limitations of our facilities, I applied the perfect binding style. Before doing this, I tried to find some existing books that has the same binding technique. Here is a book example that I applied also :



## Production and Specifications

### Typography

To separate the text from the book and the dialogues from the script, I chose two different typefaces. I used 'Prestige Elite' typeface in typewriter style for the dialogues and I used 'Euphemia UCAS' as sans-serif for the main text in order to make a contrast with the typewriter font.

“It takes time in the morning for me to become George, time to adjust to what is expected of George and how he is to behave.”

Prestige Elite  
Std Bold

The harassed look is that of a desperately tired swimmer or runner; yet there is no question of stopping. The creature we are watching will struggle on and on until it drops. Not because it is heroic. It can imagine no alternative. Staring and staring into the mirror, it sees many faces within its face—the face of the child, the boy,

Euphemia UCAS

# Typographic Style / Layout

225 mm



"It takes time in the morning for me to become George, time to adjust to what is expected of George and how he is to behave."

The harassed look is that of a desperately tired swimmer or runner, yet there is no question of stopping. The creature we are watching will struggle on and on until it drops. Not because it is heroic. It can imagine no alternative. Staring and staring into the mirror, it sees many faces within its face—the face of the child, the boy, the young man, the not-so-young man—all present still, preserved like fossils on superimposed layers, and, like fossils, dead. Their message to this live dying creature is: Look at us—we have died—what is there to be afraid of?

It answers them. But that happened so gradually, so easily. I'm afraid of being rushed.

It stares and stares. Its lips part. It starts to breathe through its mouth. Until the cortex orders it impatiently to wash, to shave, to brush its hair. Its nakedness has to be covered.



185 mm

Dialogs from the movie  
Prestige Elite Std  
14 pt

Text from the movie  
Euphemia UCAS  
9 pt

a single man

## Specifications

**Width :** 22.5 cm

**Height :** 18.5 cm

**Number of pages :**

90 - Double sided

**Hardback**

**Coptic Binding**

**Typeface :**

**Dialogs:** Prestige Elite Std

**Size :** 12 pt

**Leading:** 16 pt

**Text from the book:** Euphemia UCAS

**Size:** 9 pt

**Leading:** 14 pt

## Paper

**Paper:** Munken Arctic Volume White 115 gsm