

self- directed project

*Book cover series for the holybooks:
The Bible, The Quran and The Torah*

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Discovery



From the bookshelves

self-directed project

Observations

When I heard about our self-directed project, the only thing that came to my mind was designing a book cover series. Because I am generally interested in book covers and feel confident about designing them. In this project, I thought that I could show my strength by realising this project. In the search of a topic, I had some ideas such as book cover series for classic era poetry books or holybooks, which I find an underrated field in publishing. As a religious person I am interested in holy books in general, I even read some parts of them in my high school years. For that reason, when I started to my design education, I gradually realised that holy books have not the best book cover designs in the world of books. There are some exceptional/distinctive book cover examples or special editions, but still, the covers generally have conventional and traditional design treatments. It is not only the lack of interest about marketing this kind of books, but also the design choices are not so consciously done. Therefore, publishers do not publish holy books as a series, they usually publish and sell them individually.

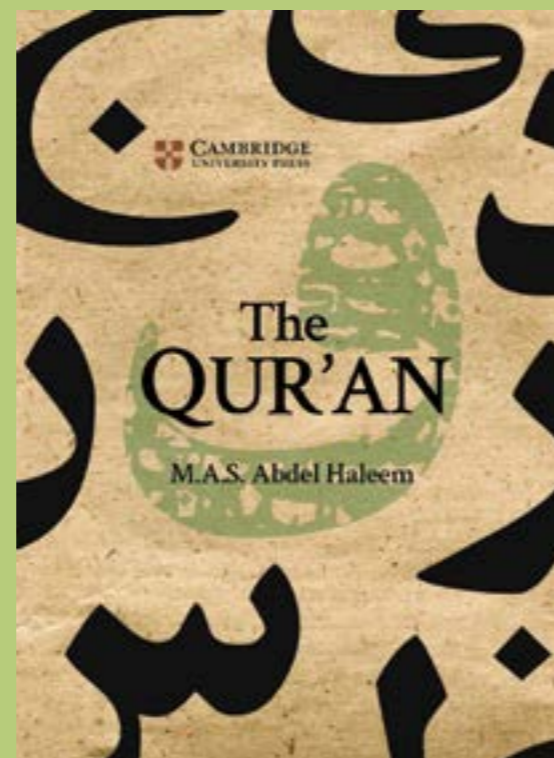
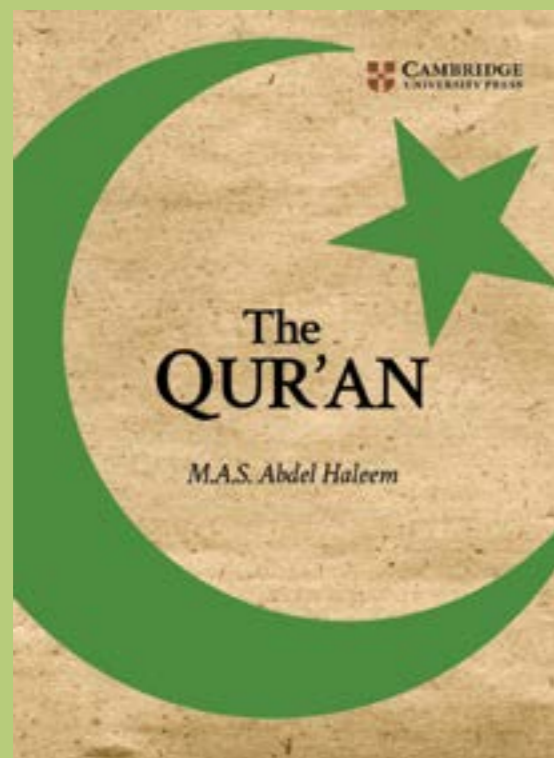
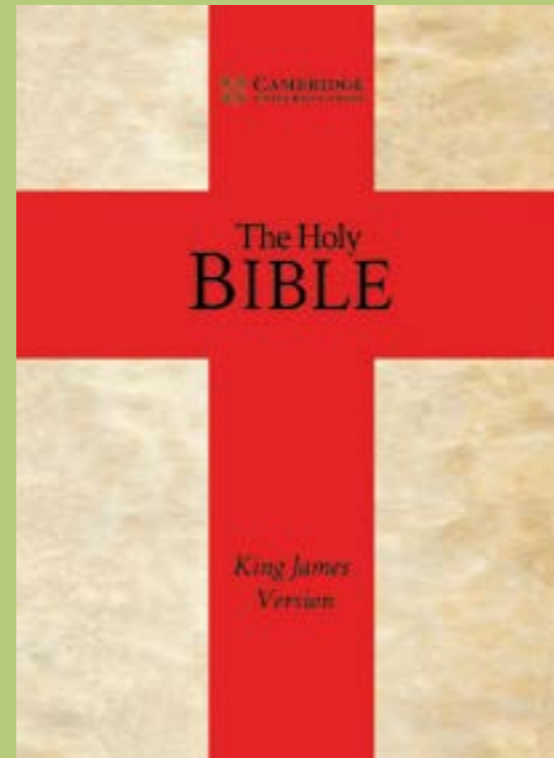
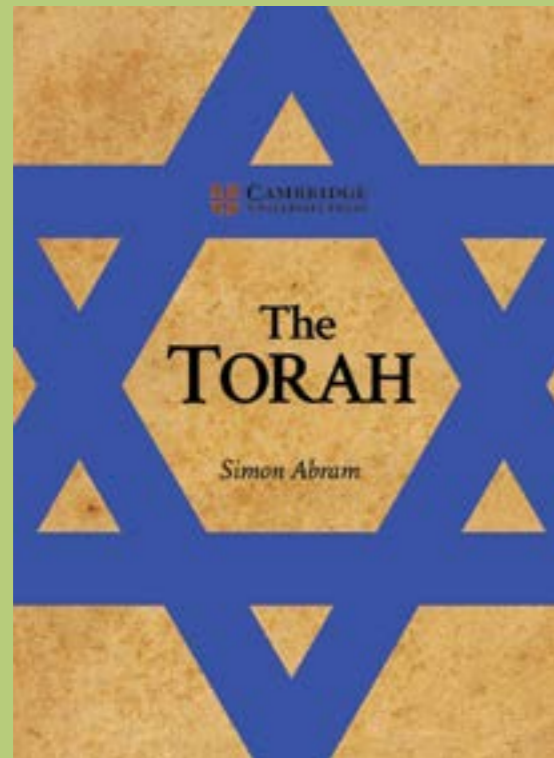
Audience

I intended to design a Deluxe Edition addressed not only to religious people but also the people who want 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.

Transformation

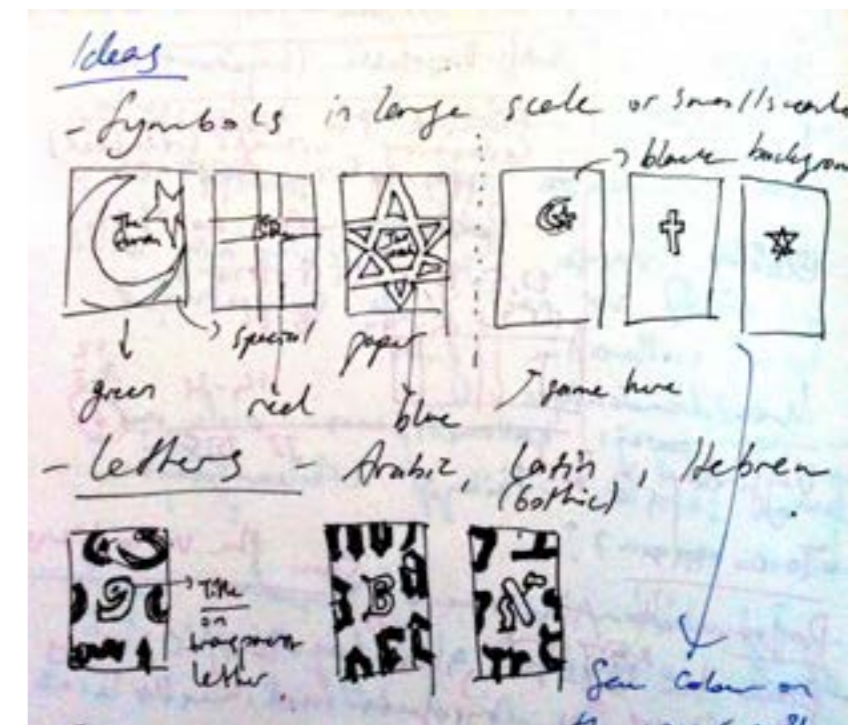


My initial designs

self-directed project

Initial Approaches

My main approach was trying to find a common ground for three different books and combining these different contents to create a unity without overshadowing their individuality. First, I aimed to make impressive covers to get the attention so quickly. So, I used religious symbols for each book in big scales with their representative colours (As shown on the left). But, the design was shouting too much and looked like a cheap paperback edition. Later, I thought about using the name of the books in their original language and script. This design was not satisfactory about being Deluxe edition and also there are some examples of it, so I did not want to repeat the same approach. At the end, I decided to use the symbols, but this time I designed a minimal and simple cover with an ivory background and a black slipcase, has printed symbols as patterns on it, for making a contrast in design.



My initial sketches



Process / Methodology

For making a Deluxe Edition, I got some advices from my tutors about the printing and binding techniques. Eventually I decided to use foil blocking technique on a paperback cover with a metallic ink covered by an ivory paper, but at the end of the project, the conditionals and expectations were not suitable for this technique. For this reason, I applied emboss technique on my book covers instead of foil blocking with the help of and instructions from my tutors. For the slipcase, I got nice shiny effects, by printing patterns on a silky black special paper with a regular printer for the slipcase cover.

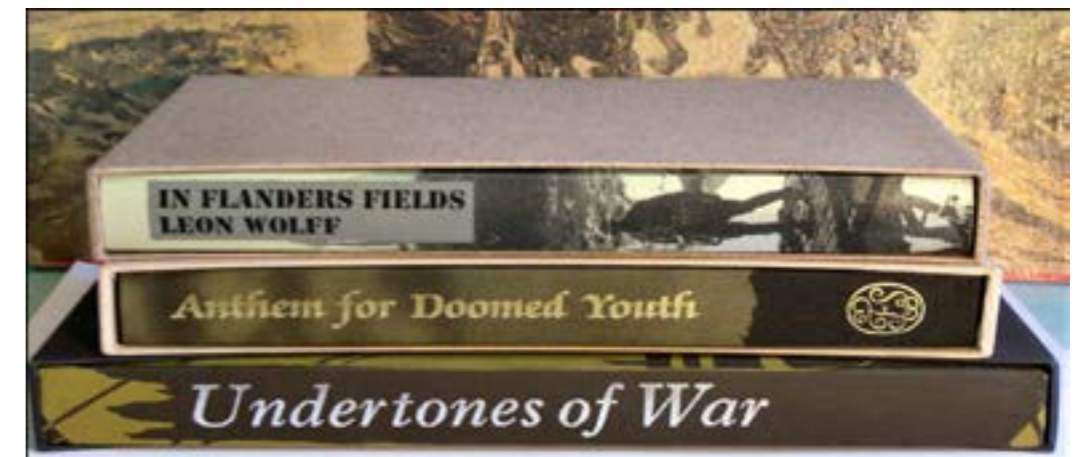
Foil blocking example



My initial designs by using silky smooth paper and inkjet printer



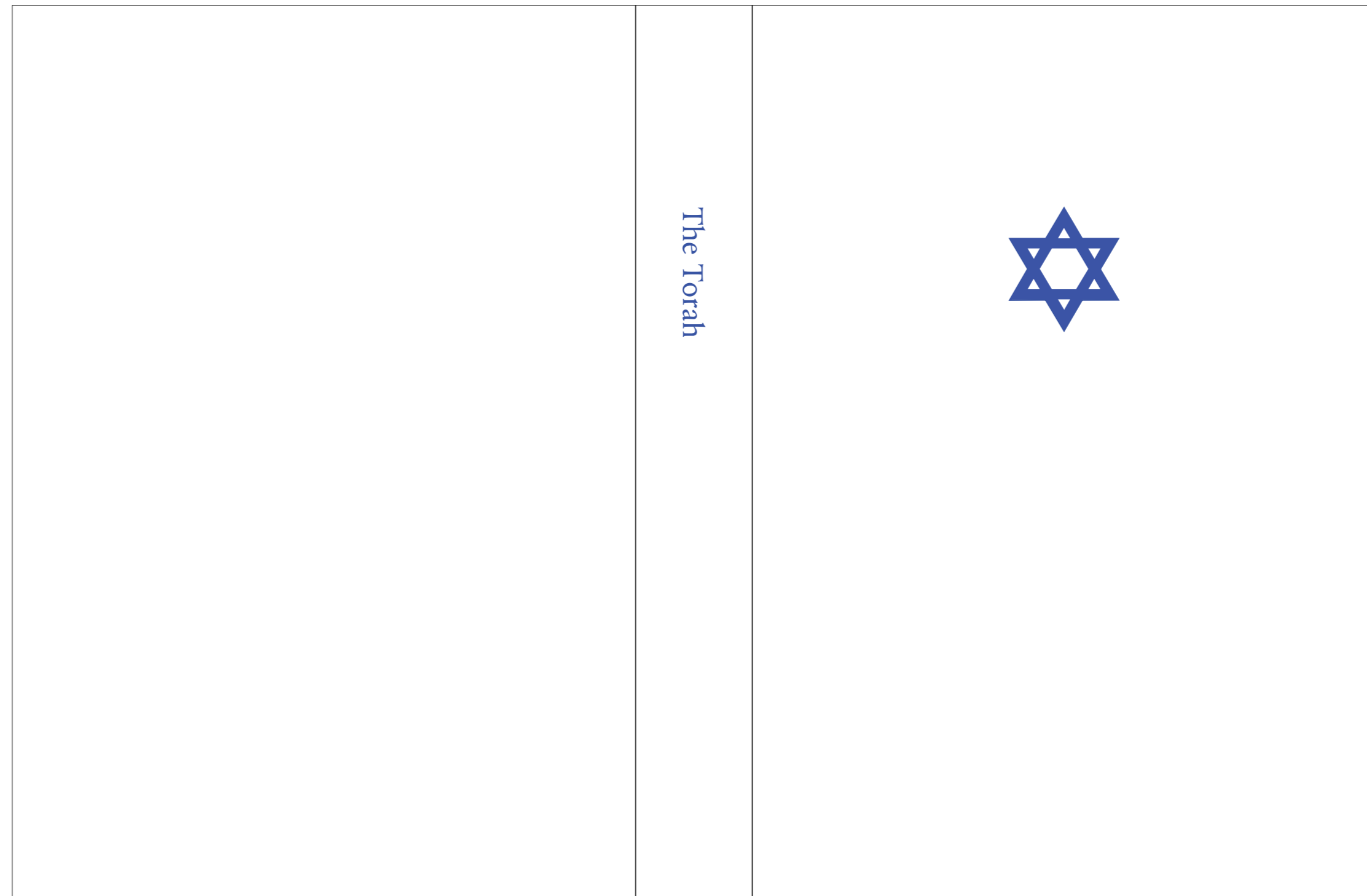
From the beginning, me and my tutors were definitely sure about making a slipcase for each book. The slipcase in this project is formed with a board, covered with the black silky smooth paper, printed symbols as patterns on it by a regular printer. I have never done a slipcase before, that is why I found really difficult. For getting familiar with the process, I examined the slipcase designs of Folio Society as reference. But still, I could not get a very successful result.



Final Design

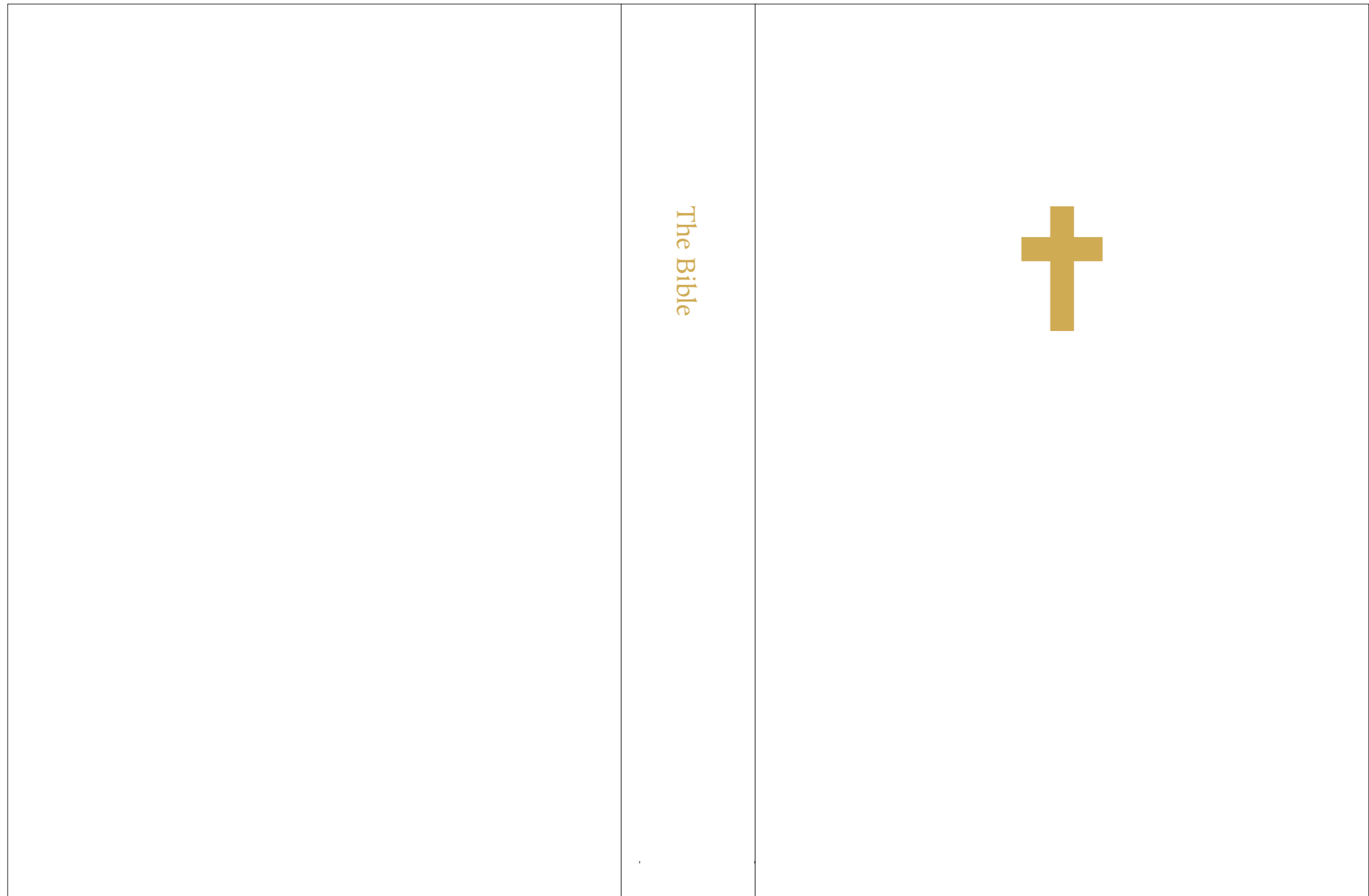
After all critics and brainstormings, I preferred a simple design by using only symbols and representative colours in the front covers. I used the green is for the Quran, gold is for the Bible and blue is for the Torah. I put the title only on the spine.

I used three different coloured endpapers with the same colour of each book both inside of the covers and the slipcases.

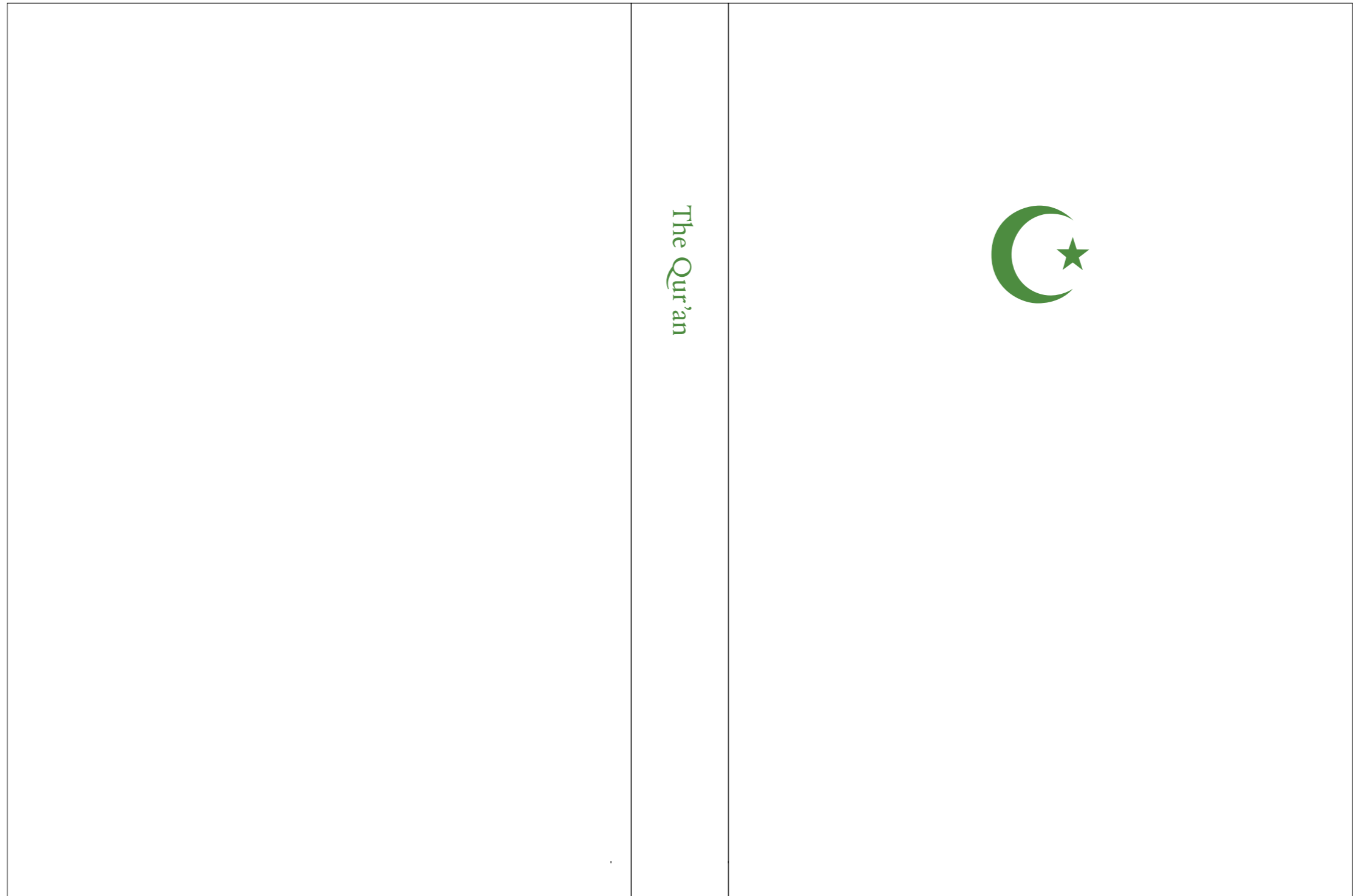


Cover designs
Ivory textured background with different symbols and colours (green, gold, blue).

Final Design

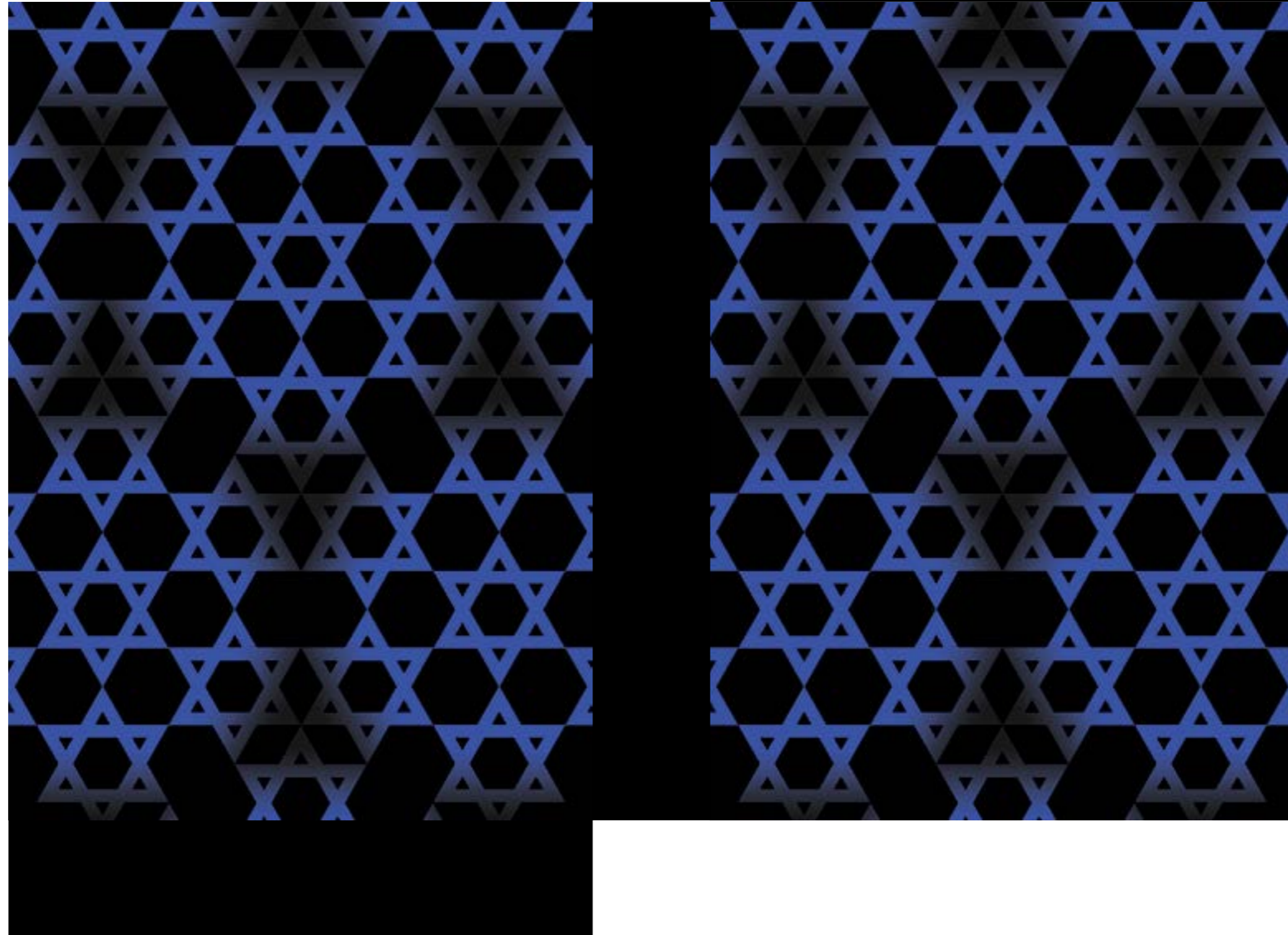


Final Design



Final Design

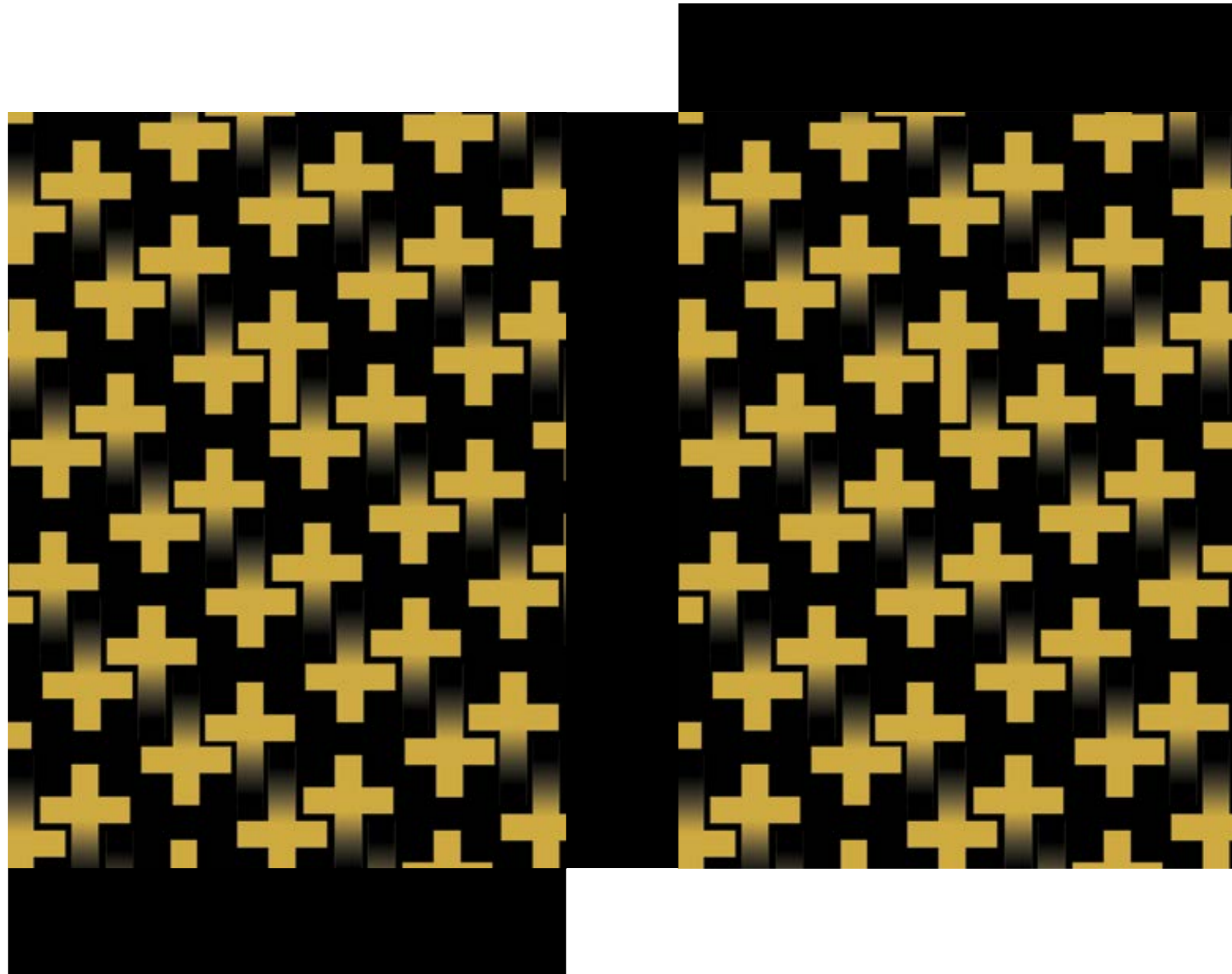
In slipcase design, I made the box first, then I wrapped it up with the same silky black paper and I pasted the designed page on it as the last step. Also by playing with the patterns, I used some gradient effects to make an illusion.



Final Design

Slipcase designs

Black silky smooth background with a patterned surface with symbols and colours.



Slipcase Design



Production and Specifications

Typography

In the beginning, I was thinking to use a elegant script typeface, and I tried on the cover, but it looked like a wedding invitation. So I decided to use an elegant serif typeface and did some research. I decided to use 'Tallys' typeface, but after the critics, I changed with another typeface Columbus MT. Because I used lowercase, because it is more legible and has more balanced spaces than uppercase.

The Qur'an

The Bible

The Torah

Tallys

Columbus MT

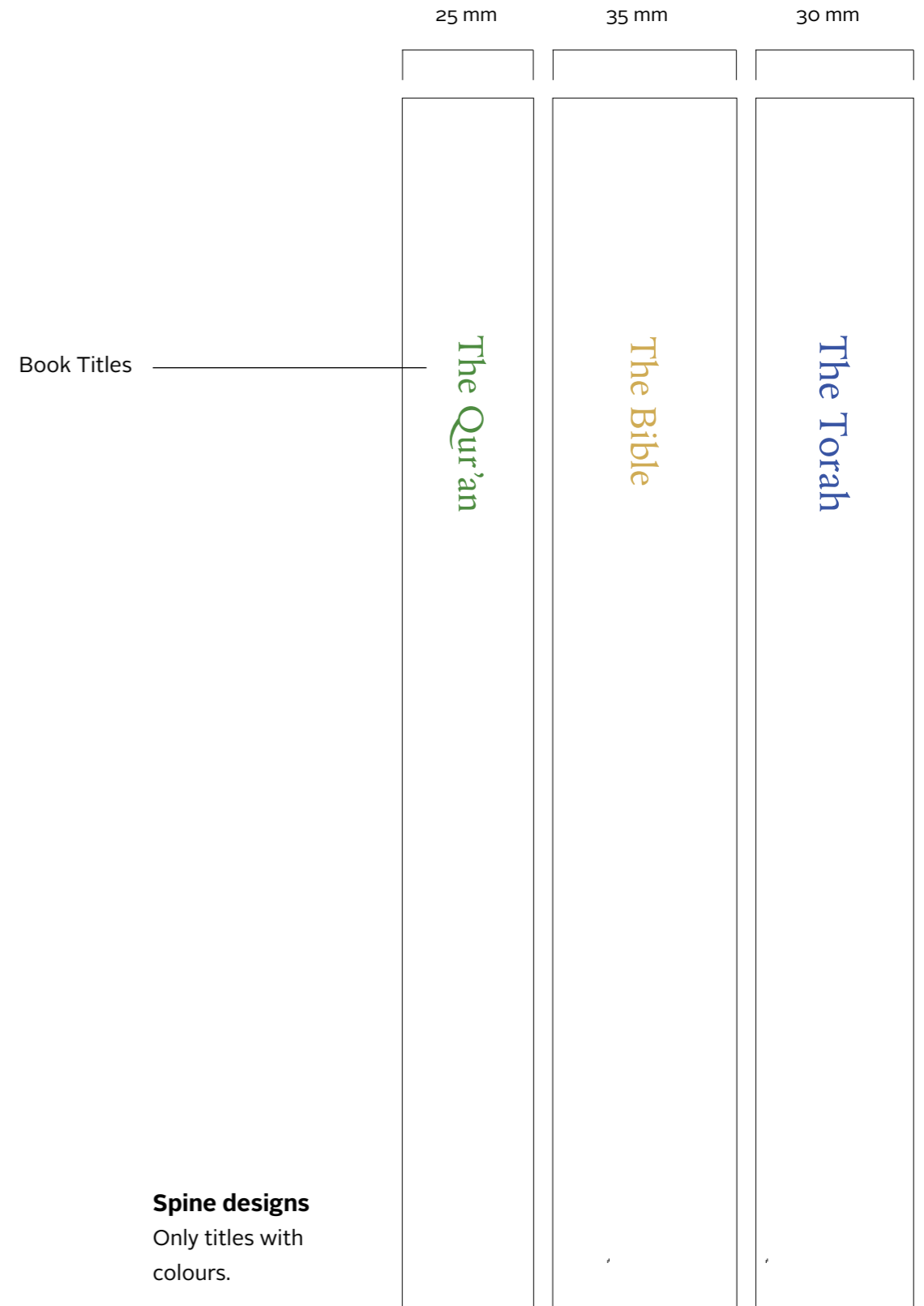
The Torah

The Bible

The Qur'an

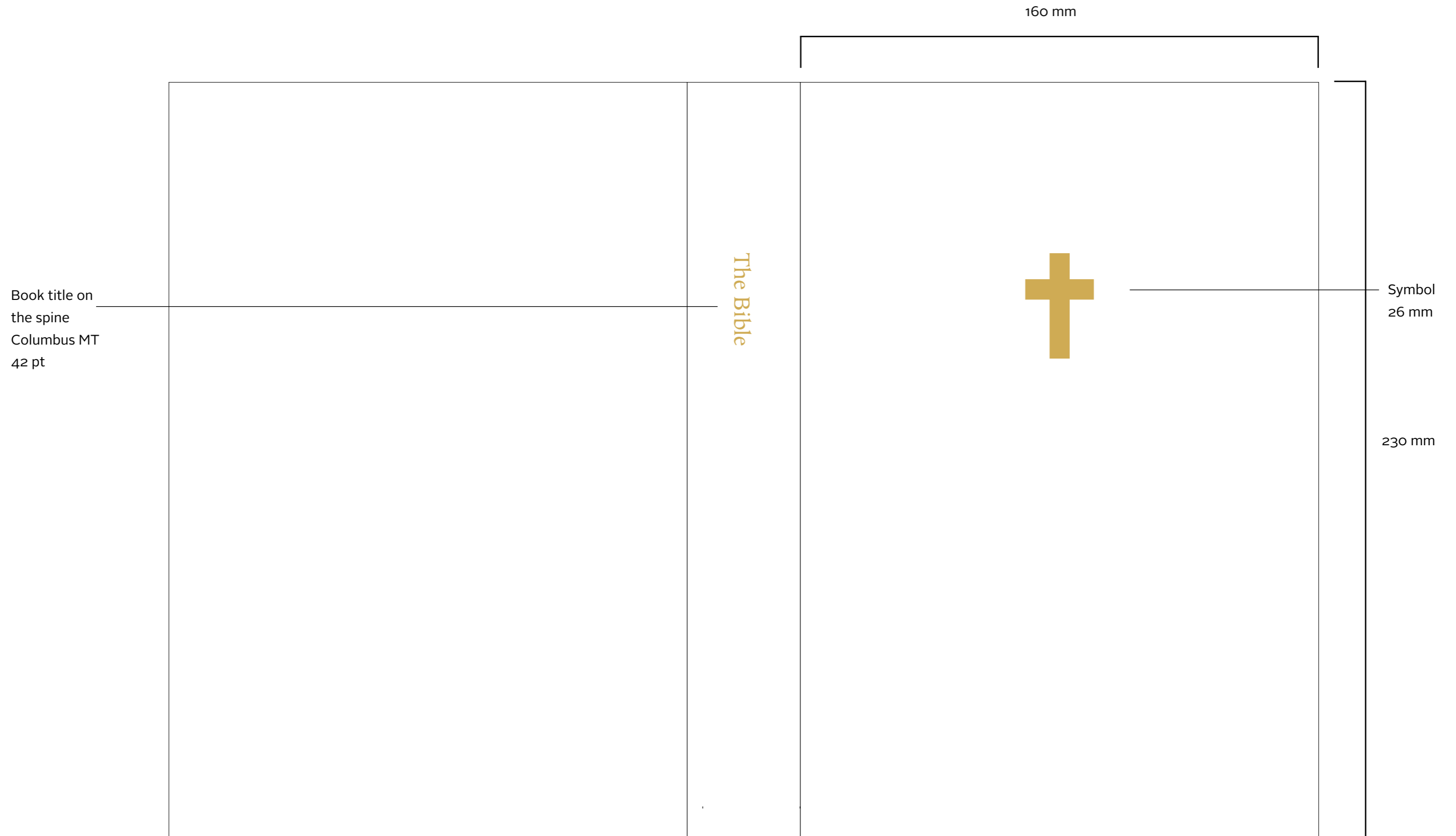
Soleil Bold 54 pt

Typographic Style / Layout



Spine designs
Only titles with colours.

Typographic Style / Layout



Specifications

Width: 230 mm

Height: 160 mm

Spine: Quran: 25 mm

Torah: 30 mm

Bible: 35 mm

Binding: Hardback with a Slipcase

Typeface: Columbus MT

Typeface Size: 42 pt

Printing Technique for Slipcase: Inkjet printing.

Printing Technique for Paperback: Embossing

Paper

Slipcase Paper: Fedrigoni Stucco Sirio 130 gsm

Paperback Cover Paper: GFSmith Naturalis Vanilla Smooth 120 gsm