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BOOK DESIGN IN THE DIGITAL ERA: INNOVATION AND CHALLENGES

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The article analyses the features of book design in the digital age, as well as the advantages and characteristics of books in the new era. The advantage of concept book design is the greater emphasis on innovation and personalisation, which can better meet the diverse needs of readers.
Key words: book design, interaction design, digital media, concept book.

INTRODUCTION

The research on the design of new books in the digital age can understand that the rapid development of digital technology has made people's cognition of the world become more intuitive and vivid. With the gradual maturity of electronic publishing, it can be predicted that the development trend of the publishing industry in the future is that digital media will bring great changes to the traditional publishing industry, but for a long time, paper books will still be one of the important communication media. Traditional books are facing unprecedented challenges, only innovation and change can find vitality and a way out.

PURPOSE

This paper aims to analyze the design characteristics and innovative characteristics of new book design, and discuss the significance and influence of digital concept books in book design.

RESULTS AND DISCUSSION

Taking "Exploration and Practice of Teaching Reform in Book Design Curriculum in the Digital Media Era" and "Inspiration of Conceptual Book Design on Traditional Book Innovation" as examples, analyze the characteristics of book design in the digital era and the advantages and characteristics of books in the new era.

Firstly, the exploration and practice of book design in the digital age emphasizes that with the popularization of digital media, interactive experience mode has gradually become a communication method for information transmission and exchange. Its core is to transform thinking patterns, establish and apply design thinking with the characteristics of the digital age. In addition, the impact of the digital media era on book design is closely related to the current industry development, and has strong foresight and timeliness.

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Secondly, the inspiration of concept book design for traditional book innovation is that it breaks the framework of traditional book design and brings readers a brand new reading experience through innovative layout, structure, and visual effects. This design method helps to enhance the attractiveness and market competitiveness of books. Concept book design typically emphasizes interaction with readers, encouraging them to participate in the book's interpretation process through embedded elements, flippable pages, stretchable pages, and other designs.

In the digital age, due to some differences between traditional book design and digital reading environments, it is necessary to rethink design strategies to adapt to new reading habits and technological environments. The design of books in the digital age needs to consider the needs and habits of readers towards digital interfaces, such as adjusting page layout, font size, color, etc., in order to improve the reading experience. In addition, digital books also need to consider the interactivity and multimedia in the digital environment, enriching the presentation of content by inserting multimedia elements such as videos, audio, and animations.

Finally, the feasibility of book design research in the digital age requires comprehensive consideration of user experience, interactivity, multimedia, as well as content updates and customization, in order to create book design solutions that are more in line with the digital reading environment.

For the market feasibility study of concept books, issues such as market demand analysis, competitive analysis, content depth and professionalism analysis, market promotion and sales channel analysis, as well as production cost and profit model analysis. These conclusions help evaluate key factors such as the level of demand for concept books in the target market, competitor situation, professionalism and uniqueness of content, marketing strategies, and cost-effectiveness, thereby providing decision support for the market positioning and profit model of concept books.

CONCLUSIONS

With technology's rapid growth, digital books have become the modern norm for reading. User experience is crucial in digital book design, going beyond mere technology to provide an enhanced reading experience. Digital books offer unique flexibility and customization, tailored to individual reading habits and needs. However, challenges such as copyright protection, content accuracy, and smooth user experiences require further research and exploration. In conclusion, digital book design offers both challenges and opportunities. Constant innovation is key to creating an optimal reading environment and promoting digital book sustainability.

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