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Response to The Designed Object

A book is something that can be read and will be in fashion by different people with various skills, interests, and motivations under a variety of conditions. It used to be in the form of animal skins, silk, plant fibers or other materials that used as book components. As it has been in the digital modern world, most people prefer to read books in form of tablet, computers, and smartphones. Therefore, what defines a book now is having contents and “text” that are reproducible and capable of being shared, stored and conserved. These features distinguish books from other entities.

The five concurrent elements defined by Kilgour are: (1) societal need for information; (2) technological knowledge and experience; (3) organizational experience and capability; (4) the capability of integrating a new form into existing information systems; and (5) economic viability.

The most important element today is the first one: societal need for information. If people do not have the demand of books, then books won’t exist anymore. In addition, it is those societal need to read books as one of the mediums to receive messages and information that innovate the current form of books in this digital world. Therefore, the most important as well as fundamental elements for major innovations in the forms of the book is the societal need for information.