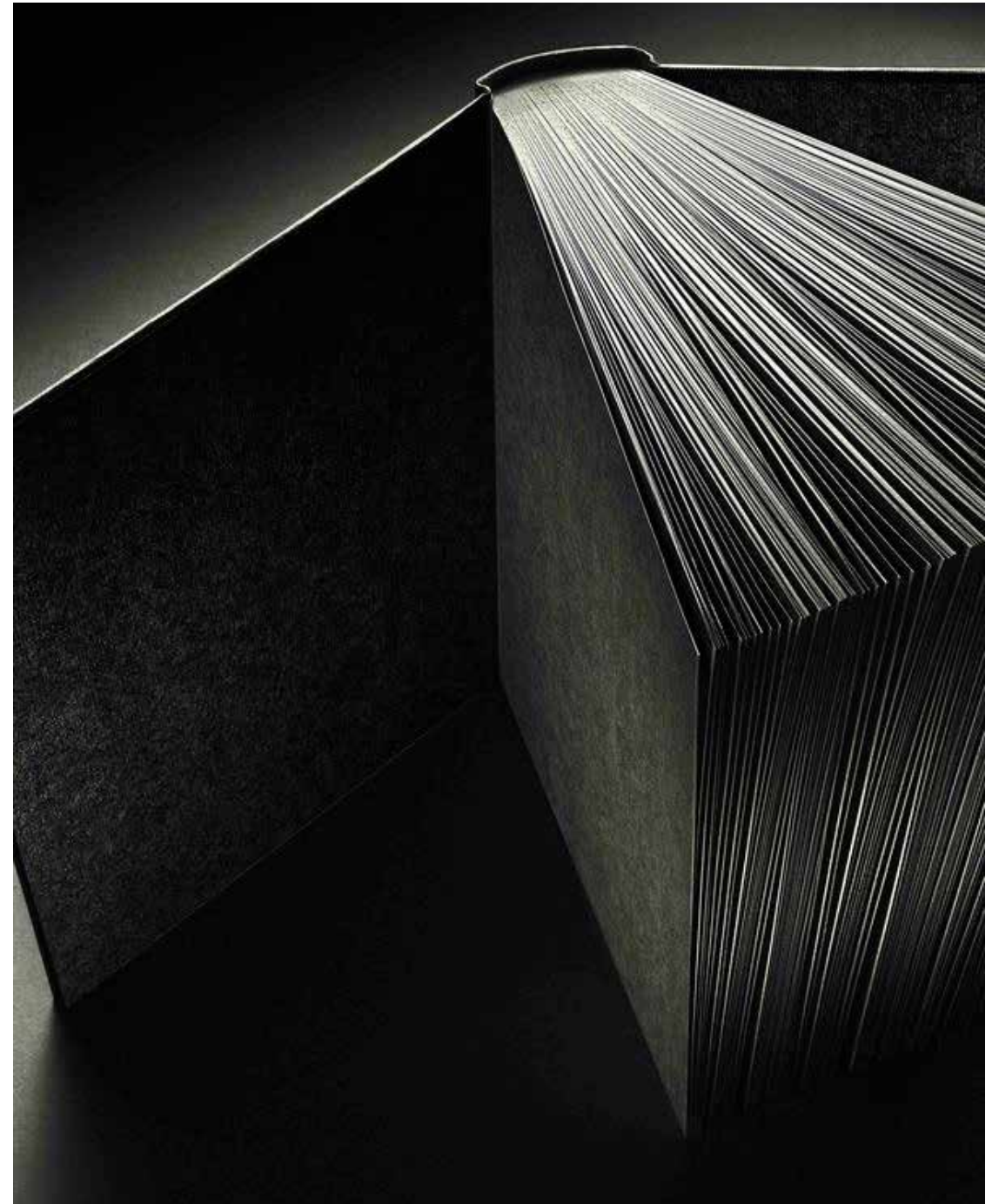
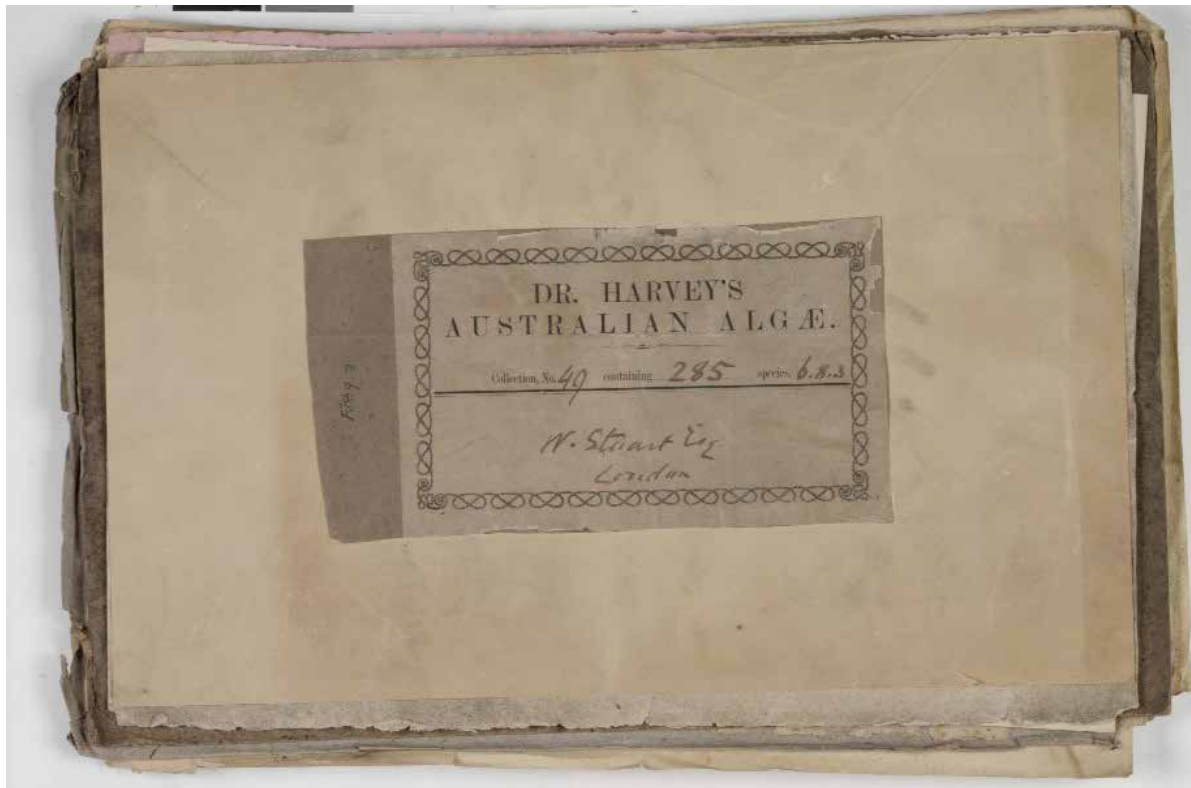


Books

Form



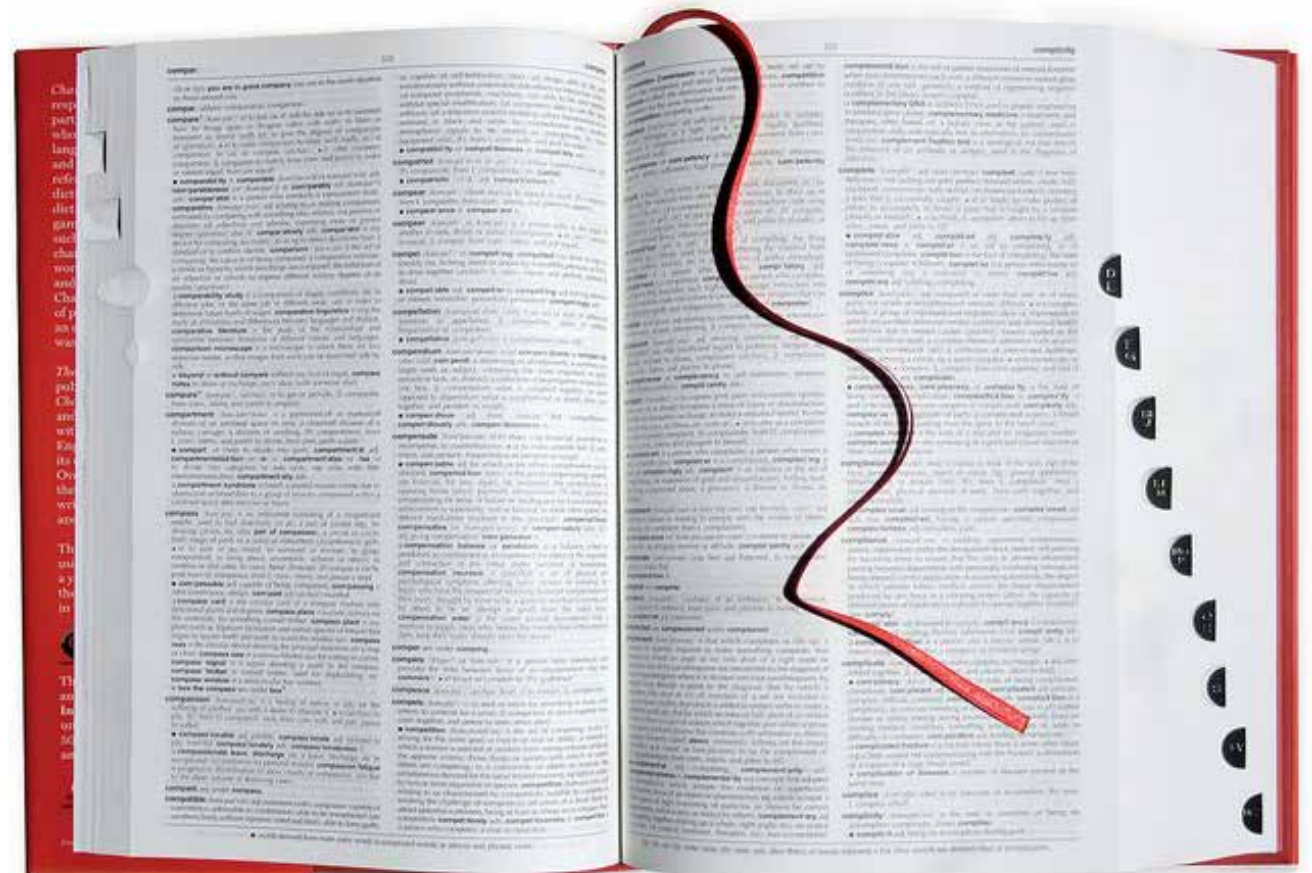
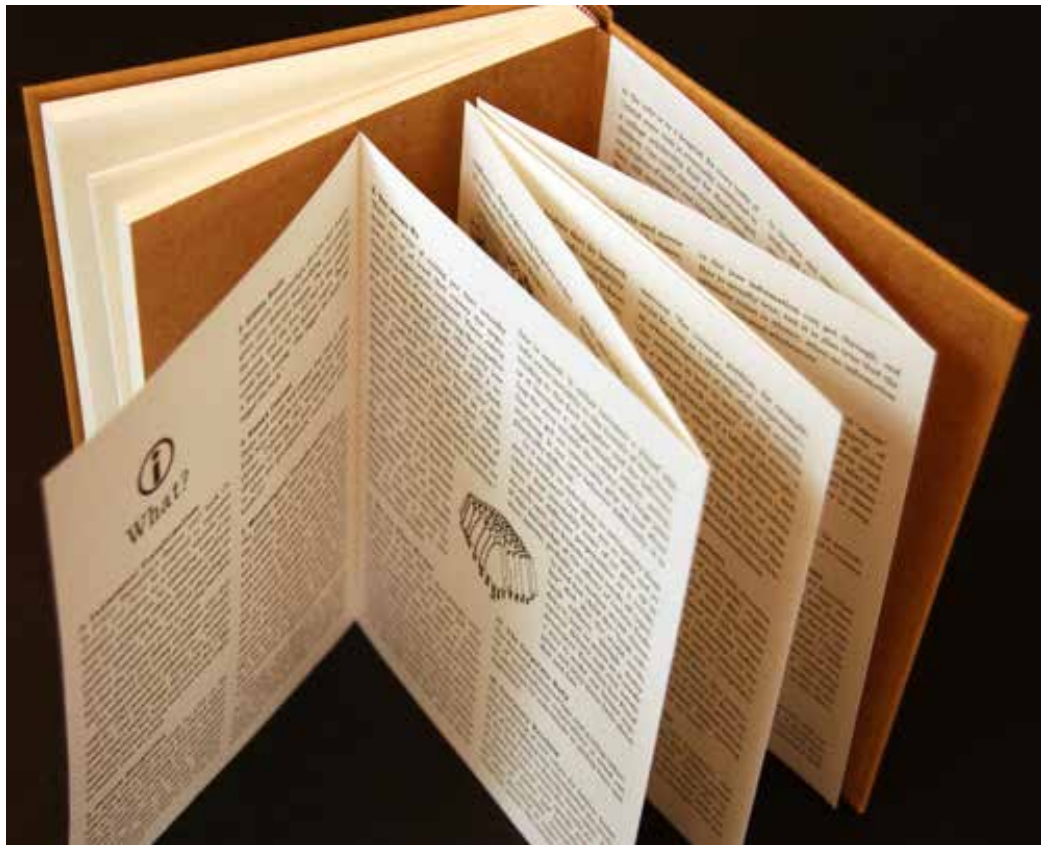
Books

Traditional methods & tools



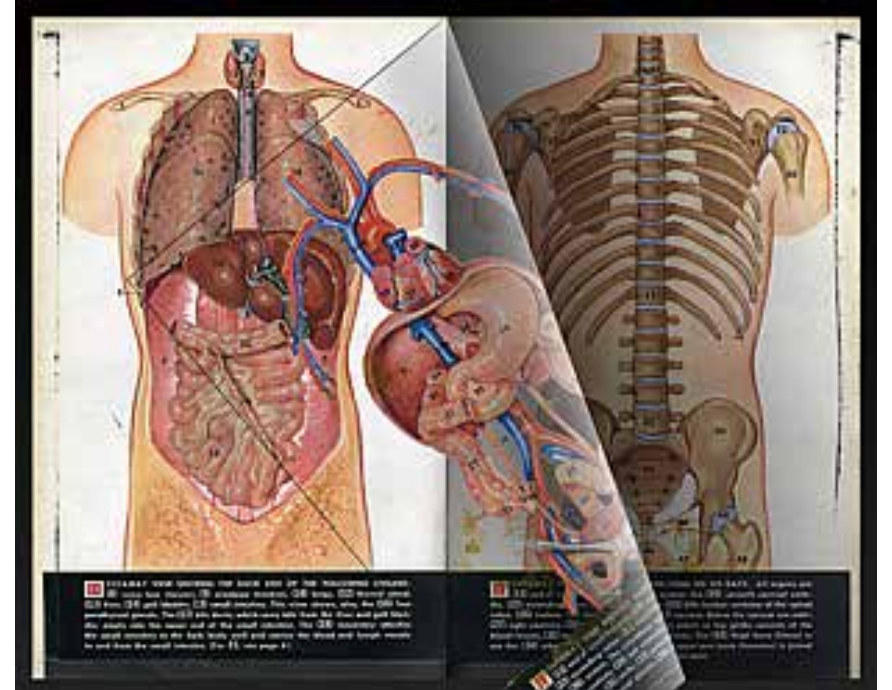
Books

Extensions



Books

Extensions



BOOKS

Most books were of unbound sheets prior to 1820.

Fast forward almost 200 years and until 2007 and the introduction of the eReader, books have changed very little in terms of their form and physical anatomy. Sheets of paper printed on both sides, folded, trimmed on three edges and fastened together on the fourth...add a cover. Originally the craft of bookmaking, bookbinding, it's now industrialized, but also a hobby for traditionalists.

HARD COVER

Bound with hard paper board covered with cloth, fabric, or leather; although more expensive, hardbacks are more durable.

Spine - Even more valuable a space for information, for cataloging, displaying, merchandising on shelves, coffee tables.

Dust Jacket - wraps/protects. Generally repeats the title and author from the book inside and often includes a summary, reviews, pricing information. Holdover from 1820s when elaborately bound English literary annuals were wrapped and sealed shut with wax or glue. These were meant to be temporary and were much plainer than the bound edition inside, so they were displayed without. They evolved into the flap-style jackets in the 1850s still commonplace today.

Joint or Hinge - the groove where the books boards are attached to the book and bends when the book is opened.

Raised Band - Raised bands are raised areas on the spine. They were once the result of cords underneath the cover material that held the books covers on but are now mostly decorative.

Tail - The Tail is the bottom part of the book.

Endsheet - A single piece of paper that makes up both the fly leaf and the pastedown. It joins the book block to the cover and covers the less pleasing binding beneath.

Fore edge - The Fore edge is the trimmed edge that is opposite of the spine and can sometimes be painted or gilded on higher end books.

Headband - The Headband is a decorative colored cloth band designed to protect the books spine.

Text block or book block - the bound inside pages. Several pages 'imposed' on larger sheets of paper, oriented so that when the sheet is folded, trimmed, and stitched, it's becomes a small, right-reading booklet. A book is comprised of several of these smaller signatures that are then bound together.

SOFT COVER OR PAPERBACK

A simplified, much less expensive process. Everything that's on the dust jacket is printed directly on a heavier paper stock (wrapper) that's glued rather than stitched or stapled to the paperback spine. Paperbacks are most commonly comprised of single pages.

ADDITIONAL FEATURES

Gatefolds

Raw edge

Thumb index

Book edge

Different substrains - transparent film for instance

Larger profit margin for hardcovers, publishers must balance the profit to be made by selling fewer hardcovers against the potential profit to be made by selling many paperbacks with a smaller profit per unit. DeVinci code was in hard cover for 3 years!

HOW WE READ

Hands are very much a part of the experience of reading a book, from holding open a spread while reading to flipping pages with your fingers, to transporting a book, likely supporting it from below while it's cradled in your hand. There's a physical experience (weight, size, thickness, tactile qualities) and an optical experience.

Books most often bound on the long edge = easier to hold; heavier books (more pages, on better paper to best display images go on

Uncoated is often less expensive and the pages are easier to separate, making this the choice for paperbacks. Coated paper, often heavier, reproduces images more vividly and is a good choice for coffee table books.

Books are somewhat fragile - neither book can withstand being pressed open. Glue gets old and may crack.

Solution: coil binding, which is often less aesthetically pleasing but a practical choice when you need your hands free to create from what you're reading - cookbooks and how-to manuals

THE FUTURE

Traditionally bound books were very expensive to produce because of traditional printing methods (the more you print, the less you pay per copy) - economies of scale.

Apple, Blurb, etc. started to offer services whereby you could design your custom book online or through proprietary software, then order copies and have them mailed to you. Vanity books.

While traditional "static" book content has been digitized to go on to eReaders and tablets, there's also the more dynamic eBook where audio, digital, and interactive features are included.

Sensation of progressing through an eBook can be a very different experience, via a meter, like percentage, rather than page numbers.