

Book Design Process Book

Lily Shan
Document Design

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Research and Content Wrangling

Audience: Children age 10-12

Concept: Endangered species of Spain children's mini encyclopedia

Content Wrangling

- Topic Prioritization
 - Animal life
 - Biodiversity
 - Human activity (farming, fishing, industrial development, etc.)
 - Climate/Weather
 - Plant life
 - A critical factor that is specific to the region that requires constant monitoring (fire, flood, drought, wind, volcanoes, etc.)
 - Natural resources
- Point of View: Educational

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1. Introduction
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5. Spanish imperial eagle (The Brazen Bird-of-Prey) (The Ravenous Raptor) (The Elusive Eagle)
6. Cantabrian Brown Bear (The Cantabrian Grizzly) (The Beastly Bear) (The Brawny Bear)
7. Conclusion

Resources:

<https://www.azcleantech.com/article.aspx?ArticleID=281>

<https://scienking.com/animals-plants-spain-6388271.html>

<https://www.cbd.int/countries/profile/?country=es#:~:text=Spain%20is%20one%20of%20the%20biodiversity%20and%20endemic%20species.> (biodiversity)

<https://www.thelocal.es/20190506/in-pics-these-are-spains-most-endangered-species>

<https://www.donquijote.org/spanish-culture/history/native-spanish-animals/#:~:text=Endangered%20wildlife%20endemic%20to%20Spain,whales%20and%20bats%2C%20among%20others.>

<https://www.statista.com/statistics/867204/spain-most-important-environmental-issues/>

[https://www.researchgate.net/publication/285623059_Spain_Natural_Hazards_in_the_Country#:~:text=The%20southern%20zone%20\(Andalucia\)%20is,to%20frequent%20floods%20and%20fires.](https://www.researchgate.net/publication/285623059_Spain_Natural_Hazards_in_the_Country#:~:text=The%20southern%20zone%20(Andalucia)%20is,to%20frequent%20floods%20and%20fires.)

<https://www.eyeonspain.com/blogs/spains-top-ten/14104/Spains-most-endangered-species.aspx>

<https://www.ifaw.org/journal/endangered-species-day-call-to-action#:~:text=Today%20is%20Endangered%20Species%20Day,are%20fragile%20and%20increasingly%20imperiled.>

European Environment Agency Profile on Spain:

<https://www.eea.europa.eu/countries-and-regions/spain>

- Contains data and information about various environmental issues
- <https://biodiversity.europa.eu/countries/spain> (biodiversity)

https://wwf.panda.org/our_work/our_focus/wildlife_practice/profiles/mammals/iberian_lynx/

https://en.wikipedia.org/wiki/Iberian_lynx

<https://www.outsideonline.com/2069281/spains-rarest-inhabitant-wild-brown-bear>

https://en.wikipedia.org/wiki/Cantabrian_brown_bear

<https://www.lonelyplanet.com/spain/el-hierro/background/other-features/080d7665-8a6a-4c7a-8725-720422b07a50/a/nar/080d7665-8a6a-4c7a-8725-720422b07a50/355118>

https://en.wikipedia.org/wiki/El_Hierro_giant_lizard

<https://www.nature.com/articles/s41597-020-0544-1>

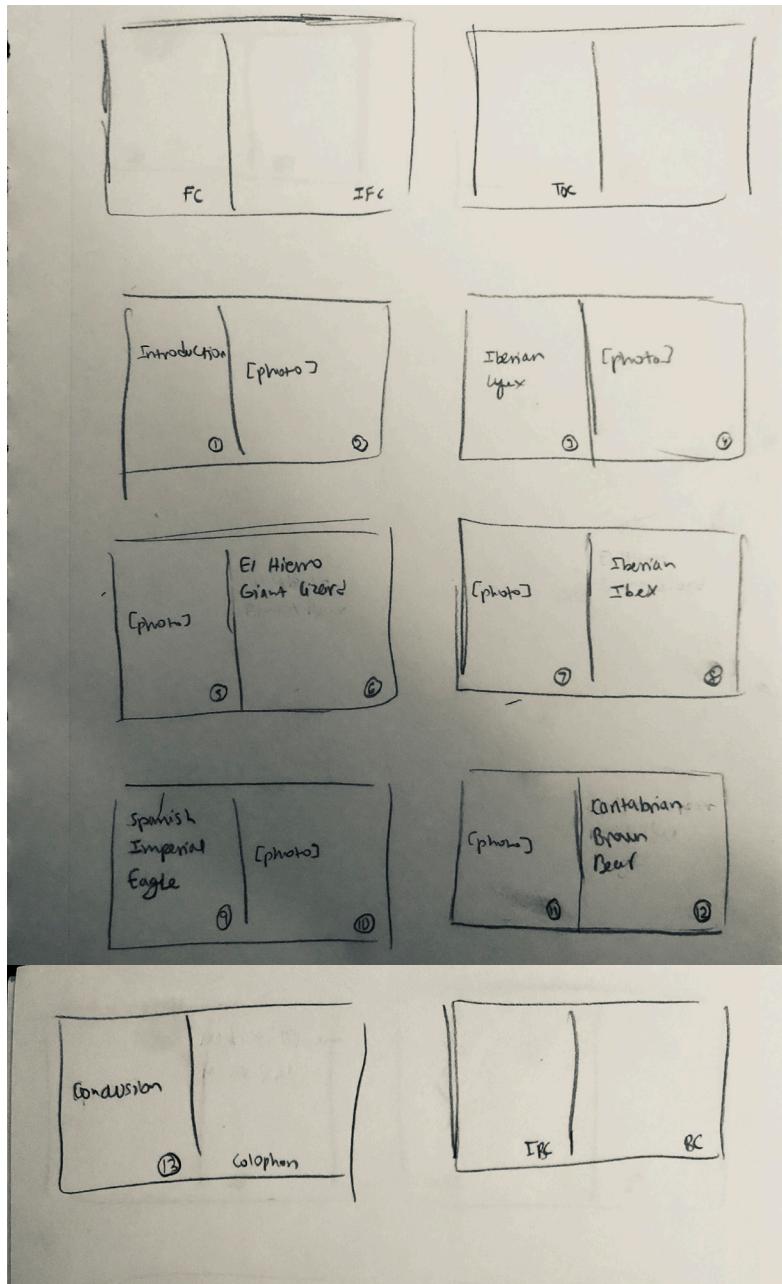
https://en.wikipedia.org/wiki/Iberian_ibex

https://en.wikipedia.org/wiki/Spanish_imperial_eagle

At the onset of this project, I was assigned the country Spain as the region on which I would create my book design. I did the majority of my research about the region using news articles, blog posts, and environmental websites. Through the research process, I was particularly drawn to the "animals" topic. I have always been an animal lover, and as a child I loved reading nonfiction books and encyclopedias regarding different types of animals. Thus, after I completed my research, I decided to make the concept of my book a children's mini encyclopedia about endangered animals, not only because it fulfilled my own childhood fantasies of what a younger me would want to read, but also because I felt like a children's book would allow me to be more creative in exploring colors and grid layouts, as well as utilizing my digital illustration skills.

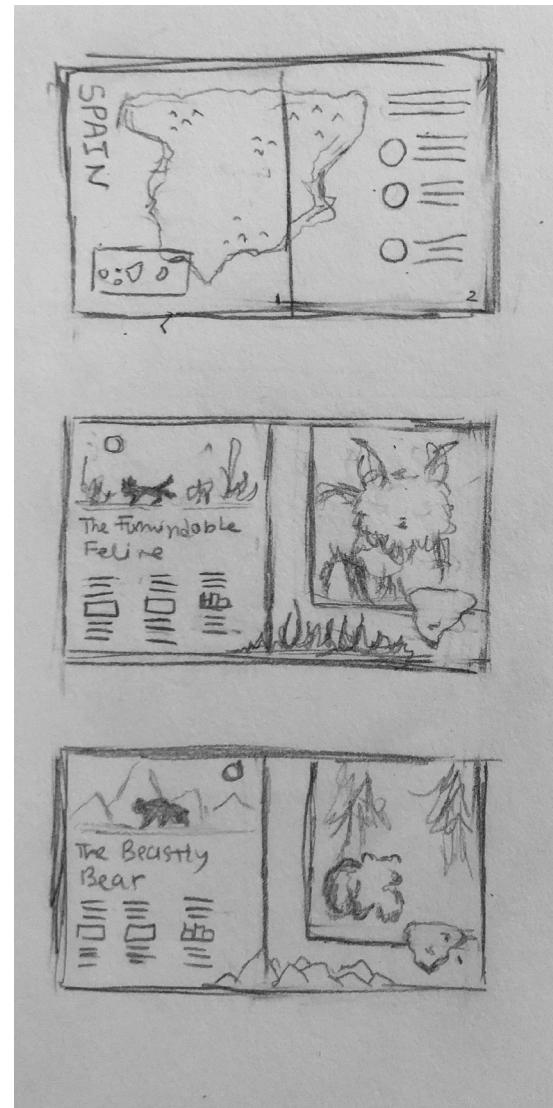
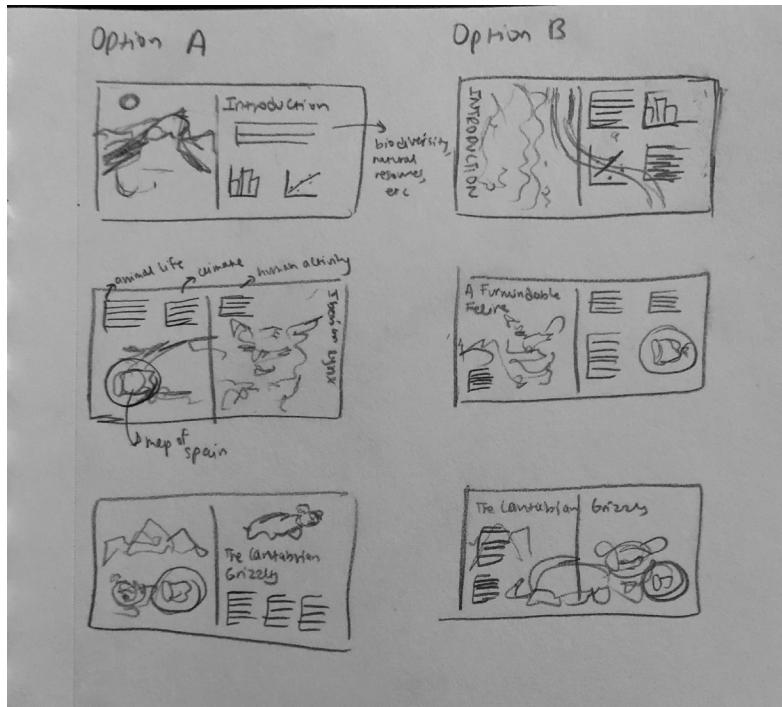
In choosing the animals that I wanted to feature, I wanted to have a diversity of animals, from mammals, to birds, to reptiles. The most difficult part of this process was coming up with a creative title for each section of the book, and I had multiple titles for many of my sections until I finally settled on using alliteration for all my section titles.

Book Map



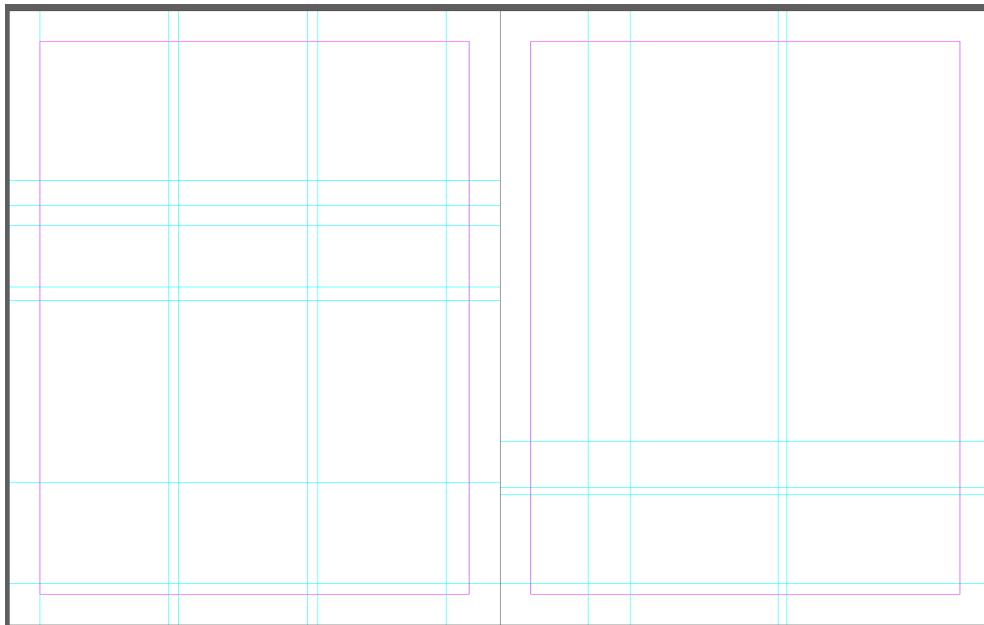
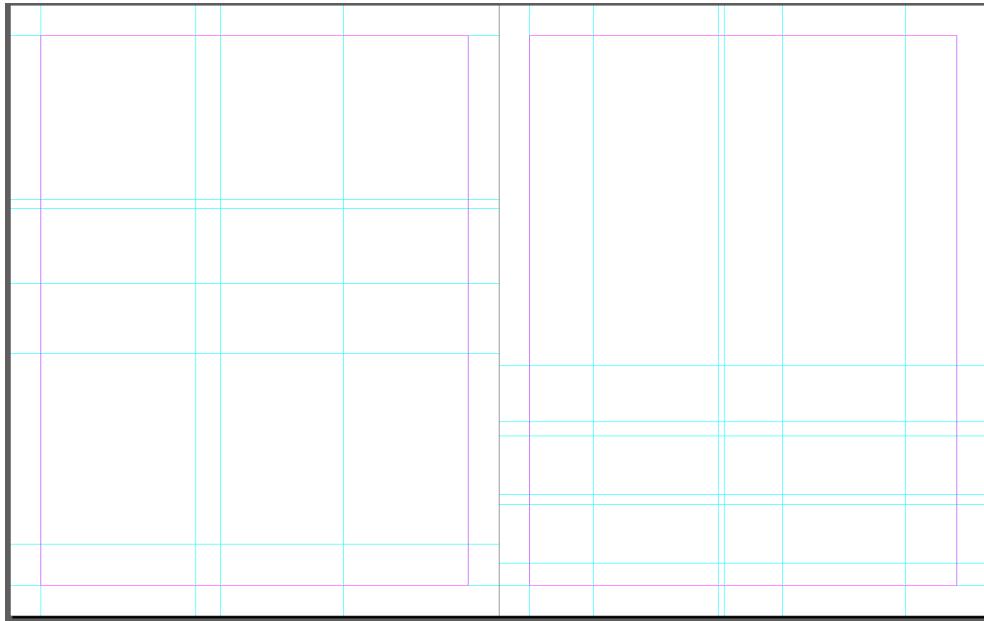
In retrospect, looking at this book map, I made a mistake in the organization of spreads by not separating the front and back cover from the rest of the interior pages. However, regardless of that mistake, this book map was an extremely simple way of organizing what I wanted to do for each book section. At this point in the process, I was unsure about the direction I was going in or if I was able to execute my vision, and this assignment helped me ground some of my thoughts by making my ideas feel more tangible.

Thumbnail Sketches



In these more detailed thumbnail sketches, I mistakenly designed the first interior spread as a two-paged spread when the left page was supposed to be blank. The sketches in the photo on the left were my first two attempts at figuring out how to organize each of my spreads. Coming from the previous assignment, which was much more abstract in concept and less text heavy, I felt a little lost as to what to do for a book, so I looked up magazine spreads to help inspire me. After seeing my other classmates' thumbnail sketches and knowing that I had to be much more deliberate and systematic with the use of a grid, I felt more confident in my abilities to create a more concrete vision for my book. Thus, after sketching a dozen rough sketches where I explored various different grids, I settled on the sketches in the photo on the right.

Grid System Implementation



Based on my thumbnail sketches, I created two different master pages with different grids. The photo on the top shows the grid I used for the table of contents, introduction page and conclusion spread. The photo on the bottom shows the grid I used for all the animal interior spreads.

Interior Spread Iteration 1



Putting together all the pieces and finally executing my sketches digitally was incredibly satisfying, as I was able to see my vision come to life. Because my introduction thumbnail sketch was originally two spreads long, I modified the design so that the same components could fit on one page. All illustrations (and map) in the spreads were traced/drawn by me in Illustrator before putting them in InDesign.

Iberian Lynx

The Furmidable Feline

The Iberian lynx population is a wild cat species native to the Iberian Peninsula in southwestern Europe. The conservation efforts taken to save the species have been partially successful and form a shrinking population of less than 100 individuals in 2002, now 404 can be found in the Mediterranean forests of the Iberian Peninsula.

BOOK TITLE

Iberian Lynx Population Over Time

The Iberian lynx is heavily spotted and weighs about half as much as the European lynx. It has a very short tail with a black tip. Its coat is tawny with dark spots and it has a characteristic "beard" around its face and prominent black ear tufts.

Infrastructures like roads, dams, railways and pipelines have contributed to the loss of Iberian lynx habitat, causing barriers between the different populations. The Iberian lynx is also threatened by disease and research has shown that between 1960 and 1990, the Iberian lynx suffered an 80% loss in its range.

Between 1960 and 1990, the Iberian lynx suffered an 80% loss in its range.

THE IBERIAN LYNX

In the past the species was regarded both as an attractive hunting trophy and as a vermin. Hunters prized its skin and its meat. Farmers also regarded the species as a threat to their game populations. The Iberian lynx was legally protected against hunting and trapping, but they are still the victims of guns, traps and snares, particularly those set for other animals.

THE IBERIAN LYNX

Iberian Ibex

The Incredible Ibex

The Iberian Ibex, Spanish Ibex, Spanish ibex or Spanish ibex (Capra pyrenaica) is a species of ibex with four subspecies. Of these, two can still be found on the Iberian Peninsula in the Sierra Nevada mountains, but the remaining two are now extinct.

BOOK TITLE

Iberian Ibex Population Over Time

The Portuguese subspecies became extinct in 1900 and the Pyrenean subspecies became extinct in 2000. An Iberian ibex born in July 2003 is the last known individual of the Pyrenean subspecies resulting in one alone being born alive in July 2003. This is the last known individual of the Pyrenean subspecies although the closely died a few minutes after birth.

Populations of Iberian Ibex have decreased significantly over the last centuries.

THE IBERIAN IBEX

Rocky mountainous terrain is the habitat of the Iberian ibex. They are well-adapted to living in these environments, with strong hooves and long claws for climbing steep slopes. Their physical traits allow them to be able to run and leap on rocky, rough, and steep terrain. They are also well-adapted to cold weather, with thick fur and large ears for heat regulation. They are also well-adapted to dry environments, with a low water requirement and the ability to drink saltwater if necessary.

THE IBERIAN IBEX

Final Interior Spreads

AT A GLANCE

The Spanish Imperial Eagle is one of the 20 Endangered Species in the world and one of the few remaining in Europe. It is the largest bird of prey in Europe's native species being 1.8m. The country's geographical features, including the Pyrenees and Central Mountains, provide habitat for the Spanish Imperial Eagle.

THE SPANISH IMPERIAL EAGLE

The Spanish Imperial Eagle is the largest bird of prey in Europe. It is the largest bird of prey in Europe's native species being 1.8m. The country's geographical features, including the Pyrenees and Central Mountains, provide habitat for the Spanish Imperial Eagle.

THE ELUSIVE EAGLE

The Spanish Imperial Eagle is the largest bird of prey in Europe's native species being 1.8m. The country's geographical features, including the Pyrenees and Central Mountains, provide habitat for the Spanish Imperial Eagle.

THE SPANISH IMPERIAL EAGLE

The Spanish Imperial Eagle is the largest bird of prey in Europe's native species being 1.8m. The country's geographical features, including the Pyrenees and Central Mountains, provide habitat for the Spanish Imperial Eagle.

IBERIAN LYNX

The Formidable Feline

The Iberian Lynx has been brought to the brink of extinction by habitat loss and illegal hunting. Its population has declined from over 1000 individuals in 1970 to less than 100 individuals in 2000, and it is now listed as critically endangered.

THE CANTABRIAN BROWN BEAR

The Beastly Bear

The Cantabrian Brown Bear is the most numerous bear in Spain. It is the only bear in the Iberian Peninsula. It is a large brown bear that is very territorial and can weigh up to 300kg. It is found in the Cantabrian Mountains of Spain. The animal has a thick coat of brown fur and a large head.

EL HIERRO GIANT LIZARD

The Lively Lizard

The El Hierro Giant Lizard is a unique lizard found only on the island of El Hierro. It is a large lizard with a black and white patterned body. It is found in the forests of El Hierro and is a threatened species.

THE CONCLUDING SPREAD

We have the tools to make lasting changes that are necessary to improve our relationship with the natural world.

WHERE DO WE GO FROM HERE?

The concluding spread is the final highlight page for the book. It features a collage of illustrations including a factory, a landscape, and a city. The title "WHERE DO WE GO FROM HERE?" is prominently displayed at the top. The text below discusses the importance of making changes to protect the environment and the natural world, and the need for everyone to work together to achieve this goal.

IBERIAN IBEX

The Incredible Ibex

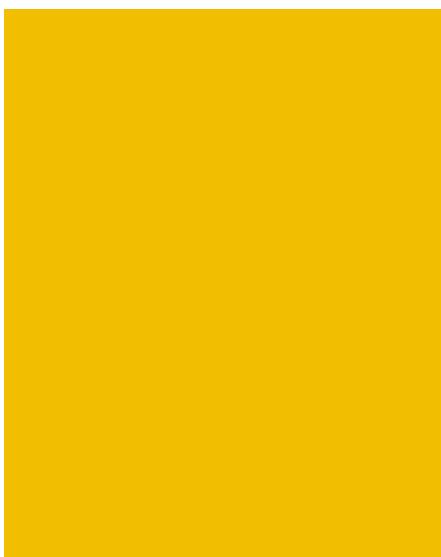
The Iberian Ibex, also known as Capra pyrenaica hispanica, is a rare subspecies of ibex found in the Pyrenees and Central Mountains of Spain. It is a large, horned mammal with a distinctive black and white coat. The population of the Iberian Ibex has decreased significantly over the last century due to habitat loss and hunting.

TOC, Colophon, and Interior Cover Design



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This book was set using *Myriad Pro* and *Futura* typefaces. It is inspired by children's nonfictional encyclopedias from the designer's childhood. Images were sourced from Google Images and Unsplash. All illustrations are digitally drawn by the designer using Adobe Illustrator.

Designed by Lily Shao, 2020.

I wanted to keep in the interior front and back covers, table of contents, and colophon relatively simple. I also wanted them to mirror one another for symmetry. For the inside front and back covers, I chose this bright, sunshine yellow because it is the same shade of yellow that is on the Spanish flag. Furthermore, the yellow color provides a bright contrast to the rest of the interior pages while still feeling like it belonged in the book's color scheme.

I stuck to a white background for the table of contents and colophon to give the eyes a break from the color that fills the rest of the book. Furthermore, despite the fact that the TOC is technically separate from the interior content pages, I still wanted the page to feel cohesive with the rest of the book. Thus, I took each of the silhouetted animal illustrations from the animal interior spreads and combined them in one larger illustration, which was placed at the bottom of the TOC page.

Book Cover Design



The cover was one of the aspects of the book's design that I struggled with the most. I wanted it to feel representative of the book's contents, both with the imagery and the color scheme. I also wanted the cover to feel like it could be a part of a longer series of many books. To go with the illustrative theme of the whole book, I knew I wanted to have some sort of illustration on the front cover, and I ended up deciding on the face of the Iberian Lynx, which is one of the animals featured in the book. I chose the lynx because I felt like its face would be the most interesting on a cover and would pull more people in to open the book. Furthermore, I knew that I wanted my book cover to flow from the back to the front (and vice versa) to form some kind of cohesive image, just to tie the whole book together, which is why I placed half of the lynx's face on the front cover and the other half on the back cover. I then added an abstract, colorful green background that is reminiscent of a forest to give the cover some depth. Lastly, I needed the cover to tie back to Spain, which is the main region of focus of this book, so I added a simple image of Spain with the title to ground the cover back to the region.

Reflection

Overall, this project was incredibly enjoyable for me, and I felt like I was able to utilize all my existing skills, along with the new design knowledge I have now to create an end product that I am really proud of. This book was the ultimate test for me in being able to balance the visual with the verbal within the grand context of a design system. I am much more confident in using a grid to create cohesive pages, and throughout this class I have learned a lot about how to create something that is both visually appealing as well as clear and informative. One aspect of document design that I have struggled with in the past is integrating image with text, as oftentimes, the visual component comes easily to me and I leave the text as an afterthought. In this book, I believe I have made strides in my design skills by combating this issue. One thing that I particularly focused on improving upon in this project compared to other projects in this class was in developing my thumbnail sketches to be as clear and thought-out as possible. I believe that gave me an incredibly clear vision early into the creation of my book, which then led to a confident execution of that vision. In conclusion, I had a wonderful time making this book and it was the perfect finale to a class that both challenged and improved my design thinking.