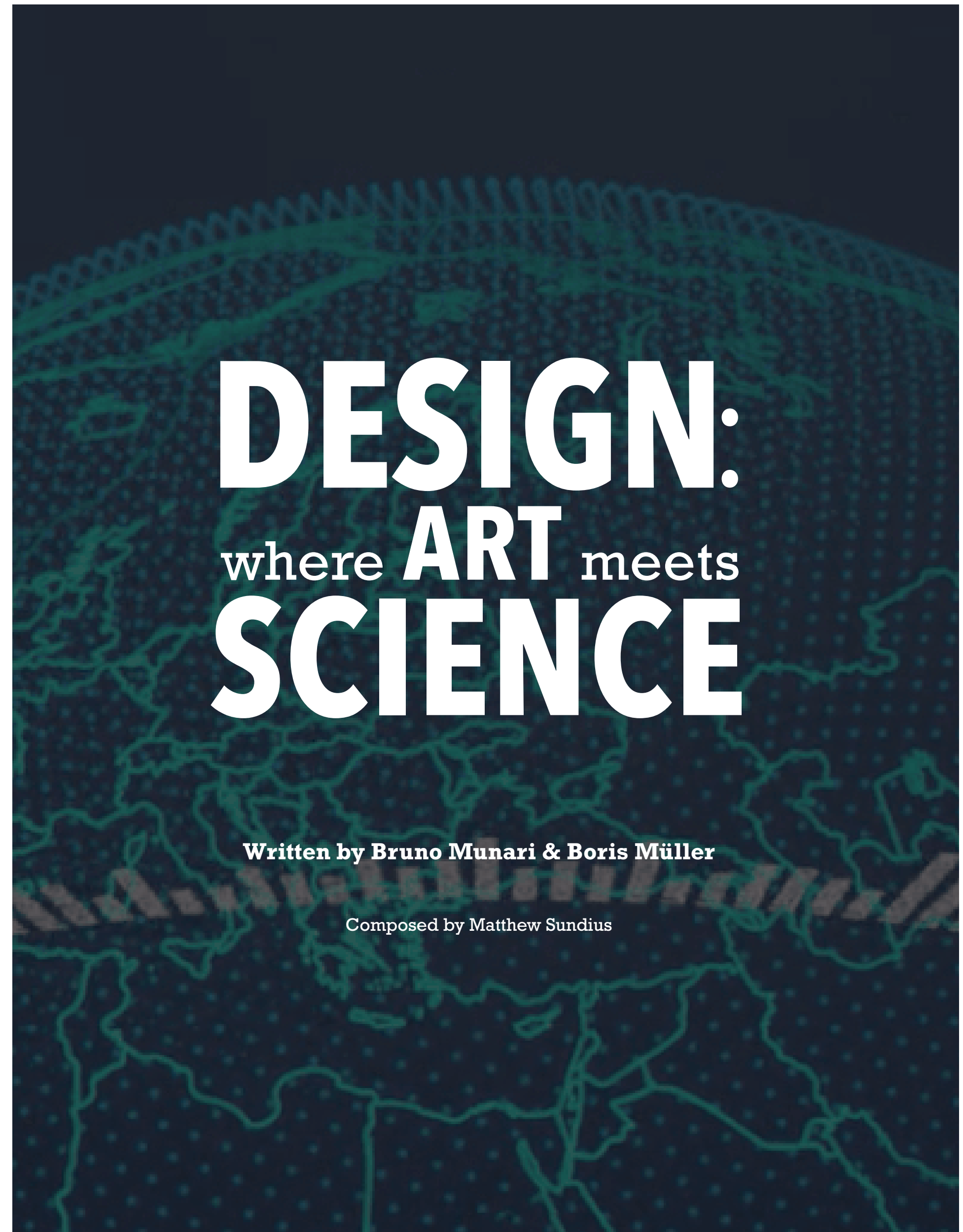


The Virtuous Book
Design: Where Art Meets Science

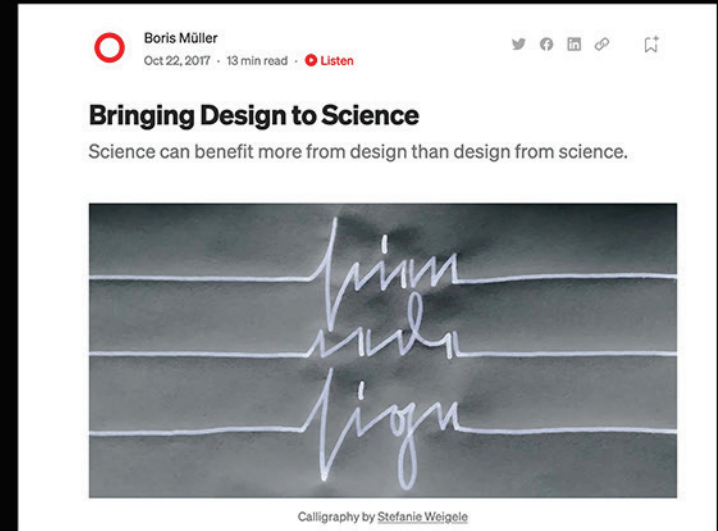
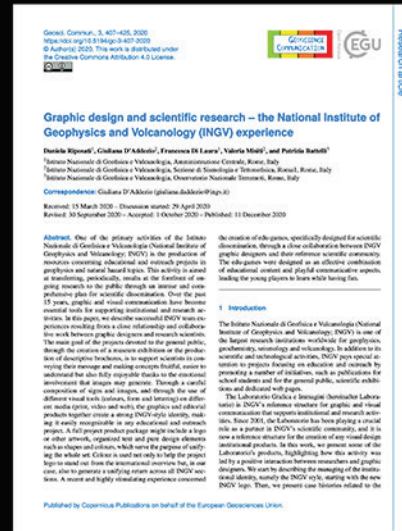
The goal of the virtuous book was to design a book based around an excerpt from Design as Art written by the famous Italian artist Bruno Munari. The book had to be a minimum of 52 pages, and we were to find a secondary source that strategically paired well with the Munari excerpt. This was a typography focus project, so we were required to include several different types of typographic elements including callouts, sidebar captions & footnotes.

Bruno Munari's excerpt talked about how design, today, is how art is distributed to the public while talking about the technical reasons for things like color & typography in successful design. I was inspired to dive into the world of science, finding a source talking about the relationship between science & design. This source was a web article written by German professor Boris Muller.

Since the focus was on typography, I chose a quite simple color palette of primary red and blue; and used photography for most of the visual aids. The typeface Rockwell Std was selected for the body text & the typeface Avenir was used for the titles & all secondary content. The finished book, which ended up being 60 pages front to back, was printed using an Epson inkjet printer & printed on Mohawk Superfine premium printing paper. The book was also bound through the kettle-stitch binding method & a hard cover was created for it.



Initial Research



Binding Method

