



The Virtuous Book Design: Where Art Meets Science

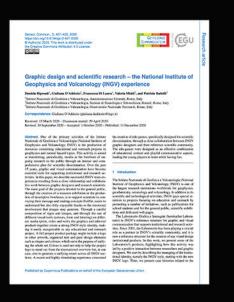
The goal of the virtuous book was to design a book based around an excerpt from Design as Art written by the famous Italian artist Bruno Munari. The book had to be a minimum of 52 pages, and we were to find a secondary source that strategically paired well with the Munari excerpt. This was a typography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

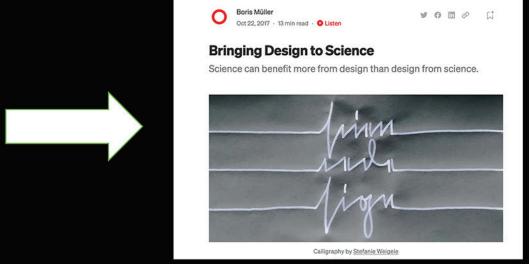
Bruno Munari's excerpt talked about how design, today, is how art is distributed to the public while talking about the technical reasons for things like color & typography in successful design. I was inspired to dive into the world of science, finding a source talking about the relationship between science & 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 kettlestitch binding method & a hard cover was created for it.



Initial Research





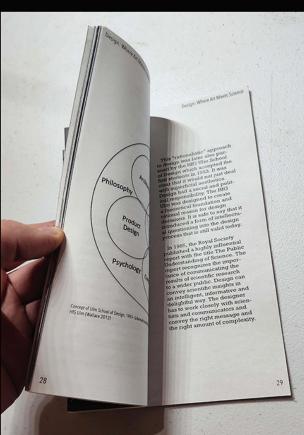
Binding Method



The Virtuous Book	Bruno Munari The Virtuous Book
CHAPTER ONE	
DESIGN AS ART	Graphic design is a profession, academic discipline and applied art whose activity consists in projecting visual communications intended to transmit specific messages to social groups, with specific objectives.[6] Graphic design is an incredisciplinary branch of design[4] and of the fine arts. In practice involves creativity, innovation and lateral thinking using manual or digital nools, where it is usual to use text and graphics to communicate visually. The role of the graphic designer in the communication process is that of encoder or interpreter of the message. They work on the interpretention, ordering, and presentation of visual messages. Usually, graphic design uses the aesthetics of typography and the compositional arrangement of the text, ornamentation, and imagery to convey ideas, feelings, and attitudes beyond what language alone expresses. The design work can be based on a curomer's domand, a demand that ends up being extablished linguistically, either orally or in writing, that is, that graphic design transforms a linguistic message into a graphic manifestation.[7]
2	Design As Art 3
The Virtuous Book	Bruno Munari The Virtuous Book
CHAPTER	
Design as Art	
	Today it has become nec- essary to demolish the myth of the 'star' artist who only produces masterpieces for a small group of ultra-intelligent people. Culture today is becoming a mass affair, and the artist must step down from his pedestal and be prepared demands his neighbors may make of him. The designer of today re-establishes the long- lost contact between art and the public. Instead of pictures for the drawing room, and electric gadgets for the kitch- en, there should be no such thing as art divorced from life.
	to engage in acts such as making a sign for a butcher's shop. The artist must cast off the last rags of romanticism and become active as a man among men. Without losing his innate aesthetic sense he must be able to respond with humility and competence to the
2	Design As Art 3

Prototypes







Layout





