

DESIGN OF BOOKS OF DIFFERENT VOLUMES

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Abstract

This article explores the application of the latest advances in printing to the on-demand design and creation of books of various sizes. The findings in the study are of theoretical and practical importance. The observations made during the research, the stated scientific and theoretical conclusions can be used by students of higher educational institutions, in special courses and seminars for the secondary special education system.

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Introducing innovative technologies to the educational process in the world, studying their didactic foundations and developing innovative methods, improving their methodological foundations, increasing students' creative abilities, creative and cognitive thinking, developing general competences related to the base and science, modeling creative activities Scientific and practical research is being conducted in countries such as the United States, England, Canada, Korea and Russia.

In our republic, the role of information technology in the education of students is extremely large. In particular, multimedia and online publications, blogs are one of the fastest and most convenient ways to get information about world news and news in the field of specialized sciences. In addition, this subject is of great importance in the workplace where the student will work as a mature specialist in the future, that is, in production.

In the system of higher education, using modern computer technologies, great attention is paid to the training of highly qualified, competitive specialists, and in the course of this, the normative-legal and material-technical base has been updated. In the development strategy of the new Uzbekistan, "Open and high-quality education for young people, ensuring excellent education of young people at all stages of education" is defined as the priority task of improving the state policy regarding youth.

In fact, when working on the design of any book, at first glance it seems easy to define and define its size. However, before determining the size of the book, it is necessary to take into account a number of aspects. They include:

Target audience. First of all, it is necessary to pay attention to what the book is intended for. Because when a book is designed knowing its purpose, readers will be satisfied with the book and it will look professional.

Genre. Another aspect that focuses on book design is the book genre. The bar of fiction or science books will not be the same size. Their size is distinguished by the genre in which they differ.

Convenience. In stores and libraries, finding beautiful, large, small and medium-sized books with the same design of peat has ceased to be difficult to date. But when setting the size, it is also advisable to take into account its convenience. For example, sending a textbook design for children of the 1st grade to a large size when designing it is a challenge for children.

Business. Books are a big and profitable business. Before setting the size of the book, designers must determine whether the book will serve commercially. Because most books sold commercially are large in size, they will also be expensive.

While there are many factors that affect the cost of printing, page count is one of the most important. Before choosing the book size you need, you need to calculate the number of book pages for each book size (trim size) in order to determine the printing costs. The pages are mechanically cut by the press, so the size of the book is called the trim size. Font type, font size, total spacing affect the number of pages. Generally, font size and spacing are proportional to the size of the cut, so a smaller book will have a smaller font. If a larger font is required, a larger trim size is selected. For large word counts, larger trim sizes are used to reduce the number of pages.

Most printed book types have standardized sizes, which are:

Pocket books - these types of books are often found in grocery stores or near the cash register at the airport. They are sized to fit the special shelves of mass-market books, but because they are often not self-published books, they have unusual decorative sizes that independent authors can choose from. Such books are often in the form of instructions. Gives correct and alternative instructions for using something. 50# or 60# that is white or cream colors are recommended for this type of books.

Dijest books-paper sizes slightly smaller than USA trade paperbacks are considered an excellent choice for fiction and non-fiction. Smaller size decorations not only fill the number of pages, but also ensure that the books do not appear too short.

Fiction and science books: in fact, the page ratio on paper of this size is ideal for a book page. Most of the published books (fiction and non-fiction) will be 6x9 in size.

Hard cover. These books range in size from 6 x 9 inches to 8.5 x 11 inches. Hardcover are a great choice for high-end fiction and non-fiction books, as their weight and classic look lends them more prestige.

A novella. One size fits all novels are mini-novels that range from 15,000-40,000 words. A 5x8 size is fine for these compact books.

Memoir. There are two standard sizes for books of this genre:

5.25x8 and 5.5x8.5.

Textbooks. The dimensions of the textbooks are mainly 6x9, 7x10, 8.5x11. They are usually made on a hard cover to be wear-resistant.

Children's books. There are three standard sizes for children's books, which usually have the same number of pages: 7.5x7.5, 7x10, and 10x8. Larger format illustrations are used in the design to make the books interesting.

Photo. Books with multiple images are typically 8.5 inches to 11 inches. These book sizes feature art history, illustrations, photographs, or classic works of art.

As books are sized, pages are not affected by this aspect. Because once upon a time multi-page books were popular and authors may have made a lot of money from it. But today, not many-page books, but books suitable for the book genre and intended for the audience, are becoming successful. For example, when it comes to fiction, brevity is important. Because it is better for students to choose a convenient and concise book with a hundred pages, but with clear explanations, than to read an obscure book with

a thousand pages. For example, the same can be seen if we pay attention to sales trends. That is, from 2011 to 2021, the average length of "The New York Times" bestseller has decreased by 11.8%. In the first half of 2010, books with more than 400 pages were 4.4 weeks behind other books with fewer pages on the bestseller list¹. Also, books with short volumes attract the reader's attention more than books with large volumes. Because thick books first frighten readers, and secondly, they quench their passion for reading (in many cases).

In conclusion, a factor that is focused on when designing books of different volumes is determining the size of the book to be projected. Naturally, the size of any book will not be the same. Depending on the genre of the books, their sizes also differ from each other. For example, science fiction books tend to be smaller in size than fiction books. This can be caused by its size and genre. Also, the scarcity of imaginary images found in fiction in science fiction books is due to the fact that its size will be shorter than that of fiction. When designing the design of any graphic publications, first of all, attention should be paid to its text. Because text is one of the first factors to focus on when a book opens. When placing a text, attention should be paid to the distance between it, font, tracking, kerning. If the text is well edited, the reader will enjoy it when the book is read, otherwise it may also not take any meaning from the book.

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¹ Matt Vic. "Adobe InDesign 2023 for Beginners & Prof. Users: The Complete Illustrative User Guide to Learn and Master Adobe InDesign 2023 for All Users" – Independently published (April 13, 2023), 300 pages.