

Book Design Process Book

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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

Table of Contents

1. Introduction
2. Iberian Lynx (The Furmindable Feline)
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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.azocleantech.com/article.aspx?ArticleID=281>
<https://sciencing.com/animals-plants-spain-6388271.html>
[https://www.cbd.int/countries/profile/?country=es#:~:text=Spain%20is%20one%20of%20the,of%20biodiversity%20and%20endemic%20species.\(biodiversity\)](https://www.cbd.int/countries/profile/?country=es#:~:text=Spain%20is%20one%20of%20the,of%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://www.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

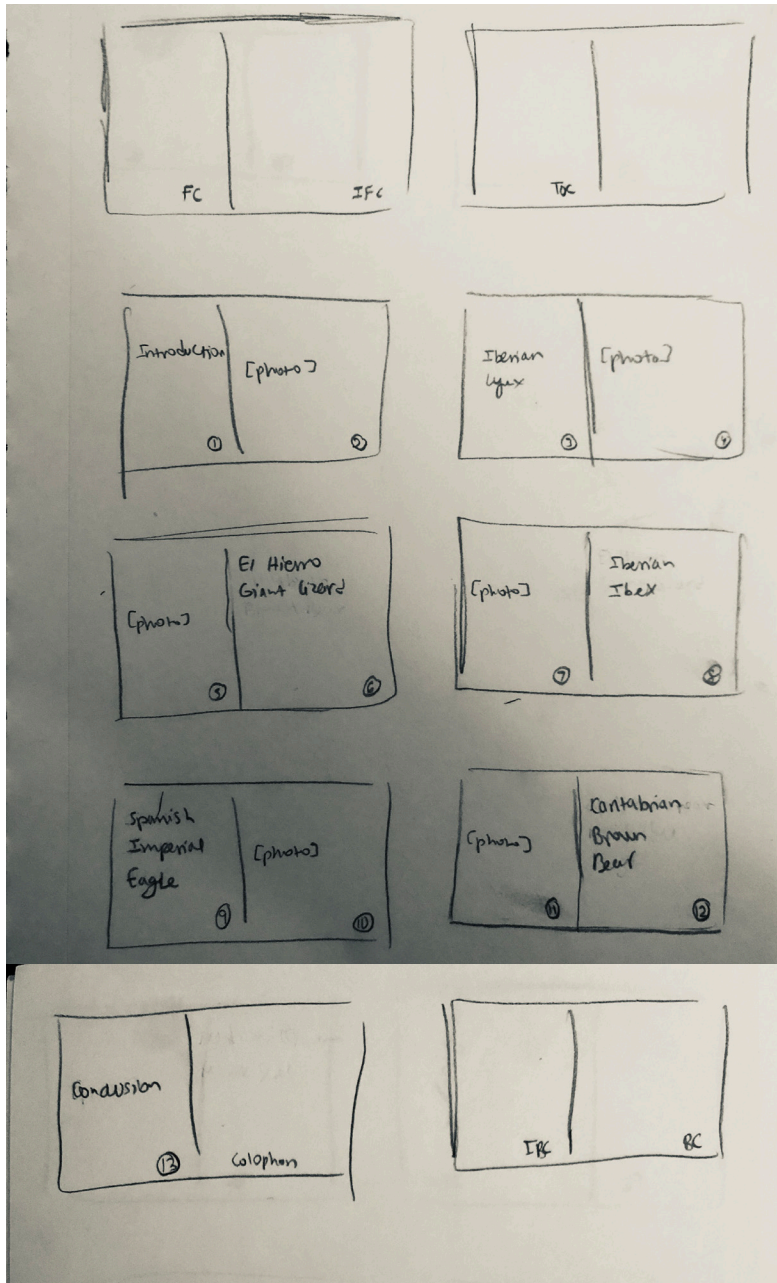
<https://www.nature.com/articles/s41597-020-0544-1>
https://en.wikipedia.org/wiki/Iberian_ibex

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.

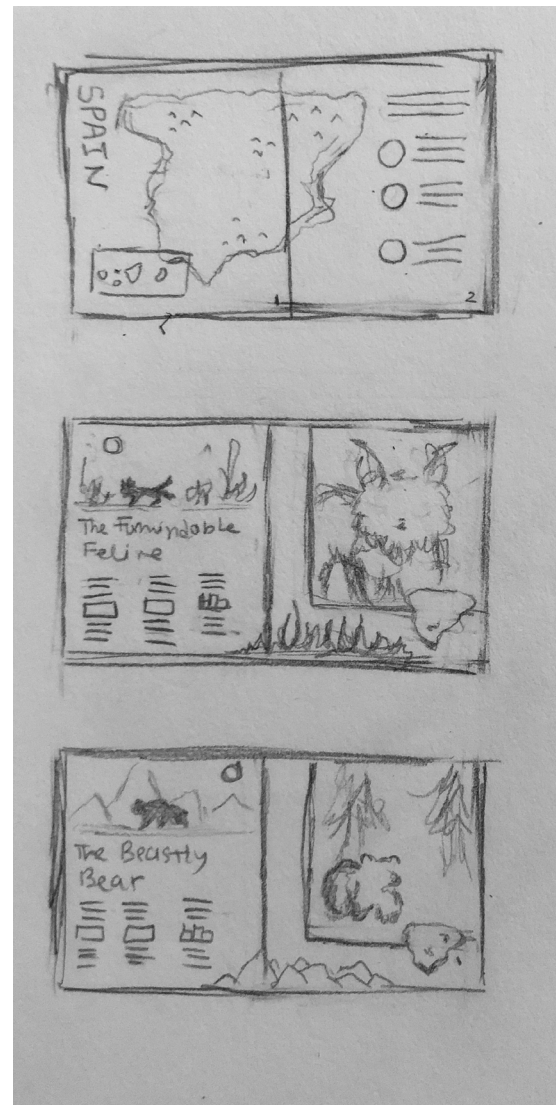
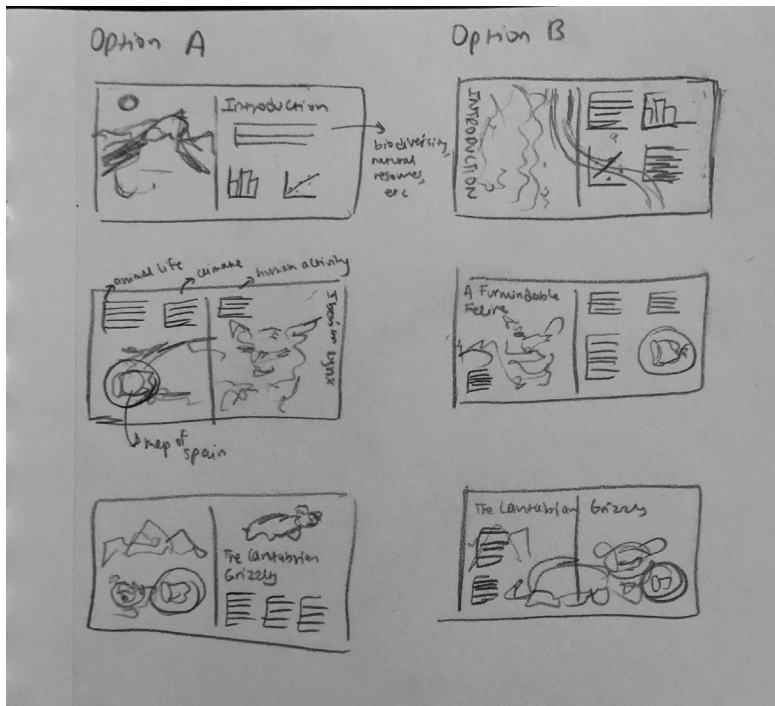
In choosing the animals that I wanted to feature, I wanted to have a diversity of animals, from mammals, to birds, to reptiles. The most difficult part of this process was coming up with a creative title for each section of the book, and I had multiple titles for many of my sections until I finally settled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

Book Map



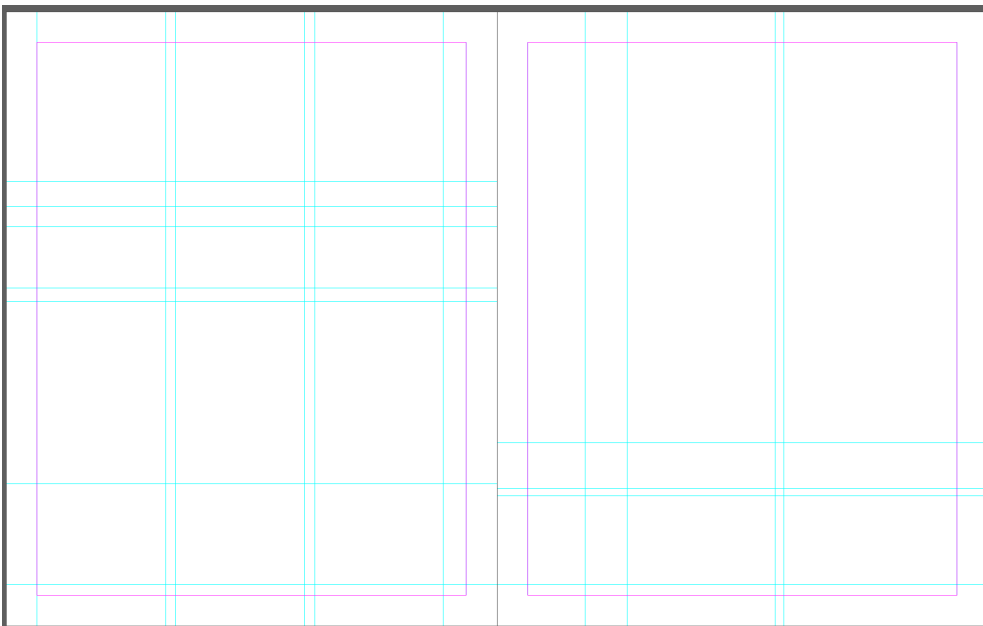
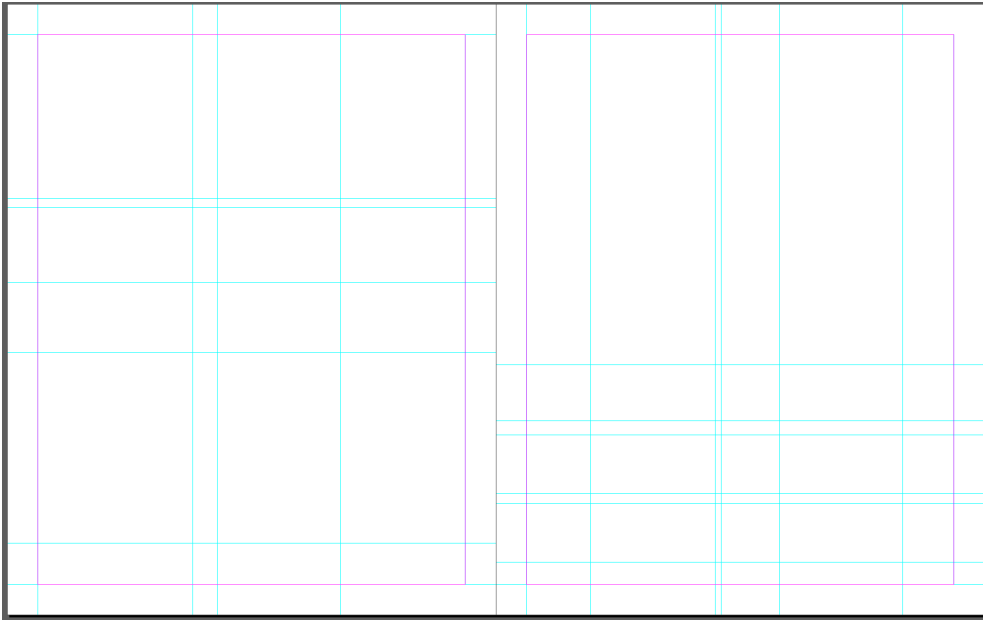
In retrospect, looking at this book map, I made a mistake in the organization of spreads by not separating the front and back cover from the rest of the interior pages. However, regardless of that mistake, this book map was an extremely simple way of organizing what I wanted to do for each book section. 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.



Final Interior Spreads



The Elusive Eagle

Spanish Imperial Eagle

The Spanish Imperial Eagle (Aquila adalberti) is a large bird of prey that is found in the mountains of the Iberian Peninsula. It is one of the most endangered species in the world, with only about 100 individuals remaining. The eagle is a powerful hunter and is known for its ability to catch and kill its prey in a single swoop.

By the 1980s, the Spanish Imperial Eagle population had declined to about 100 individuals. This was due to a combination of factors, including habitat loss, persecution, and a decline in its prey base.

During the 1980s, poachers were responsible for 80% of deaths among birds in their first year of life.

THE ELUSIVE EAGLE

The Fumidable Feline

Iberian Lynx

The Iberian lynx (Lynx pardinus) is a medium-sized wild cat that is found in the mountains of the Iberian Peninsula. It is one of the most endangered species in the world, with only about 100 individuals remaining. The lynx is a powerful hunter and is known for its ability to catch and kill its prey in a single swoop.

Between 1990 and 1995, the Iberian lynx population declined by 80%. This was due to a combination of factors, including habitat loss, persecution, and a decline in its prey base.

THE IBERIAN LYNX

The Beastly Bear

Cantabrian Brown Bear

The Cantabrian brown bear (Ursus arctos) is a large bear that is found in the mountains of the Iberian Peninsula. It is one of the most endangered species in the world, with only about 100 individuals remaining. The bear is a powerful hunter and is known for its ability to catch and kill its prey in a single swoop.

Hardly a year passes without yet another large hunting bear being killed by human intervention.

THE CANTABRIAN BROWN BEAR

The Lively Lizard

El Hierro Giant Lizard

The El Hierro giant lizard (Gehyra mutilata) is a large lizard that is found on the island of El Hierro in the Canary Islands. It is one of the most endangered species in the world, with only about 100 individuals remaining. The lizard is a powerful hunter and is known for its ability to catch and kill its prey in a single swoop.

Any further human-induced changes to the lizard's environment could cause them to go extinct in a flash.

THE EL HIJERO GIANT LIZARD

WHERE DO WE GO FROM HERE?

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

Conserving existing habitats and restoring those that have been lost are the most important steps we can take to protect biodiversity. We must also take steps to reduce our carbon footprint and to transition to a sustainable economy.

CONCLUSION

The Incredible Ibex

Iberian Ibex

The Iberian ibex (Capra pyrenaica) is a large goat-like animal that is found in the mountains of the Iberian Peninsula. It is one of the most endangered species in the world, with only about 100 individuals remaining. The ibex is a powerful hunter and is known for its ability to catch and kill its prey in a single swoop.

Populations of Iberian ibex have decreased significantly over the last century.

THE IBERIAN IBEX

In this iteration, I added captions connecting the map to the large image in each of the animal interior spreads. Furthermore, I modified the layout of the introduction page so that I could remove the white box that was behind the first body paragraph in my previous iteration. I also changed the title of my introduction page so that it was more engaging. For my concluding spread, I wanted to make the content more of a call to action. I took the mini footer illustrations from each of the animal spreads and combined them to create one cohesive footer that ended with a polluting factory in the bottom right corner. The smog from the factory would then lead the eye to the title of the spread and the body text. Bringing all the footer illustrations into the concluding spread allowed for this spread to feel more cohesive with the rest of the book, despite its deviations in color and grid. Finishing all the interior spreads and seeing the pages from beginning to end was extremely rewarding to me, especially noticing how each page was connected to one another, yet unique.

TOC, Colophon, and Interior Cover Design



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



Delve into the forests, mountains, and beaches of Spain in the first book of the multivolume series *The Children's Encyclopedia of Endangered Species*. An endangered species is a type of animal that is in serious risk of extinction, most often due to factors related to humans. As one of the most biodiverse nations in Europe, Spain has a diversity of animals that call the country home, and as our world become more globalized, the animals in Spain face both existing and new environmental challenges. In this book, learn more about the variety of endangered creatures that live on the sixth most populated country in Europe.

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.