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Title: The digital and printed children's book: a look into the present and the future

Abstract

The reflection on space and time is of the utmost pertinence in communication design since design is made in a time and displayed in a space. Communication design records its time and allows us to revisit it. And within communication design, editorial design, especially the book, represents a prime example of this. The book is one of the most interesting communication design objects, and its nature implies a space-time dimension, evident in the sequential turning of the pages. However, nowadays, a new type of book must be considered – the digital book – and a new space-time relationship defined. The book's space becomes only that of the screen and not of the multiple pages. The dematerialization of the object, which ceases to be physical and becomes virtual, also presupposes a new notion of space.

Currently, it is assumed that, in the book field, both digital and print media are to last. Therefore, in this article, we focus on the convergence between print and digital media, exploring the advantages of this hybrid medium of communication.

We address these aspects from the design of children's books, which are of particular interest given the decisive role they play in constructing literacy and cognitive development of children and young people and given their communicative potential.

Keywords: Editorial design, children's digital book, children's printed book, media, interactivity