

## Originality and contemporaneity in artistic trends for designing the covers of electronic Arab heritage books

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### **Abstract:**

The book cover is the first element of attraction to the book with the different techniques that produce it, the design should express the content, although the diversity of artistic and intellectual tendencies, Arab heritage books, due to their association with archaeological and cultural print and their narrative heritage The Arab heritage book has unique technical and technological features, There are requirements for book cover design that are different between printed books and e-books. The research conducted a semiotic analysis study of the design of the covers of Arab heritage books to determine the specific level, the incorporative level, and the functional analysis. It concluded by identifying a list of design considerations, evaluated by a group of experts and specialists, that the designer should take into account when designing cover book for electronic Arab heritage books. The design should include an interactive digital effect, and that it should have a historical character that is compatible with the time period in which the book was written. It should contain decorative plant or geometric elements colored in distinctive historical colors, and the title of the book should be written in classical fonts from the arts of Arabic calligraphy, taking into account that it should be readable and consistent with the visual style of the book. Also contains digital images or illustration graphics that give it a modern character, and the coding methods and design elements should be subject to the jurisprudence of visual language and the rhetoric of semiotics. Design and preservation techniques are compatible with digital publishing techniques for types of e-books. The design elements should include interactive spaces for Identify the author and indexing the book. In addition to some general considerations about the quality of the design, whether for an electronic or printed book, such as the design being eye-catching and interesting to the reader, taking into account coordination with the publishing medium, and the title of the book placed in the centers of visual attraction. Finally the design must be characterized by unity of style in the visual formulation of its elements, especially in symbols, icons and decorative illustration, and a calligraphy used in writings.

### **Keywords:**

Design book cover - Islamic decoration - Floral motifs - Geometric patterns - Arabic heritage books – e-book – Calligraphy

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