

아프리카 북 어워드 선정 책표지에 대한 컬러 경향 연구

Color Analysis Of African Picture Book Covers : Focused On Selected Book Covers From 'Children's Africana Book Awards'

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요약

In the design of any picture book, graphic artists employ the use of color, typeface and illustration to produce attractive book covers. This study is an analysis of selected book covers in the 'Africana Children's Book Awards' (Young Readers category) between 2009 and 2014. The book covers are mainly illustrations originally done in media such as acrylics and oil paintings on canvas. In the article, the author analyses the front covers in terms of hue, Saturation and brightness using a colour map. This work also discusses why certain colours have been used in the design of the covers thus; providing information on color scheme trends for picture books in the Children's Africana Awards Category.

1. INTRODUCTION

1.1 Purpose of Study

This article takes an artistic approach to analyze the choice of colors, for typeface and illustration. Children are particularly attracted to a certain wavelengths of colors. The overall color of a book cover motivates a child to read. Most children like to see colorful illustrations in their picture books. Color elicits a total response from human beings because the energy produced by the light that carries color effects our body functions and influences our mind and emotion. Therefore, graphic artists need to consider the use of appropriate colors for the right age group.[1]

1.2 Methodology

In this study, the author selected award winning children's books in Africa between 2009 and 2014 for young readers. The author took samples of the book covers from the website in JPEG format. The first point of analysis was a breakdown of colour into main, sub and point or accent colour, which was done by identifying hues and using the picker tool in photoshop. Flattened images cannot give exact values because they are not in original file formats. The second point of analysis was to indicate on the colour

map, and discuss the properties of the colours in the various sections of the colour map.

2. AFRICANA BOOK AWARDS

2.1 The children's Africana Book Awards

The Children's Africana Book Award is given to outstanding authors and illustrators of children's books about Africa published in the United States[2].

Table 1. Book title

	Title	Year of Award
1	<i>One Hen: How One Small Loan Made a Big Difference.</i>	2009
2	<i>Planting the Trees of Kenya</i>	2009
3	<i>Pharoahs Boat</i>	2010
4	<i>Seeds of Change</i>	2011
5	<i>The Matutu</i>	2012
6	<i>Desmond and the Very Mean Word</i>	2013
7	<i>Ostrich and Lark,</i>	2013
8	<i>Hands Around the Library : Protecting Egypt' s Treasured Books</i>	2013
9	<i>The Boy who harnessed the Wind</i>	2013
10	<i>African is my Home</i>	2014
11	<i>Bundle of Secrets</i>	2014

2.2 Color Map Analysis

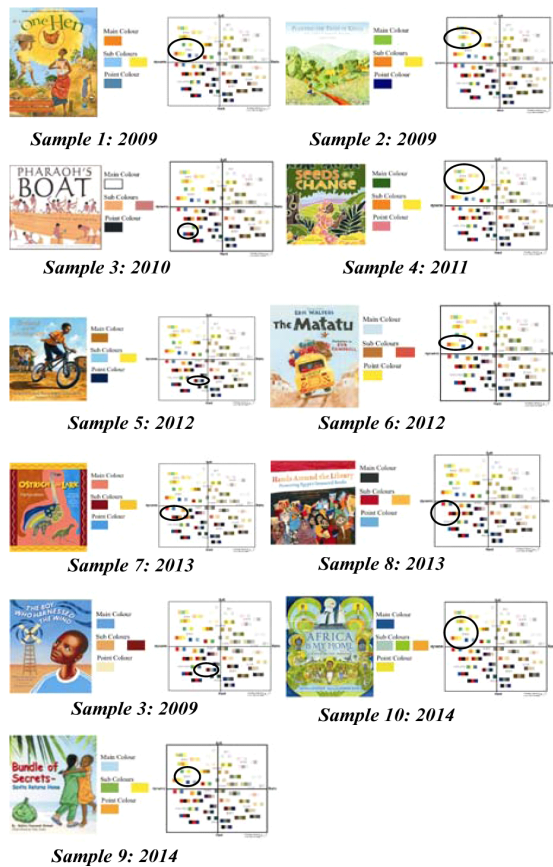


Fig..1. Color Map Analysis

2.3 Final Color Map

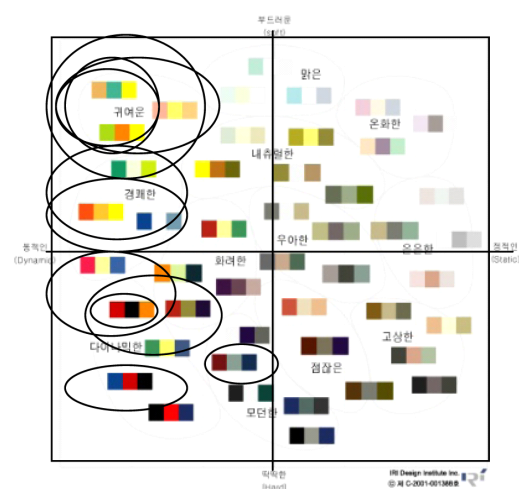


Fig..2. Final Color Map

2.4 Results and Discussion

The colour map is made up of four sections namely:

dynamic, static, hard and soft. Each of these sections have different colour schemes. Colour is made up of properties such as hue, value, saturation, tone, etc. These properties affect the choice of colours in picture books. In the colour map, there are two main sections and four sub sections. These are Dynamic and Soft. From a careful observation, we see a variety of hues on the left as compared to the right and that accounts for the dynamism in the colours as it progresses to the top of the colour map. The right section, on the other hand, has less dynamism in the hues and gets very soft at the top. After plotting the colours on the map, it was realized that all picture book covers were dynamic in nature. This is because they had a lot of hues mainly primary and secondary colours, which are also warm in nature. Warm colours have a greater percentage of primary red and yellow.

From the final colour map analysis, the following trend was observed for Africana Childrens books.

Table 2. Color Trend

Year	Dynamic	Hard	Soft	Static	Hard	Soft
2009	●		●			
2010	●	●				
2012	●	●				
2013	●	●				
2014	●		●			

3. CONCLUSION

In conclusion, picture books of the Africana Book Awards for young readers have dynamic, hard and soft colour schemes. In colour theory, children are said to have be attracted to very warm colours. Africa's culture is made up of bright colours. This is very evident in traditional dresses. Again, most of the African national flags are made of up of primary colours. The landscape of Africa is also characterised with heavy rainfull forests, grass plains, trees and wildlife in different colour schemes. All these influences affect the choice of colours for scholarly materials, especially childrens books.

References

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