The influence of the visual elements of cover design on the appeal of art and cultural magazines: case study is book fare in Oulu

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Design of magazines - a complex and time-consuming process, often requiring custom solutions. Developers need to know what impact on the visual component of information influence on the audience. The purpose of this case is to gain an understanding of what kind of visual elements of paper media influence on the choice of viewer. As a particular type of magazine were chosen art and cultural magazine with a reason to narrow research and to get depth knowledge about this topic.

The study is structured that in the first chapter the information about purpose and research questions is provided. Second chapter describes research materials and methodology that were used to collect data. The third chapter gives the literature review that focus subjects of the study. In the chapters four, the results of the research is analysed and conclusions are made. After all chapters made generalised conclusion using data from the literature review and data collected from the interviews.
Space as a visual element is difficult to conceptualize and hard to explain. Is it worth it? Who needs to know it? In any work of art there is a thought process for the arrangement and use of the elements of design. The artist who works with the principles of good composition will create a more interesting piece of art if it is arranged to show a pleasing rhythm and movement. Without our knowing the cultural/historical roots of a work of art, a composition can still "work" aesthetically but it may lack heart and soul because we don't know the artist's cultural/historical background. The artists of religious works of arts in the Renaissance, for example, had a wealth of narratives and symbols (compositions in triangular form to represent the Holy Trinity for example) upon which to draw inspiration.