

Collector's Perspective

The qualities which make the book collectable.

- the timeliness or cultural relevance of the book's content
- the insight provided into the human condition
- the moment in time the book occupies
- the artistic merit of the product
- the inventiveness of content, form and materials
- the value of the craft employed to the collection's objectives
- the value of diversity or specificity to the collection's objectives
- the uniqueness of the book object
- the size of the edition
- the availability and affordability of the work
- the longevity of experience and repeatability of reading
- whether the book increases the financial value of the collection
- the pleasure of ownership of the book object
- the pleasure of ownership of a specific artist's product

Experiencing the Book

The reasons the reader might appreciate the book object.

- learning occurs, knowledge is acquired, insight is gained
- personal growth or change of perspective is stimulated
- the book evokes laughter or amusement
- the book provides inspiration from subject matter, content, form or the techniques employed
- the use of imagination is engaging
- the book instills an appreciation of the artist
- the book instills an appreciation of the art form
- the book provides an increased incentive to read and collect
- the book instigates action and investigation, making and researching
- insight is gained into the understanding of culture
- insight is gained into the understanding of language
- the book evokes emotions, feelings, and memories
- the book sparks creativity in the reader
- the book validates the reader's own experiences or beliefs

Available for download at preneo.org/projects

• Guide to Prints

• Considerations when Experiencing and Evaluating Artist's Books

PRENEO Press

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Evolving thoughts. Always free.

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Art:

The creative expression of human experiences and perceptions.

Book Art:

Art that uses methods and/or materials that references books.

Artist's Book:

Art that takes book form.

Fine Press Book:

A book that employs high-craft and/or historical printing and binding processes and techniques.

Limited Edition:

The fixed number of books printed in an edition.

Concept

The ideas, intentions and content communicated by the book as both object and experience.

- the exploration and presentation of new materials, methods or meanings; or the repurposing of previously explored ideas
- the manner in which the book engages its subject matter
- the insight, knowledge and perspective the book offers
- the intelligence of the content and design
- the complexity or simplicity of the content and design
- the surprise, freshness and inventiveness of the content and design
- the originality and uniqueness of the book
- the book's transformative power

Form

The physical and visual manifestation of the book object.

- the relationship of the book's content to its physical manifestation
- the physical structure and binding
- the sequence, pacing and flow of the content
- the use and effectiveness of the elements of art and design: line, shape, texture, value, color, space
- the use and effectiveness of the principles of design: unity, variety, balance, emphasis, rhythm, proportion, scale, pattern, contrast, movement
- the adherence or breaking of known rules of composition
- the inventiveness of layout and composition
- the overall effect of formal considerations to the experience of the book

Typography

The qualities and characteristics of the textual elements.

- the appropriate or creative use of typefaces to enhance the message or narrative
- the appropriate or innovative use of typographical layout to enhance the book's overall content
- the effectiveness of the typography to deliver, persuade or influence the literary word
- the use of historical styles and embellishments to establish a connection to fine press typography and printing
- the type and page design's role in reinforcing the mechanical or hand made nature of the book
- the application of ink on paper and how the printing processes incorporated inform the work

Image

The qualities, characteristics and application of imagery.

- the power of the image to communicate – to illustrate or enhance meaning, or encourage contemplation
- the ability of the image to inform the text or be informed by the text
- the metaphoric, symbolic, utilitarian or pedestrian nature of the images
- the origins of images – whether they were created as original images specifically for the book, or selected for the book
- the effectiveness of the media employed for imagery – does the media chosen enhance or interrupt/impede the reading of the book
- the appropriateness or suitability of media choice to the book's content
- the appropriateness or effect of the illustration style to the book's communication objective
- the amount and effect of imagery applied to pages and cover
- the relationships between the images and how they inform each other
- the relationship between image and text on the printed page
- the preciousness of the imaged page

Materials

The physical and tangible elements with which the book is created and experienced.

- the nature of the materials used to create the book
- the quality, durability, rareness or archival nature of the materials
- the support of the materials to the book's narrative, content, message or communication
- the effect of the materials on the experience of the book
- the innovative and inventive use of materials
- the historical relationship of the materials used to the book's content
- the sophistication of material selection
- the way the book object feels in the hand

Craft

The manner and skill with which the book was created.

- the degree of craft employed: attention to detail, neatness, and structural integrity
- the relationship between craft and content
- the historical relevance of the techniques employed
- the application of archival standards
- whether the book was produced with hand made, machine made, or commercial methods
- the use of labor-intensive techniques or outsourced production
- the effects of craftsmanship on the experience of the book

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