



ПЛАТФОРМА 3. СЕКЦІЯ 1.
ІНФОРМАЦІЙНІ ТЕХНОЛОГІЇ
ВІЗУАЛІЗАЦІЇ У ДИЗАЙНІ

УДК 7.02.76.

MODERN SONGBOOKS: ART OBJECTS OF DESIGN

KOLISNYK Oleksandra, PASHUKOVA Svitlana, PRYKHODKO Iryna,
CHERNOVA Polina
Kyiv National University of Technologies and Design, Ukraine
1123581321s@ukr.net

This paper classifies songbooks as a separate type of printed matter, an art-object of art and design. The relevance of their development for the design and music industries is determined. The peculiarities of modern songbooks will be revealed, taking into account their creative novelty and successful commercial distribution.

Key words: *media sphere, songbook, design, art object, creative industries.*

INTRODUCTION

Music and design, as spheres of the business, have much in common; in particular, they are united today by the searching for creative ideas that can impress the target audience with artistically perfect projects at the deepest emotional level, creating a connection between designers and professional musicians who strive to create something unique, stimulating and unforgettable. In addition, the points of contact of these industries today are their character, style and subculturalism, namely focus on a specific audience, which allows authors to adapt to the specifics of the market.

The connection of music with other arts can be defined as necessary, and it is determined, in our opinion, by two main reasons. The first is that the language of music is universal, capable of artistic embodiment of any situations and feelings, but does not have sufficient conceptual and verbal specificity. Musical imagery needs to be concretized or even objectified to avoid the multiplicity of perception. It is difficult for the musical image to be kept in clear, narrow and "pure" musical frameworks, which reveal the inner meaning exclusively by musical means. The second reason is "derived", it based on the need to strengthen emotional and sensory perception



(because the emotional response weakens with time), that is why synthetic arts (art design, opera, operetta, etc.) emerged in the XX century.

Among the joint projects of music and design it is necessary to highlight such art objects as songbooks, that simultaneously emphasize the artistic and imaginative, socio-information content of the songs, and should be attractive to the commercial industry and a convenient distribution. Note that the term "art object" covers different areas of art and represents not only material, but also for the artistic value of culture. What makes it, in our case, a synthesis of music and fine arts, design and advertising? The relevance of this synthesis is due to not only its commercial component, but also its ability to integrate aesthetics into the final product. What is important, perhaps even crucial, for demand for musical and visual objects. In modern society, a large number of objects perform almost only commercial function, songbooks no exception. Publishers print them more as a marketing tool and do not yet consider them as potential design and printing art.

PURPOSE

Song collections, or songbooks – are books that contain lyrics of folk, religious, holiday, pop, or original songs (sometimes songs also contain notes or accords). They are usually published and distributed with music media, whether vinyl records, CDs or digital formats. In such cases, the songbooks perform only a supporting exceptionally practical function. However, the designer has the ability to turn an ordinary book on the art object, fill it with images creating a synthesis of visual and musical.

Let us pay attention to the role and significance of the songbook as a separate art object, and highlight the current problems of its creation and dissemination today.

RESULTS AND DISCUSSION

The music industry today is one of the largest media industries on the market. (According to IFPI, in 2019 its total value is \$ 20.2 billion) [1]. In the age of rapid technological progress and mass consumption, there are integration processes unification of different sciences, cultures, spheres of activity and it formed special socio-cultural synthesis, in which design is an important attribute. Regarding the music industry, it is evident in the creation of visual design that include all components of marketing: identity, logos, posters, graphics of any advertising, illustration, banners, Web sites, etc. Despite the wide range of art objects, songbooks remain not only as an underrated tool of communication with the audience, but also as a lost opportunity to create a unique kind of design.

A modern songbook as an art object has a unique set of features in layout and design, which makes it possible to properly combine the content of songs with visual design elements, not matching with any of the existing genres of publishing. That is the reason why there are no templates and adopted rules for the design of songs books. This gives designers the freedom to create them, turning them into a work of urban, widespread art. That is, allows artists to create platforms for communication and transmission of emotions, stylistic differences and meaning, not only by listening to the work, but also by comparing it with visual elements.



The connection between design and music is probably one of the strongest among all creative industries. The modern world needs their further synthesis and practical application, because when we think of our favorite song or artist, we often imagine the cover, graphics or music video that accompanies it. The functions of their practical application are not only, as noted above, in the transmission of information through visual elements, but also in the differentiation of the object in the media space. Which is an important aspect in the commercial direction of development.

If we consider music not only as a "business", but also as a cultural, even socio-cultural phenomenon, we can note the importance of using visual elements in the marketing of musical representatives with an understanding of their features and influence on perception. The cooperation of musicians and designers requires their understanding of each other and the art object they are working on.

The design industry plays an important role in supporting musicians, because it helps to transmit the content of their works better. This relationship between music and design is not a new movement. They have worked side by side for decades, creating unique album art and music videos. However, with new technology, we are increasingly seeing a push to create unique and stunning visuals that can accompany music.

Examples of the bright creative combination of art and design are, in our opinion, the collections of songs "Queen: The Complete Illustrated Lyrics book" (2012), written by members of the group and edited by Phil Sutcliffe [2], and "The Beatles Illustrated Lyrics" (1969) Alan Aldridge, who in addition created many illustrations for the songbook (Fig. 1) [3]. Both books skillfully combine texts with visual elements. Illustrations, photos, notes of musicians turn the collection into an unsurpassed art object.



Fig. 1. Page from "The Beatles Illustrated Lyrics", by Alan Aldridge, 1969



Fig. 2. Page from "Queen: The Complete Illustrated Lyrics book", by Phil Sutcliffe 2012



typography, shape, and movement can be closely related to melody, rhythm, and lyrics. Some musicians have a clear idea of how to achieve such unity, while others rely on the vision of the designer. But there are more and more platforms that can help develop them. For example, in 2016, the AIGA Design + Music launched initiative – a website that contains articles, interviews, workshops, and other resources that explore the connection between music and design. This is a big step in support, research and further collaboration between musicians and designers [6].

CONCLUSIONS

Summing up, we can note that the search for new expressive forms of modernity manifested itself in the emergence of new synthetic types of art projects, where we can traditionally include a combination of music and design. Songbooks are a striking example of the combination of the symbolic essence of music and design, in which the interaction of the historical and subjective time of the individual is expressed and reflected. They represent a synthesis of the arts that has both artistic and practical value, which in turn is a powerful source of commerce and socio-cultural element that transmits certain moods and experiences and resonate with the interests and needs of the target audience. However, today, the scope of their importance as art objects, and as important area of socio-cultural interaction, remains underestimated and needs further research and development.

REFERENCES

1. Global growth of the recording industry worldwide, provided by IFPI. URL: <https://www.ifpi.org/our-industry/industry-data/> (Дата доступу 26.02.2021 р.)
2. Phil Sutcliffe, Queen: The Complete Illustrated Lyrics by Queen. 2012. С. 256-257.
3. Alan Aldridge, The Beatles Illustrated Lyrics, edited, Black Dog & Leventhal/Workman.1999.
4. Нова радість стала. URL: <https://store.ababahalamaha.com.ua/index.php/nova-radist-stala.html>.
5. Charlotte Mwaba, The Important Link Between The Design And Music Industries (2019). URL: <https://www.hyperviolet.co/blog/the-important-link-between-the-design-and-music-industries> (Дата доступу 01.03.2021 р.)
6. AIGA Eye on Design Foundation. URL: <https://eyeondesign.aiga.org/category/design-plus/design-plus-music> (Дата доступу 28.02.2021 р.)

КОЛІСНИК О., ПАШУКОВА С., ПРИХОДЬКО І., ЧЕРНОВА П. ЗБІРНИКИ СУЧАСНИХ ПІСЕНЬ: АРТ-ОБ'ЄКТИ ДИЗАЙНУ

У даній роботі класифіковано пісенники, як окремий вид друкованої продукції, арт-об'єкт мистецтва та дизайну. Визначено актуальність їх розробки для дизайнерської та музичної індустрій. Виявлено особливості створення сучасних пісенників, з урахуванням їх творчої новизни та успішного комерційного поширення.

Ключові слова: медіа сфера, пісенник, дизайн, арт-об'єкт, творчі індустрії.