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Title	The assurance and maintaining of interest towards books by intelligent strategies of their promotion
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Patent no.	
Description	The survey presents the aesthetic and constructive concept of a specialized book promotion magazine sorted by styles and themes. Each category of a book edition is defined by the promotional outgoing element of a category incorporated in a page. This allows to define the group of categories of book editions, being a leading element and a bookmark in the same time.
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The conceptual news of specialized magazines simultaneous with aesthetics originality consists of involved constructive solutions. Thus, in relation to the traditional magazines, the created magazines are characterized by outgoing elements incorporated in the interior pages. The dimensional features of those outgoing elements of magazine were established using the proportional system called “golden ratio” or “golden section”. Besides their aesthetic predestination, the outgoing elements have an important functional role as elements of content and promotion. The constitutive element of the magazine content is replaced with outgoing elements, that in the same time eases the reader’s access to the section of interest. The mock-up of interior pages of the magazine is made having as beginning points such elements as: blank space, textual elements, images/photographies and graphic items, analyzing different methods of layout and using various softwares.

