The research of the illustration functions of the travel books

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概要:旅行用ガイドブックは旅行する際、重要な参考根拠となり、それに用いられたイラストの応用方法を確認するのが目的である。本研究は70冊の旅行用ガイドブックを収集し、実用性を捉える「総覧型」と主題を特定する「テーマ型」、作者個人の経験や感動を活かした「遊歴型」の三種類と分け、交通、観光ポイント、食事、ショッピング、宿泊、情報、感動の七つの機能について、用いられた文字、イラスト、写真の使い方をまとめた。更に、イラストの応用方法に：ストーリーや地図、説明性、表現スタイルの四種類が分けられ、具々の表現ポイントがわかり、応用方法の表現モデルを作成した。これを利用して、「遊歴型」の旅行用ガイドブックのイラストを製作し、その表現効果を検証した。

Key Word: travel books, illustration, illustration functional

1. Motivation:
Causing visitors are continuing to increase every year, and then the demand of the travel books is also raising year by year. Based on this background, "the tour experience guide book" uses the illustration for showing the author’s personal experience and observation, which not only has the attractive for the readers but also has the enhancement of the collection value. How to display the illustration in the travel books will be interested in this study, thus it will do more discuss with the illustration functional in the following context.

2. Purpose:
The purpose of this study is to understand the application status of the travel illustration, and trying to do a proposal with the travel illustration book by concluding the method of the illustration application, and then to do the test model feasibility.

3. Definition:
3.1 Illustration functional: The visual representation of the illustration in this study will have four categories: narrative, illustrated, simplified, and representation form.
3.2 Overview travel books: It provides the practical detailed travel information for the readers to arrange their journey.
3.3 Theme travel book: This kind tour book focuses on the particular topics such as food, shopping, transportation, accommodation...ect., and to do the depth introduction.
3.4 Tour experience guide book: The guide book is written by the author’s personal opinions and experiences after their journey. The method of the topic, narrative expression form or picture will be more variable, because the author will use both photos and literary compositions for showing the trip by the image or painting, and telling the readers what they are noticed (Liu, 2009).

4. Methods:
This study uses the content analysis method to classify the content and the expressive mode of the travel books, and to do the comparison of the ratio and layout features with the texts, illustrations, photos, and the available illustration space. This research also discuss about the illustration functional, and according to mode of the illustration application design, it do a proposal design with tour experience, and use the survey investigation to test the result.

<table>
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<th>perspective</th>
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<th>Theme travel (15 books)</th>
<th>Tour experience guide (30 books)</th>
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(● illustration ▲ photos ▼ illustration+photo □ no)

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table.1 The usage amount of illustration and photos in three types of travel books

table.2 four types of application in the Illustration Functions
5. Content analysis

5.1. Analyze the behavior of tourism mode

This research gathering seventy books including three types of travel books: overview travel books, theme travel book, tour experience guide book. Comparing this seventy books’ content, and divided the behavior of tourism into seven perspectives: traffic, attractions, food, shopping, lodging, information, touching. Investigating the application level of the illustration and photos.

5.2. The application of four types of illustration function

5.2.1 Narrative: Through the different comment of illustrators, describe of currently scenes, put up the ambience of story. That the picture overall being fascinating. The main emphasis is the representative of the people, the things and the object.

5.2.2 Illustrated: Use illustrations instead the words and images. Let people to understand the internal structure of the architecture by emphize, dissection and shooting.

5.2.3 Simplified: Let the complex object or information simplified. Removed the excess information and emphasized the important information to thensimplzed the subjects and information, so that people could understand easily.

5.2.4 Representation form: The representation divided into freehand brushwork and realism. Painting skill divided into hand painted and computer graphic. (table.2)

6. Proposal:

Jiufen is one of representative sights in Taiwan, thus it will be the object of this study, and based on three aspects for doing the illustration proposal as figure 1 including scenery, food, and traffic (Map).

The representation form is Freehand Brushwork + Realism. Drawing the famous ladder lane, the red large lantern, the high and long ladder, traveler’s impression of the mountain by using the narrative function (Figure 2).

By using diagram to explain the most famous food (Taro Balls) in Jiufen, and describing the food material clearly through the arrangement method. In the lower left of Figure 3, it shows the atmosphere of the shop and crowds of people who are queuing.

As Figure 4, to simplify the complex cross streets can help people to understand the main roads, significant positions, and local topography easier by using the concise function to draw the tourist map.

7. Conclusion:

The comparison of the results through content.

(1) Both practical-oriented of overview travel books and particular theme travel books are almost using photos to show the content.

(2) Author’s experiences guide books use illustrations to define their emotions, but for the scenic spaces, shopping, accommodation, information... etc., they use illustrations and photos to describe, and only food uses photos to show its exceptional.

The analysis of the results through content

This study via the content analysis will get some findings, for example the illustration makes the travel book to be more abundant, the function of narrative makes the pictures being attractive, diagram can explain the content more deeply, the simply method helps readers to catch the information from the writer easier, and representation form assist the whole visual effects to be more unique.