

Summary

This thesis focuses on designing and laying out the book "Art Addiction. Reigo Kuivjõgi's Art Collection" as part of a broader visual project that includes both the exhibition and its corresponding website. The book aims to enhance the exhibition experience and function as an independent art publication, with a deliberate visual and conceptual connection to the digital platform. This required close collaboration with a web designer to create a unified visual language, ensuring that both mediums — print and digital — form a cohesive whole while also respecting their distinct characteristics.

The project began with a detailed briefing process that clarified the project's scope and established a structured plan, including budget considerations and consultations with the client, web designer, and printing partners. This scope definition was essential for managing expectations, avoiding project drift, and ensuring clear communication throughout the creative process.

The design work was guided by Swiss design principles, emphasizing clarity, structure, and hierarchy through the use of grids, sans-serif typography, and carefully balanced asymmetrical layouts. A mood board was created based on the client's keywords —geometric, precise, colorful, psychedelic — to define the visual style, supported by a custom illustration that linked the book's design to the digital gallery.

An essential part of the project involved photographing 88 paintings, which entailed both studio and on-site sessions to achieve high-quality reproductions suitable for print.

The production phase included early involvement of the printing house to finalize technical decisions, choose papers and finishes, and conduct color proofs to ensure accurate print results. The book was printed using digital technology at Greif Print House in Tartu, taking into account the client's budget and the specific demands of reproducing artwork in high quality.

This project underscores the importance of thorough preparation, collaborative teamwork, and a commitment to craftsmanship in achieving a professional and unified design outcome.