

Rationale

The Book of Sand is written by Jorge Luis Borges. The general themes are human curiosity, knowledge, and connection. A book salesman and a retired librarian are studying a mysterious book. Borges makes many references to the Bible in the story. The retired librarian decides to purchase the book from the salesman. The main character eventually begins to lose sleep over the book because he's trying to understand it. He finally gets rid of the book, and his life supposedly returns to normal.

The bird's-eye-view of the experimental spread replicates the Bible - focusing on two-column structures, with a chapter and paragraphs of verses. The Bible consists of four main genres - law, history, prophets, and poetry. The dialogues have been indented to resemble the poetry structure located in Psalms & Proverbs of the Bible; the justified text structure resembles the remaining genres of the Bible, with one indent at the beginning of the paragraphs. The typeface chosen for the spread is a serif font - Minion Pro; the Bible typically uses serif typefaces. There is gradual progress in the annotations. The different annotations (pen, highlighter, and pencil) reflect the character's days of studying the mysterious book. The final column in the spread gets filled with many annotation marks to show the main characters' obsession with the book.

Humans want to understand many things that are strange and fascinating. The tone of the story depicts a mood of understanding, emotions, and ownership. To have something means to treasure it and keep it safe. In other situations, personal belongings are thrown away or sold, but the object's memory will live rent-free in ones' mind.