

Design a book cover

Objectives:

- design a professional-looking book cover
- demonstrate an understanding of where to place elements on the front, back, and spine of a book cover
- choose/create an image that relates to the content of the book and makes people want to pick it up (see below).
- display mastery of InDesign (including the use of a grid, professional typography, packaging the final document)
- explore principles of design including hierarchy, white space, alignment, contrast, proximity, scale and repetition

Assignment & Process:

Your job is to design a book cover. You will design the front and back of the book, plus the spine. You may choose a book you like, but please no Nicholas Sparks. You do not have to write the copy you use on the cover, but you are responsible for the copy. If it's wrong on Amazon, fix it. You need to have to have read the book or at least enough of it to get some genuine insight into the content. Reading reviews of the book might help also.

Your cover has to relate to the content of the book and make people want to pick it up. The cover can set a mood or give a hint about what the reader will find in the book. Your cover image might relate literally to the material. Or it might use symbolism, irony, metaphor, a pun or cliché to relate conceptually to the content of the book. Prepare your images in Photoshop correctly for print for this assignment (pg. 149 of class packet).

Take a trip to a bookstore and look at covers that are in the same genre as the one you are designing. The UGA bookstore is close to our building. You could go in there and look around. Notice what catches your eye and the conventions used in the design of the books (what information goes on the back, how is it arranged, etc.). Notice the ratio of type to image in the covers you find successful. Take notes about what colors, images, and techniques catch your attention.

*On the **front** make sure to include:*

- ~ a title (and maybe a subtitle depending on your book)
- ~ the author's name
- ~ at least one photo or illustration
- ~ (optional) consider adding a blurb (someone commenting on the book) or highlighting the author's other books.

*On the **spine** make sure to include:*

- ~ the author's name
- ~ and the title of the book (including subtitle if there is one. These elements usually are in the same style/typeface as they appear on the cover.)
- ~ (optional) logo of the publishing house

On the **back** make sure to include:

- ~ a brief description of the book (you can find these often at amazon.com)
- ~ a brief bio of the author
- ~ photo or illustration credits for images you used
- ~ designer credit (that's you!)
- ~ (optional) blurbs for the book

Resources:

In addition to going to a bookstore, you can look at covers at The Book Cover Archive website <http://bookcoverarchive.com>. Look at Chip Kidd's website at <http://chipkidd.com/home/portfolio-3/> also AIGA has an archive that includes book covers <http://designarchives.aiga.org/#/entries/50%20books%20/discipline%3A%22Book%20design%22/grid/relevance/asc/0/60/90>

Set-up in InDesign:

Go to File>New Document (command + n)
Number of pages = 1 (do NOT check "facing pages.")
Page size can be up to you or use 12x9 inches
Orientation is landscape (the icon with the person horizontal)
Columns = 1
Margins will depend on your layout.
Book covers typically bleed so set the bleed to .125 all around.

Draw guides to create the spine & other margins:

Pull out a guide from the left ruler and place it in the center of the page (at 6 inches if you used 12x9 inches). Put two guides equidistant from the center line to create the spine of the book. You may delete that center guide now. Finally, pull out guides to create margins near the spine for the front and back cover of the book. (We will do this together in lab.)

MAP your project:

Create a text box on the pasteboard (the area outside of your pages) or create a Word document and tell me:

- 1) **Message:** Briefly, what is this book about?
- 2) **Audience:** Who is the audience for the book? We don't have access to data here so please tell me who you believe to be the audience. (Men, women, young, old, education level, place of residence, marital status—anything you think is typical of the audience for your book.)
- 3) **Positioning:** How do your design choices (photos/illustrations, typefaces, colors, cropping, white space, scale etc.) fit with the message of the book.

Save your file:

Save your document in your Book Cover folder. Name your files clearly when saving your work just as you would if you were working in a professional agency. Something like Smith_book.indd

Deliverables:

Follow the printing and packaging instructions on the "Project" tab of our website. Please give me a print out of your book cover. Put the packaged file (including a pdf and MAP information) in the drop box for me.