

COMMERCIAL DESIGN 12

BOOK COVER DESIGN

(Create a new design for your favourite book in the form of a dust jacket)

Content requirements

- Choose a book with rich themes or symbolism (and that you love).
- Attain a copy of the novel that you can keep for the duration of the assignment. It should be hardcover with a dust jacket. The dustjacket must be no more than 17" in total length.
(actually, although you should have a copy of the book for reference, the hard cover w/ dust jacket can be any book)
- You must consider, compose and generate a dustcover that includes a front and back cover, a spine and two over-leaves.
- Content of each portion should reflect a realistic application of design requirements. As such, the front cover and spine should both include the title and author, back cover should contain a synopsis of the book or brief snippets of complimentary reviews, back overleaf should contain and bio of the author etc.

Design requirements

SKETCHBOOK (development)

Once you decide on one book start brainstorming ideas for imagery that might be appropriate. Come up with several ideas and have a rationale for each one.

Make sure that you do rough drafts, mock-ups and developmental drawings for each design decision. Design decisions include image choices, cropping, colour schemes, text design etc.

You must paste images of inspirations photography, book cover design or text design into your sketchbook for reference.

Your design must incorporate:

PHOTOGRAPHY

- Think about the imagery that you want to use. Why is it appropriate? Does it represent themes or symbols within the book? Why did you choose it. Have a rationale and be prepared to explain your choice.
- Can be your own but can also be found (Internet is fine as long as the image is large enough but books can be a source of far more interesting Photography)
- Can be staged or observational, can be new or archival.

- Does not necessarily need to be representational (**this means it can be abstract/ed**).
- Manipulate your Photograph in one of the following ways in order to emphasize or layer it's meaning: ZOOM in, flip, obscure or abstract (blur using the Gaussian Blur Filter in PS), darken, lighten, alter the colours (colour balance) Invert. You can also use multiple methods. Be prepared to explain your choices (**"because it looks cool" is not good enough!**) For example: flipping an image upside-down could metaphorically reflect a change or 'flip' in viewpoint or a subversion of expectation within the story.

TYPOGRAPHY

- Title and author should be inventively incorporated into the cover design.
- Typology decisions should also reflect the themes your chosen novel through design decisions such as colour (**colour is symbolic kids**), form, size, font etc.
- Typography can be generated in any way that you see fit (Hand drawn, typed, constructed in Illustrator etc).
- Text must demonstrate an understanding of Visual Hierarchy.

INDESIGN

Technical requirements

- Layout and compose your cover in Adobe Indesign. Create a template that incorporates all components of the dust jacket and includes bleed lines. Be very sure to make the template the appropriate size!
- Isolated portions of the design can be done in Photoshop, then "placed" into Indesign.
- Make sure that all elements including all type and digital imagery are at least 300 dpi and all the same.
- Margins, alignment and spacing are all important considerations in any layout design.
- Have your cover printed at a reputable printer. Print 2 copies.
- Trim, fold and place, as dust cover, over existing copy.
- Submit.

WRITTEN COMPONENT

Explain briefly the reason why you chose the imagery and Visual manipulations that you employed in your cover design. Be sure to be clear about its connection to symbolism or other meaning with your chosen novel. This paragraph should be around 150 words and to be submitted to the appropriate folder in our digital hand-in drive.

Evaluation

/10

Development/Process

Each decision and all choices have been explored, "roughed out" and developed in your sketchbook (including reference material).

/10

Photography/Imagery

Imagery is visually interesting and arresting. Clearly represents themes and/or symbolism within the book. Tone of imagery is appropriate for novel. Imagery has been manipulated in a visually arresting and effective manner.

/10

Text

Is inventively and effectively incorporated into cover imagery. Decisions reflect tone and/or themes of novel. Visual Hierarchy is employed successfully.

/10

Design/Layout

All other design decisions are in keeping with overall scheme. Colours, font decisions, spacing and incorporation of all other elements are well considered and reflect an effective overall design scheme which is appropriate for the chosen novel.

/10

Presentation

Cover model is professionally done. All images and content is clear, reflecting thoughtful and careful decision making throughout the process. Printing, trimming, folding are carefully and professionally done.

/40

Total