Typography 02: Book by its Cover

A really good book cover has to work regardless of what it's about, on a visceral and emotional level. CHIP KIDD

Can you judge a book by it's cover? Of course you can.
How is your book going to be judged?

OBJECTIVES

_ Develop series of design directions
_ Develop a compound word /concept and visual toolkit (mood board) to match
_ Write audience personas

THE PROBLEM / FINAL ARTIFACTS

Design THREE different bookjackets for the same book, each book will have a different dominate focus, be executed in a different style and each will be for a different audience profile. For ONE of your final covers you will also design the end papers (pattern, color, image), title page and the first spread (type only). Process book will contain all research, studies, explorations, refinements and final solutions.

EACH COVER HAS TO HAVE A DIFFERENT DOMINATE FOCUS...

1. **TYPE DOMINATE:** no images, no illustrations
   Type Dominate can be hand drawn, hand manipulated, computer or computer manipulated type. You can use flourishes, symbols, on any of the covers.

2. **IMAGE DOMINATE**: photo or illustration, original or found, with sensitivity to type. Dominate must use a font off the font list.

3. **DESIGNER'S CHOICE** __
   Designer's choice uses whatever works.

EACH COVER MUST HAVE A DIFFERENT FEEL/LOOK/STYLE...

1. **CONTEMPORARY** (east, west, traditional, experimental)

2. **VINTAGE** (old, new, future)

3. **EXPERIMENTAL** (nirvana, non traditional, pushing the idea of book cover)

TECHNICAL RESTRICTIONS

SIZE: cover 5.5 x 8in, spine .75in, 5.5 x 8in, flaps 2.75in (final flat size is 17.25 x 8 inches). Print on Epson Matte Presentation 13 x 19 (you can buy a box or by the sheet)

IMAGES: The artwork can be illustrations or photographs by you or found in something you can scan in. All art needs to be of high quality. IF you find an image online it must to be VERY large. If it is not high enough quality I insist that you find a new image. Images online are 72dpi and that quality is not high enough for print work, so don't even try it, the image must be high res no jpg grizzle, your grade will suffer if your images are not high res, clear and professional.

TYPOGRAPHY: All solutions must be sensitive to typographic details and rules. Choose a sans serif and serif font that matches your design objectives and is from the approved font list.

COLOR PALETTE: Develop a color palette of 3 colors plus black for the set of book covers.