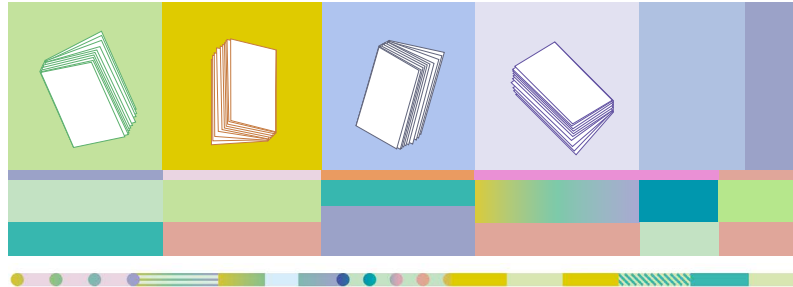


# BOOK COVER SERIES.



## DESCRIPTION :

The cover of a book is a window into the books soul, the written world inside. Covers communicate the essence of the text using visual language, and typography. The quality of the experience the viewer will observe should be transmitted through the styling of the cover. A publisher has come to you and is interested in your visual language. They have asked that you create a series of book covers based around a specific author or literary series. (This is your choice.) They want you to create covers using your illustrations, typographic direction for each cover, spine, and the back of each book. The focus of this project is to create a series of covers that capture each books personality, while also allowing the covers exist as a cohesive series. \*The publisher has also decided they want to update their logo.

## OBJECTIVES :

1. Students will consider the design form in 3D space and the interactive relationship the viewer has with the book as a designed object
2. Students will utilize typography as a visual form to harness the power of rhetoric and typographic hierarchy
3. Students will interpret typographic elements existing on different visual planes
4. Students will create a series of artifacts considering how to pull multiple elements together as a cohesive series

## DESIGN PROCESS / RESOURCES :

1. {c : Presentation Overview [<LINK>](#)
2. Student Work Examples [<LINK>](#)

## RESEARCH :

**VISUAL EXPLORATION** is essential. Below are examples of successful, creative, contemporary design work. A lot of these examples are award winning works. I give you these links to explore and develop aspects of your own aesthetic. The examples here are selections from my inspiration. Behance is also a great place for visual exploration.

- |  |   |
|--|---|
| 1. a. Main Pinterest Link. <a href="#">&lt;LINK&gt;</a>  | 1. e. DESIGN I : I : I : <a href="#">&lt;LINK&gt;</a> |
| 1. b. Book Covers <a href="#">&lt;Link&gt;</a>           | 1. f. Layout Design. <a href="#">&lt;LINK&gt;</a>     |
| 1. c. Book Covers / Posters <a href="#">&lt;Link&gt;</a> | 1. g. Books-Zines. <a href="#">&lt;LINK&gt;</a>       |
| 1. d. Book Cover Series <a href="#">&lt;LINK&gt;</a>     | 1. h. \ TYP 3 _Candy. <a href="#">&lt;LINK&gt;</a>    |

## RECOMMENDED ASSIGNMENT PROCESS.

### Part 1. PREPARATION (1 hour)

- 
- \_\_1.1. PICK A SERIES OR AUTHOR:**  
 \_\_\_\_1. Your Choice (but you have to confirm with professor) \_\_\_\_2. H.G. Wells: (The Island Of Dr. Moreau, The War Of The Worlds, The Invisible Man, The Time Machine) \_\_\_\_3. J.K. Rowling, \_\_\_\_4. Jules Vern, \_\_\_\_5. George Orwell, \_\_\_\_6. F. Scott Fitzgerald,
- 
- \_\_1.2. VISUAL RESEARCH:** Visually research Pinterest Boards and other resources.
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- \_\_1.3. TEXTURES & PATTERN IMAGERY:** You will make a series of 4 book covers emphasizing your own illustrations and/or typography. \_\_>. NOTE: all images must be original (yours) \*\*\*No clip art unless you have approval from the professor
- 
- \_\_1.4. DESIGN PROCESS:** \_\_With every project you are expected to explore design process and ideation. This includes: Research, Drawing, Thumbnail Sketches, Analysis of Results, Pinterest Research, Dissection Trees, List Making, Multiple Draft Solutions before choosing a final, Ideation, etc.
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- \_\_1.5. SIZE OF COVERS:** Pick 4 existing physical books. You will measure each book and set up a layout. Then you will design and layout covers including: cover, spine, and back (build in a flap). After printing and trimming, you will wrap your covers around these books and photograph when you are finished.
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- \_\_1.6. LIMITED COLOR SCHEME:** Think about how you will link the covers together as a series.
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### Part 2. PHYSICAL BOOKS (1 hr)

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- \_\_2.1. BUY 4 SOFTCOVER BOOKS A SIMILAR SIZE.** They must be your property. Try a thrift store if you don't want to buy new books. I recommend smaller sized books.
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- \_\_2.2. MEASURE BOOKS.** Measure width, height, and spine of the books. It's easier if they are all the same size.
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- \_\_2.3. LAYOUT A DIGITAL FILE** in InDesign or Adobe Illustrator using the measurements for your books.
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### Part 3. EXPERIMENTS (1 hour)

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- \_\_3.1. CREATE 20 TYPOGRAPHIC EXPERIMENTS:**  
 \_\_Start off creating 2 text blocks \_\_Type the author name and the book title in separate text boxes. Either ID or AI.  
 \_\_Experiment with 20 different typographic and style parings.
- 
- \_\_3.2. CONSIDER STYLE & PERSONALITY.**  
 \_\_What different styles and personalities are connected to your chosen book series. \_\_Make a list of words ideas.  
 \_\_Make some sketches \_\_Google search these words and consider.
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- \_\_3.3. RESEARCH.** Research other book covers
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### Part 4. SERIES (1 hour)

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- \_\_4.1. CONSIDER THESE AS A SERIES.** How do you make this a book cover series that flows together visually?
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- \_\_4.2. RESEARCH BOOK COVER SERIES.** See Pinterest boards.
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### Part 5. THUMBNAILS (1 hour)

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- \_\_5.1. THUMBNAILS.** Create 10-20 thumbnails of ideas for different covers.
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- \_\_5.2. SELECT & EDIT.** Select your best ones and edit.
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### Part 6. START FINAL EDITS (5-9 hr)

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- \_\_6.1. START COVERS.** Start working on series of covers  
**REVISE:** Look over the work you have created with visual analysis. Consider elements that need improvement. Edit and revise these items before turning in your work. At any point in the project you can edit and revise.
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## BOOK COVER CONSIDERATIONS:



FLAP

BACK  
COVER

SPINE

FRONT  
COVER

FLAP



WIDTH of SPINE: \_\_\_\_\_”

WIDTH of COVER: \_\_\_\_\_”

HEIGHT of COVER: \_\_\_\_\_”

\*SIZE OF COVER DEPENDS ON PAGE NUMBER



# RUBRIC.

LAYOUT LETTERING & TYPEFORMS

BOOK COVER SERIES

0	DRAFT QUALITY
1	DEVELOPING
2	MEETS EXPECTATIONS
3	ABOVE AVERAGE
4	STELLAR

The most successful solutions in this assignment utilized implementation of typographic knowledge to style and contrast or merge typography with image; established cohesive color schemes across the series; implementation and unification using the elements and principles of design; experimented with different drafts, process, and forms of layout; considered unique illustration or image making directions; and attempted concepts to develop a sophisticated series of covers. Many of the students who have struggled have had trouble with refining their work beyond a draft stage. Be careful about overthinking the process.

## # Rubric Criteria

1.	<b>Formal Qualities.</b> [Elements & Principles of Design]. Examples include: ___Compositional qualities (layering & balance). ___Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___Color Pallet includes students own mixed colors and not the default colors. ___Has the student successfully solved the compositional qualities of the work?	Includes Publisher Logo Design.	20%
2.	<b>Experimentation, Originality, Visual Language.</b> Examples include: ___Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___Range & Variation in form, line, pattern. ___Uniqueness of Form and implementation of successful design decisions. ___Are objects / compositions sophisticated? ___Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___How are compositional aspects balanced? ___Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___Are there unique elements that express voice. ___Form experimentation with cohesive shape, size, scale, line, weight, etc. ___Range and Variation in form, line, pattern. ___Experimentation with minimal and complex forms. ___Uniqueness of Form and implementation of successful design decisions.	<b>Overall Experimentation with Type.</b> Examples include: ___ Does work consider: Typeface Selection, Styling, Pairing, Kerning, Tracking, Leading, Typographic Hierarchy, Typographic Systems, Hand Drawn Type, Custom Type, Experimentation with Size and Scale. ___ Is there a thoughtful selection of well designed typefaces that were chosen for the layout? ___ Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale. ___ Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic. ___ Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc. ___ Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? ___ Was scale used as an important factor to distinguish this order of hierarchy? ___ Does the hierarchical order make sense?	15%
3.	<b>&gt; Technical Skills.</b> Examples include: ___ Technical development of Illustration skills & embracing digital tools. ___ Vector Technical Skills. ___ Crafting of vector objects.		10%
4.	<b>Visual Presentation, Followed Submission Instructions.</b> Examples include: ___ Is student working on process and developing their work. ___ Did student work on sketches? ___ Did student perfect compositions to completion considering the Elements and Principles of Design?		10%
5.	<b>Design Process + Design Thinking.</b> Is evidence of the design process present? Examples include: ___Did student experiment with their design process during the assignment? ___ Is student working on process and developing their work. ___ Did student work on sketches? ___ Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i> , by Ellen Lupton for suggestions.	___ Printing & Prototyping. Did student Complete all Type Experiments & Design Artifacts? ___ 20 Photos of Finished Type Box. ___ Cohesive Color & Experimentation with Pallet. ___ Overall Cohesiveness. Is the aesthetic direction & theme connected? ___ Color Pallet includes your own mixed colors and not the default colors. ___ Does the color pallet connect across all of the design artifacts effectively?	15%
6.	<b>Self-Driven Critique, Peer Critique, &amp; Studio Culture.</b>		10%
7.	<b>Professionalism + Positive &amp; Critical Thinking.</b>		5%
8.	<b>Time Management + Required Experiments.</b> ___Did student complete all required experiments?		15%
9.	<b>Is Work Late?</b> -20%		