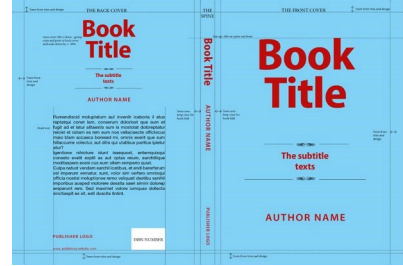


# Redesign A Book Cover



## Meets Florida Curriculum Criteria(s):

04.02, 04.05, 17.03, 05.01, 05.03, 15.03, 13.0, 07.02, 07.05, 09.1, 08.03, 08.06, 12.01, 12.05

## TASK

Recreate a book cover for an existing novel or for a unique novel you suggest. You will also incorporate yourself into the book as the fictitious author. You'll provide a photo and bio to go on the dust jacket.

## GOAL

Demonstrate graphic design layout knowledge which shows hierarchy, includes necessary design elements, is legible, makes use of correct typography and fonts that speak to the content of the story, fulfills specific requirements as set forth under each description below.

## PRO-PRODUCTION

- Create 5 solid color thumbnail sketches of ideas for the front, back and spine.

## PRODUCTION

- Create images using Photoshop, graphic text in Illustrator, body copy and additional text in InDesign, create a final layout in InDesign
- Check in and critique with peers and Mr. Juul. Post in Teams for us to take a look at. Make revisions as needed.
- Create a 4 ½" w x 2 ½" tall animated .gif promoting the book that will play online
- Create cross platform screen shots ads for multiple device examples. (Android and Apple Phones, tablet)

## POST PRODUCTION

- You're turning in a Book Cover, Isometric Look, Animated .gif ad and an ad for iPhone and Android devices. Display all of this on a 12" w x 8 ½" h final.
- Turn in your InDesign file, your gif and your final with all artwork.

## OUTCOME

Students perform a task assigned to many duplication and graphic design houses. Layout skills are reinforced while students use specific measurements and a template to create their work.

## GOALS & SCALES

What is needed to earn Year 2 Designer Status or Level 4 Art Director status?

Ad a one page for your book on cross platform devices – Android, iPhone, Tablets. Screen shot the devices.

[Should look something like this.](#)

## GRADING

### 8 pts total

Your legitimate final should look in every way like a legitimate book cover. Include appropriate sized Bar Code, Studio logos and warnings. Author picture (if applicable) Authors name is prominent. Spine title is right reading. Include reviews if possible. (Inner front sleeve)

1pt – Thumbnails

4pt – Production

2pt – Animated web ad

1pt – Post Production

## RESOURCES

Advice for designing Book covers

<http://www.hongkiat.com/blog/designing-book-covers/>

Excellent Book Covers

<http://www.smashingmagazine.com/2008/04/excellent-book-covers-and-paperbacks/>

Book Cover Designers

<http://www.thecreativepenn.com/bookcoverdesign/>

Book Cover Archive <http://bookcoverarchive.com/>

Book Cover Map

<http://www.writersedit.com/writers-reality-book-covers/>

## BOOK COVER

### YOU WILL NEED TO # 1:

#### **Pre-Production. Read the Book Specifics.**

1. Use existing book covers for reference
2. Make a reference or swipe file of as many images from the books as you can find
3. Develop a catchy phrase hook for the book.

EX: Jurassic Park – “35 Millions Years In The Making”

Jaws 2 - “Just When You Thought It Was Safe To Go Back In The Water” Star

Wars – “A Long Time Ago, In A Galaxy Far, Far Away”

## **YOU WILL NEED TO # 2:**

### **Pre-Production. Revisit the basics of good layout.**

1. Gutters, Alleys, Margins.
2. Headlines – Most important aspect of your design. Sub Headlines. Hierarchy of text.
3. Less is more. Reduce negative space. Majority of text in three typefaces max.

## **YOU WILL NEED TO # 3:**

### **Production. Create color thumbnails of the Book Jacket.**

1. After you have gathered picture, create three back, spine, front and inside author book cover ideas
2. Discuss your ideas with Mr. Juul. Seek peer review.

## **YOU WILL NEED TO # 4::**

### **Production. Create a working version (Rough Draft). Photoshop - Illustrator**

1. Go over this with Mr. Juul and peers. Make any recommended changes.

## **YOU WILL NEED TO # 5::**

### **Production. Create images in Photoshop. Text in Illustrator. Laid out in InDesign**

1. Using Photoshop, begin building your layers.
2. Create your book jacket, an isometric look for this final cover.

## **YOU WILL NEED TO # 6:**

### **Post-Production. Turn in necessary production work and finals.**

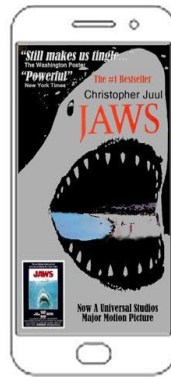
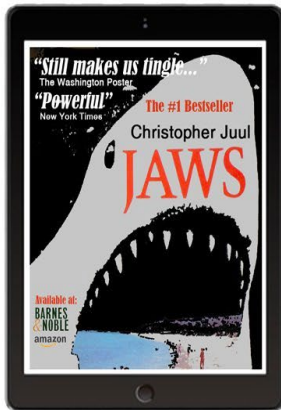
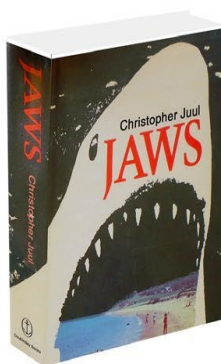
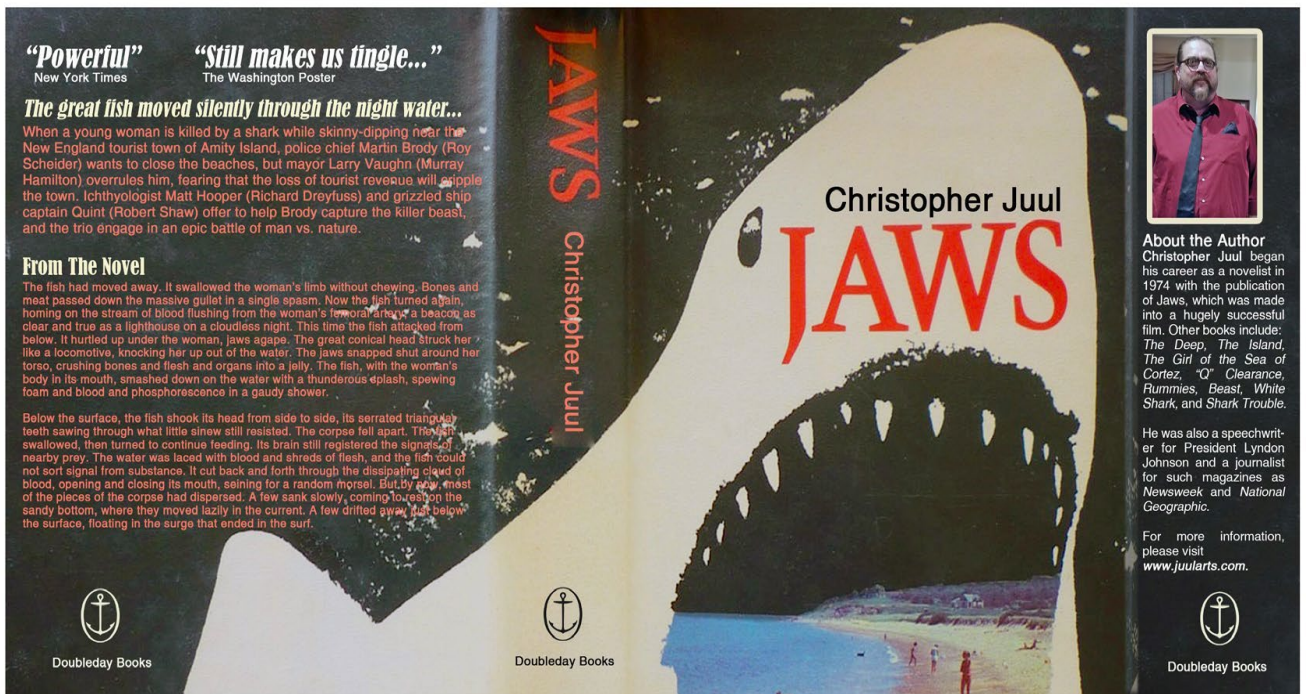
1. Photos of your thumbnails should have been posted or sent.
2. A single .png file as shown \*Example Forthcoming\*
3. Turn in your .gif
4. Turn in your dust jacket final as shown below\*

## **ANIMATED BANNER**

1. Using Adobe Photoshop, please construct a **4 ½”w x 2 ½”h** animated gif web ad for the book. Include the catch phrase you’ve developed.
2. Make the animation fluid and repeat.

## **PORTABLE DEVICE**

1. Using Adobe Photoshop, please construct a **single ad** which will fit a tablet and smart phone.
2. Create the cross platform examples and group them on one 11” x 8 1/2” page.
3. Print this and include this as a saved jpeg for web. 300 dpi.



Designer: Chris Juul  
 Jaws Book Cover Redo

Fonts: Helvetica and **Bernard MT Condensed**



Cool Grey 5C

485C

542C

Warm Grey C2