

PROJECT THREE

BOOK COVER DESIGN

Book covers are graphic designs that set the tone for a work of literature, self-help, non-fiction, horror, romance, action adventure, biography, etc. They can be illustration or type-centric, or could include photography. Visiting a library or bookstore is exciting for designers, because we are surrounded by examples of our craft.

Students will select a book they have read in the past, or choose a current book and either read the book or a synopsis. An example book should be chosen with a dust cover which will be used as a template for all of the dimensions. Thumbnails will be developed to express mood, tone and voice of the book through type, image, color and layout choices.

A mood board will then be created and 5 thumbnails will be created, exploring various compositional strategies and concepts.

Thumbnails will be reviewed in small groups and one concept will be selected to be developed digitally. Drafts of the project will be reviewed individually and as a group.

The final composition will be printed and fit to the actual book and photographed in the lightbox.

All exercises and iterations must be uploaded to the dropbox at the beginning of each class.

