

# BOOK COVER BRIEF GUIDELINES

Write a brief detailing the following criteria for your book cover design: You CAN judge a book by its cover.

## **LIST 10 adjectives or descriptive words that embody the story, author's voice and mood of the book**

Examples are serious, informative, quirky, science fiction, non-fiction/fiction, dramatic, romantic, humorous, philosophical, etc... it will help to write a brief summary of the book.

## **INCLUDE 10 example book covers in the same/similar genre**

Research what has been done. Analyze and make notes of color palette(s), shapes, typographic layout, typeface choices/pairings, how type and image are combined or relate to one another.

## **DESIGN your brief in InDesign**

- Consider alignment and use your grid and guides
- Use hierarchy to create visual interest using contrast and give text items importance
- Use a Photoshop document to size your photos so they are all the same size

## **CHOOSE an actual book with a cover for your template**

This does not have to be THE actual book, but consider aspect ratio and size when choosing your mock-up book.

## **SKETCH 5 concepts for layouts**

Consider multiple approaches - type-as-image, image-centric simple, complex, etc. Your thumbnails should show experimentation with different concepts and critical thinking.