

GD 124

Fundamentals of Graphic Design II
TC Room 239

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Assignment 4.1: Book Cover Design

Combining typography and graphic elements

Using a grid to create a hierarchy within a limited format

Using an image of something found in nature

Book Cover – Research and design a book jacket for a favorite author. Select a book that you've read and design a cover that reflects the theme of the selection. Utilize both type and visuals for impact on the front cover, back and spine.

Evaluation: Establish understanding of book cover design. Promote of the author in addition to development of images relevant to the contents of the book.

Find an author and title that compels audience attention. Could be someone as classical as Shakespeare or a contemporary that you admire, but create interest to engage the prospective reader. Consider the subject and how the cover will reflect the theme. Include both a graphic and type solution for this assignment.

Use images found in nature (animal, vegetable, mineral) for the visual component. When designing the cover use one of the typographic attributes implemented in the last assignment: justified, flush left, flush right, centered, or random to position type.

Research book covers! See what designers are creating to inspire buyers to purchase. Determine the specifics of the cover design: color, type, composition, texture, and hierarchy of information. Include all information relevant to the book's content.

Specifications

Initial concepts: 6 thumbnail sketches of one or two cover concepts

Size: Front: 6" x 9", Spine: 1" x 9", Back: 6" x 9", Bleed: .125"

Overall size: 13" x 9" plus bleed

Color: Full Color

Medium: Digital, InDesign. Components may be done in Illustrator or Photoshop

Special Features: Must include front, back and spine.

Essentials: Title, author, brief synopsis of the book.

Presentation: Mounted on black mounting board with 1-inch margins

Due Date: Monday, March 5