BOOK COVER/ JACKET

SUBMIT
Mock-up on book
PDF of final design
PDF of process book

ASSIGNMENT:
Re-design a poorly designed book cover/dust jacket.

Choose a book that you have already read or get one from the library. Please note, if you haven't read the book, you must be interested in the content and do significant research/reading/skimming to be able to create a conceptual approach.

TO DO:
• research poorly designed book covers & analyze why they are bad
• choose a book, begin sketching & developing conceptual approaches
• do visual research/inspiration-create an idea/mood board
• look at book covers to give yourself a reference as to what information is necessary for a cover & how they work together
• images used for this project must be digital photos that YOU have taken, NOT images taken from the web
• use the design process (ideation/inspiration, thumbnails, roughs, tight roughs) & be prepared for critiques

PURPOSE:
• explore multiple solutions–there is no "1 right answer"
• continue to develop 2D design skills
• experience in print prep

SPECS:
• size: open (flaps must be proportional to book size)
• must use at least 1 photo (that you took)

Include details such as barcode, ISBN, price, publisher's name & logo consistent with contemporary publishing constraints.

BEWARE
childrens books
science fiction/fantasy
books that have already been redesigned several times

no anthologies
no graphic novels

W 10.10	M 10.15	M 10.22	M 10.29
DUE @ end: Ex. 05 Gallery Board Assignment: Pr. 02 Book Cover	group critique/ thumbnails & idea board work period	group critique/roughs work period	group critique/tight roughs work period
	W 10.17 critique: finalize concept work period	**W 10.24** work period read '15 under 30' in Print Magazine	**W 10.31** **DUE @ beginning: Pr. 02 Book Cover Assignment: Pr. 03 Propaganda**

CG1/PROJECT 02

BOOK COVER/JACKET

NAME:

MAX POINTS

BASICS: (did you do it?) | 10
followed directions on all submissions (mock-up on book, packaged file with pdf of final design, pdf of process book)

PROCESS BOOK: (how did you do it?) | 10
• Was I able to get a clear understanding of your thought process in creating this solution?
• Is the concept title/statement/rationale provided really an idea? If not, is your idea hidden amongst other information? And was I able to find it?
neat & well-designed; easy to understand & navigate; successfully curated all process work; included notes; all major categories are included (1. concept brief; 2. research; 3. ideation/ brainstorming/lists/sketches; 4. inspiration moodboard/images/notes/articles; 5. roughs; 6. finals) and sufficient information within each to accomplish a successful solution

CONCEPT + DESIGN: (what did you do?) | 20
• Is this concept well-developed?
• Does the design reflect the concept clearly?
originality & creative exploration; composition (planning & use of space); content (relevant information & graphics); typography (sensitivity of typeface selection & manipulation); color (sophisticated & appropriate palette);

EXECUTION + PRESENTATION: | 10
(does it make sense? & does it look good?)
craft & layout of mock-up (cuts, folds, etc); successfully displays an engaging cover design that is thoughtful & relevant to content; included all necessary components (barcode, pub logo, etc.); followed print guidelines (CMYK, hi-res images); thorough research and process are evident in the final solution (visually & conceptually)

TOTAL | 50

A	B	C	D	F
20–18	17–16	15–14	13–12	11–0
10–9	8	7	6	5–0