

GRAPHIC DESIGN 125

KAPIOLANI COMMUNITY COLLEGE, UH

AILED GARCIA, INSTRUCTOR

EMAIL ailed@hawaii.edu

CELL 808.343.9565

PROJECT TWO TEXT BOOK COVER AND SPREADS

ASSIGNMENT BRIEF

Your assignment is to design a book cover jacket and the spreads for the hard copy edition of a randomly chosen design book. This includes the front cover, back cover, spine, inside flaps, a chapter page spread and a text spread.

A book cover design requires the creation of an appealing graphic—a mini poster so-to-speak—that encourages the consumer to pick up the book and look through it. The cover graphic can set a mood or hint

at what the reader might experience inside its covers. After reading the book, manuscript, or summary provided by the editorial staff, the designer interprets and translates the work into visual ideas.

THE OBJECTIVES

To create a conceptual idea based on your original imagery.

To design with consideration and respect of copyright law as it applies to commercial work.

To integrate type and imagery into a cohesive narrative inspired by the content.

To support the clarity of the message, by applying visual hierarchy principles to both imagery and typography.

To develop compositional skills in page layout design which include typography, grid and image.

To gain knowledge of the anatomy of book and page, such as margins, columns gutters, spreads, folios, heads, subheads, etc.

To gain technical knowledge of InDesign features used in the building of multi-page documents, using paragraph style sheets, and master pages (required).

To gain technical knowledge in the preparation of files for offset printing (Working with Native and PDF Formats).

PROCESS OVERVIEW

Initial Briefing & Defining the Problem. Taking Notes and Documenting your understanding of the project.

Read Text Copy: *Author Bio and Summary of Book text and Spread Content to be determined based on book.*

Clarifying Questions. Any questions you neglected to ask initially or that have resulted after project contemplation.

Research & Planning Stage/Write Brainstormed Ideas. Look at book covers/magazines and layout for inspiration. Take notes of what covers attract you. What imagery, color and type or message encoded in popular visual language? How many of them only use typography as the image? Look at the relationship between image and type and how proportionate-

wise they are using it. Look at the relationship in the hierarchy of type. *Look at strong examples. Go to borders and look at their design section if you can.*

3 written ideas for book cover concept, including visual imagery, medium, concept relevance to book = 3 total written ideas.

Sketches. Dummie sketching of 1 Jacket and both Spreads.

Digitally Drafting. Of Book Jacket and Spreads.

Digital Refinement. Of Book Jacket and Spreads.

Print and Mocking. Book Jacket and Spreads at full-scale.

Presentation. There may be a group critique at the end of the class on the due date.

(Project Two Continued)

TECHNICAL SPECIFICATIONS

Recommended Software. Photoshop, Illustrator and In Design (Composite final must be laid out in InDesign).

Sizes/Format. Download [BookDesignTemplate.indd](#)

Resolution. Your ideal resolution is 300dpi for images, absolute minimum of 150dpi, if your picture cannot be made larger (run by instructor first if this is the case).

Images. Use .tifs or .psd. Take your own pictures or illustrate as necessary. Do not download images from the web, unless you purchase them or obtain them from the copyright-free sites and clear copyright.

Colors. Full Color, Set up file images and Native layout as CMYK for offset printing.

Printing & Mock-up. as specified in the [BookPrinting/ MockingInstructions.pdf](#)

You will not be mounting this piece, you will be mocking it up, use bone folder to score, as necessary.

TURN IN FORMAT

- 1) **Your Final Printed/Mocked BOOK COVER JACKET and SPREADS** as specified in the [BookPrinting/MockingInstructions.pdf](#)
- 2) **Printed Design Brief & Self Evaluation** (Design brief should be brief, but concise—be sure to clearly use design vocabulary to describe your work. Be objective in your self-evaluation).
- 3) **Turn in the following Digital components of your assignment in a clasp/manila envelope in the format listed:**
 - Name your final Native Digital File for your BOOK JACKET AND SPREADS accordingly: YOUR name Project number and descriptor (E.g. *nameproj2_bookcoverjacketspreads.indd*).
 - Burn your final **PACKAGED** NATIVE digital file (.indd) for your BOOK JACKET AND SPREADS with Linked Images (links) and Editable Text (fonts). Do this under File>Package.
 - Export/Save and Burn your final SPREADS as a (Print) high quality PDF as specified in the [BookPrinting/MockingInstructions.pdf](#) Name accordingly: (E.g. *nameproj2_bookjacketspreads_final.pdf*).
 - Burned CD clearly labeled with YOUR NAME, COURSE TITLE, and PROJECT NUMBER.

SCHEDULE AND DUE DATES

www2.hawaii.edu/~ailed/125/



(Project Two Continued)

REQUIRED CONTENT PROJECT COPY

Please see Lecture *AnatomyBookJacketAndSpreads.pdf* for a visual reference.

Each section must include the following:

Cover of Book

Complete Title of Book

Complete Author Name

Spine

Complete Title of Book

Complete Author Name

Publishers Logo Signature (Supplied on Website)

Back of Book

Barcode (Supplied on Website)

ISBN (Supplied on Website)

Publisher Logo Signature (Supplied on Website)

Publisher Name & Address (Supplied on Website)

Inside Front Flap

Complete Title of the Book (either as heading or within the book summary text)

Summary of Book Text (I will help you determine what this will be based on your book).

Price of book (US and Canada).

Inside Back Flap

Full Name of Author (either as heading or within the biography)

Biography of the Author, and Author Photo (ok to infringe copyright on this image).

Chapter Page Spread

Chapter Number

Chapter Title

Optional Page Numbers

Optional Intro Text from Content of First Chapter

Text Spread

Appropriate Page Numbers (odd numbers on right page, even numbers on left page)

Complete Book Title and Chapter Title as Running Headers

Section or Part Number and its Title as Running Footers (if part of content)

Entire Assigned Body Copy (I will help you determine what this will be based on your book).
