

BOOK COVER DESIGN



Objectives

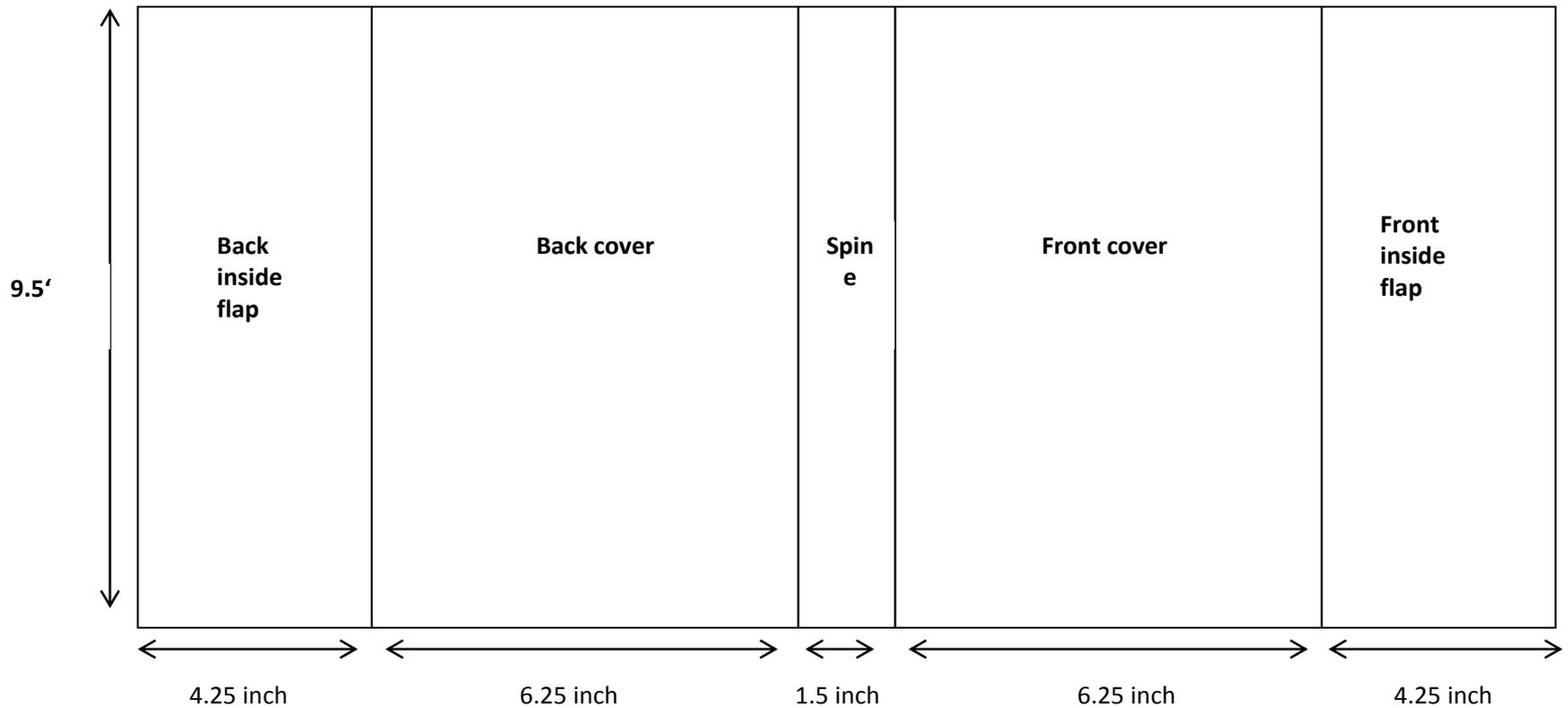
- Understand the purpose of book covers.
- Design a book cover

Design Options

- When designing, the cover designer has a good number of options.
 - All type
 - Type + image
 - Image-driven
 - Text-driven

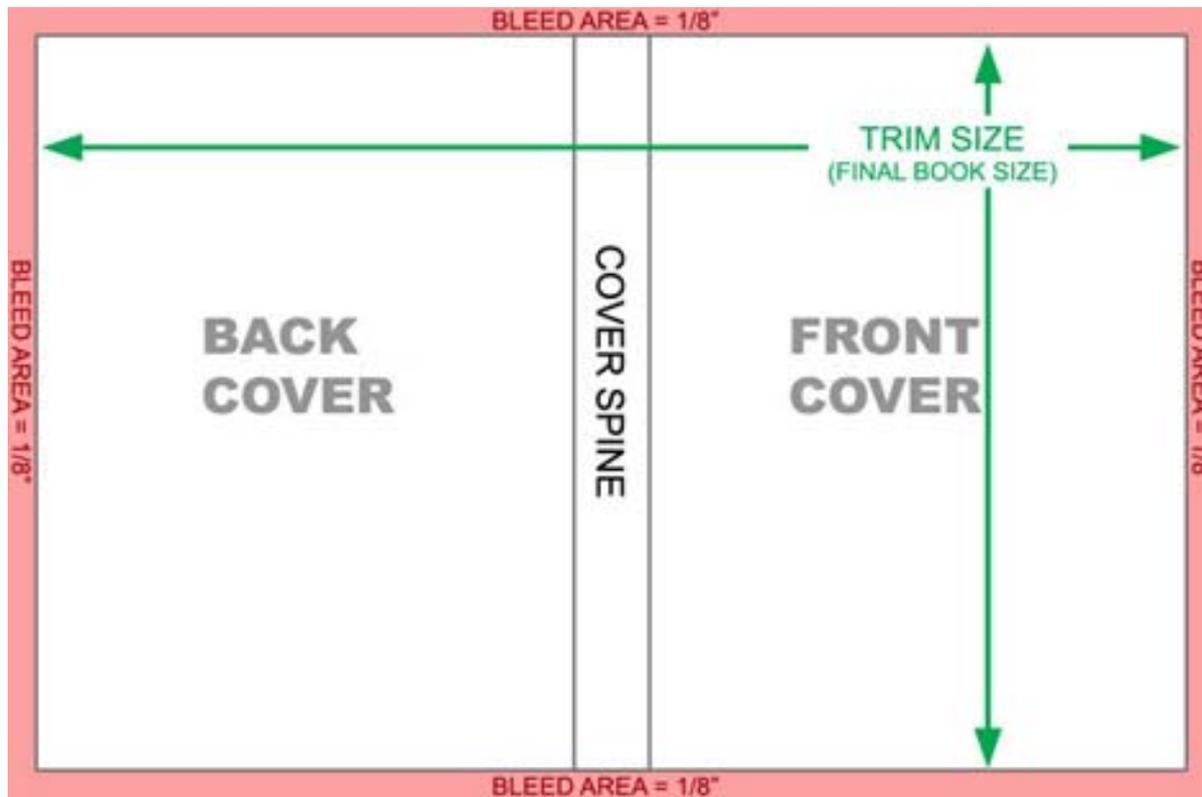
Cover Types

Dust Jacket

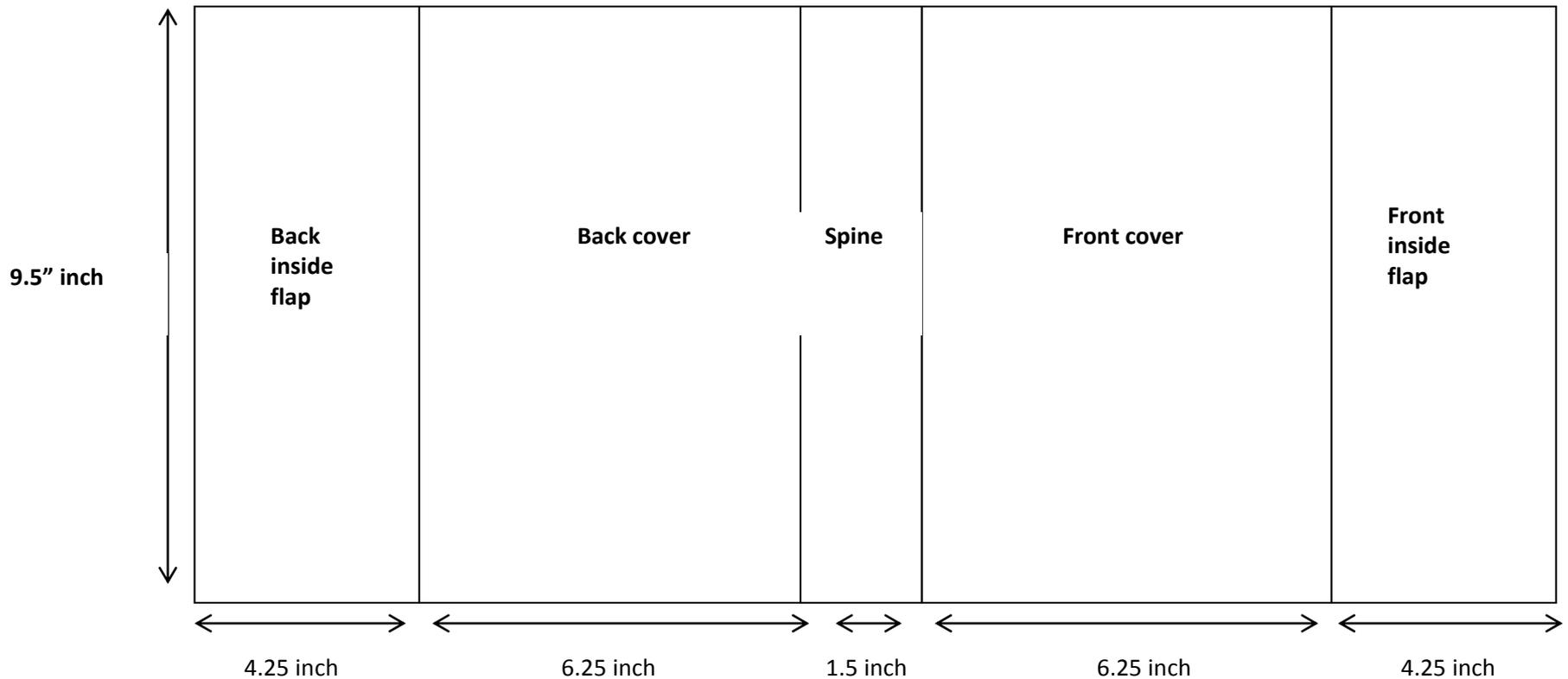


Types of covers

One piece cover (most covers)



What would be the design layout size of this book? Add the bleed 0.25"



Things to consider when designing

- The bleed = what printer uses to give edgeless printing
- The spine = number of pages (varies according to pages in the book)

The width of the book would be

bleed + Back cover + Spine + Front cover + Bleed =

$$0.25'' + 6'' + 1'' + 6'' + 0.25'' = 13.5''$$

The height of the book would be

Bleed + Height of the book + Bleed =

$$0.25'' + 9'' + 0.25'' = 9.5''$$

Your final book cover would 13.5" Width 9.5" height

Observation:

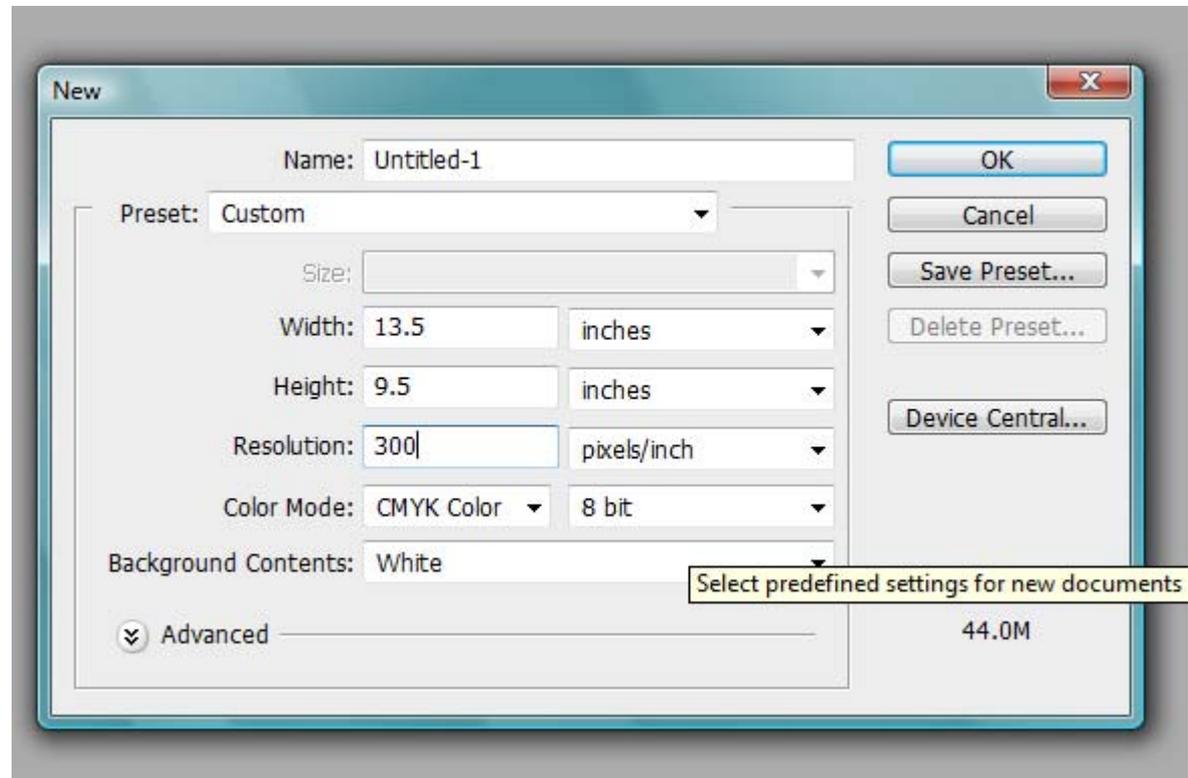
- Download and print 3 types of covers (design options)
- Write a short summary of what you find and where
 - ▣ ISBN, Author, Publishers' logo, Title, Summary, Picture of author
- Write a short summary of why the cover is effective or not
- Present your finding for at least one cover
- You have 20 minutes

Summary

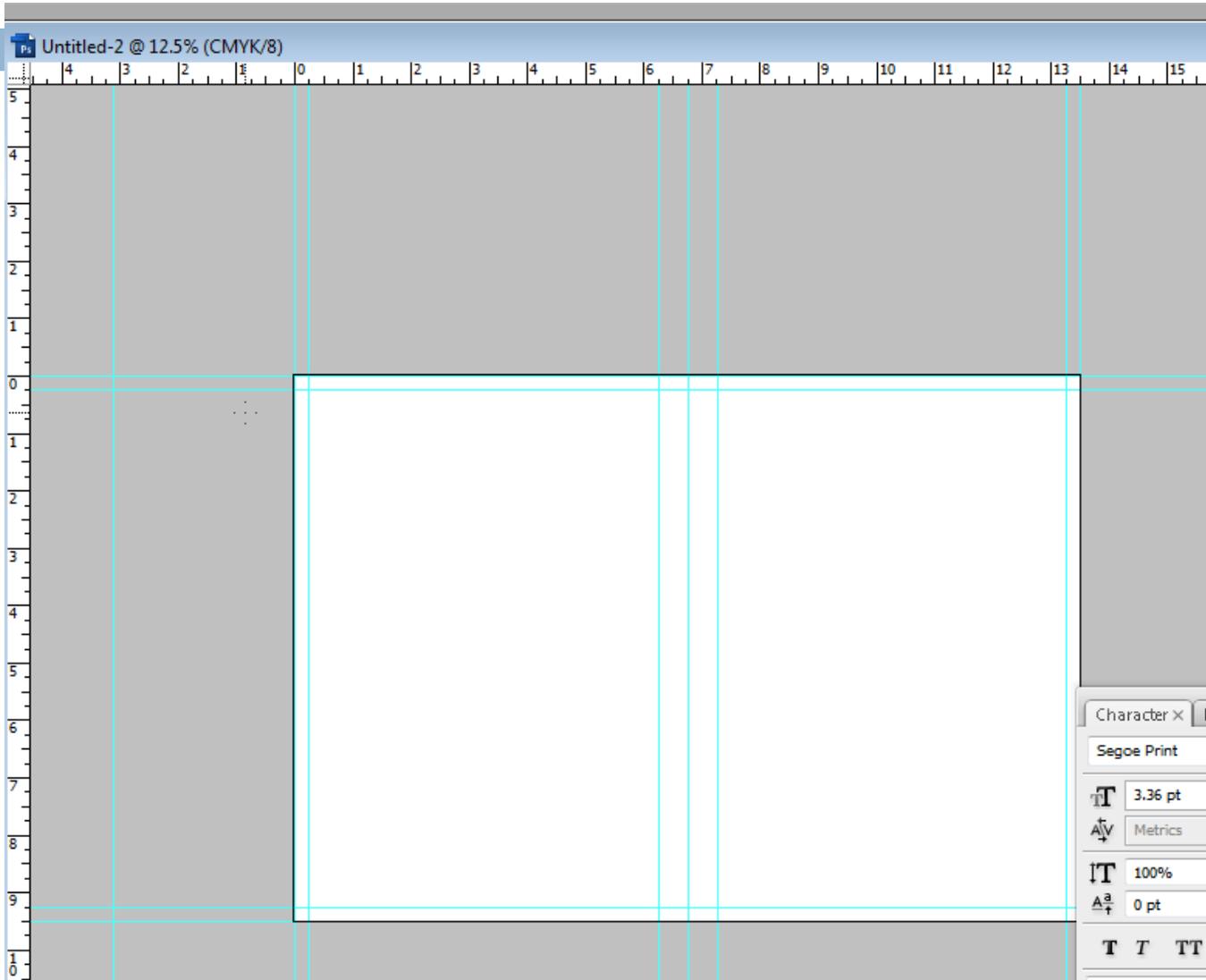
- The combination of type and visuals conveys a message and the story/content of the book.
- When designing, the cover designer has a good number of options: all type, type + image, image-driven, and text-driven.
- The entire cover – including the spine, which is a key player in a bookstore environment -- must be considered.

Preparing the layout

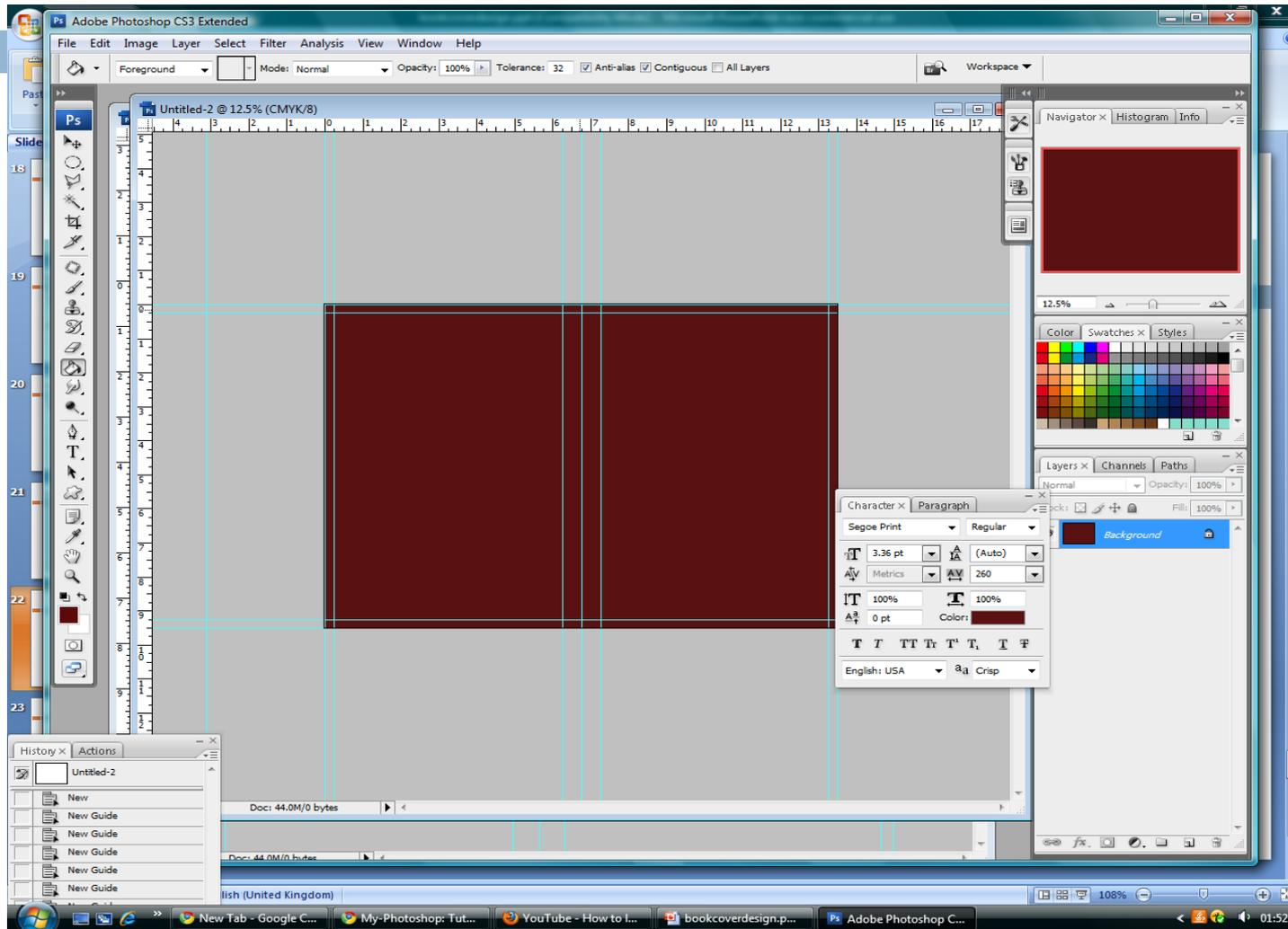
- Open Photoshop and create a document with the following



Set up your guides



Fill background with colour



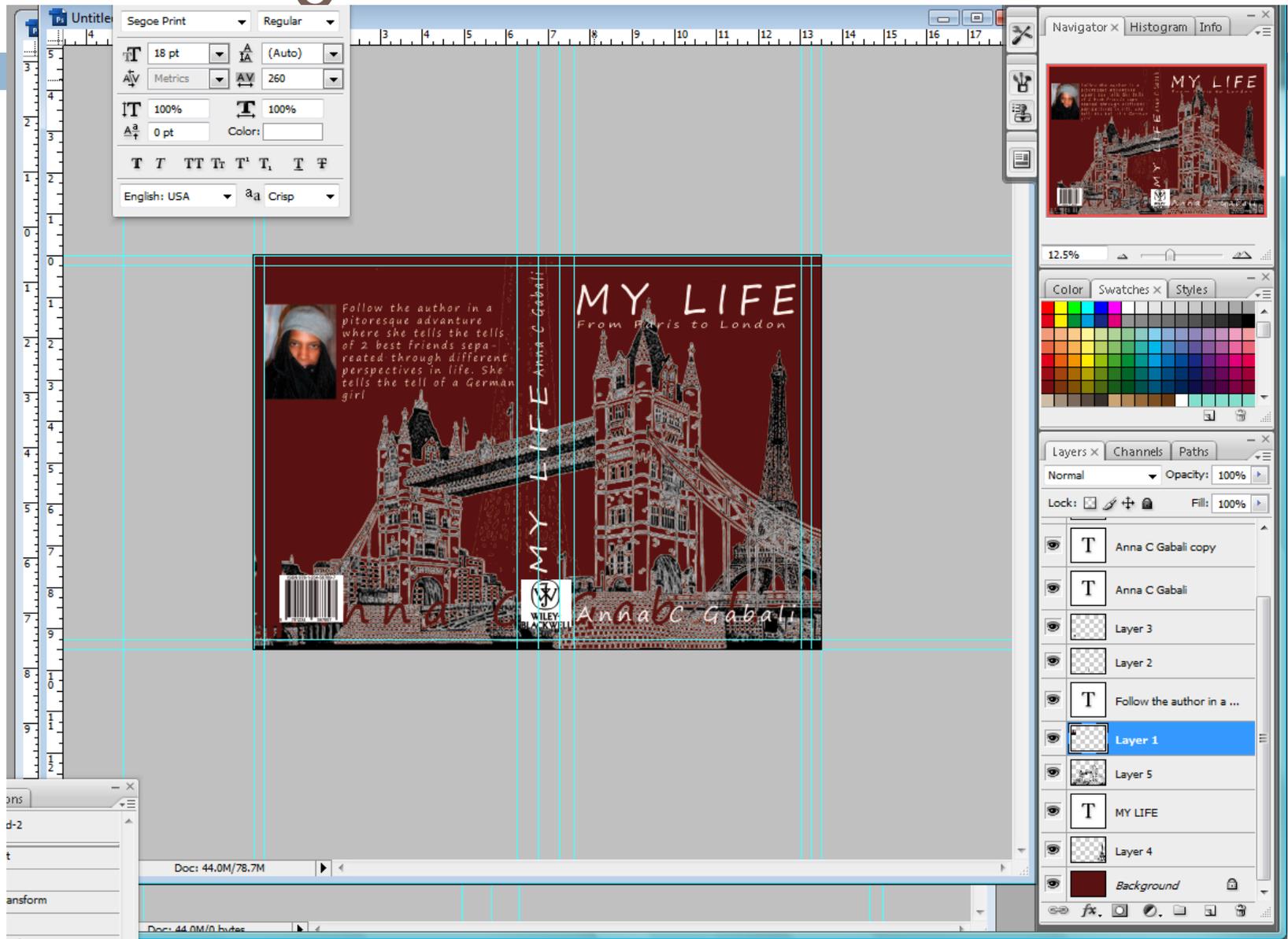
Add your text

The image shows a Photoshop workspace with a dark red book cover design. The cover features the following text elements:

- Title:** MY LIFE
- Subtitle:** From Paris to London
- Author:** Anna C Gabali
- Text Block:** Follow the author in a pitoresque adventure where she tells the tells of 2 best friends sepa-reated through different perspectives in life. She tells the tell of a German girl

The Photoshop interface includes a text tool palette on the left with settings for Segoe Print, 18 pt, Metrics, 260, 100% size, and 0 pt leading. The Layers panel on the right shows several text layers, with 'Follow the author in...' selected. The Navigator panel shows a thumbnail of the book cover. The status bar at the bottom indicates 'Doc: 44.0M/7.58M'.

Add Images + ISBN + LOGO



Improve your design



Better colour Scheme

Create Graphics using Brushes

Think of a good colour scheme

Use two types fonts