

- Purpose: To help students utilize their accumulated knowledge of type and image to develop book cover designs; to provide students with experience working for clients; to help students learn to work collaboratively with middle school student authors.
- Procedure: Graphic Design I students will develop cover designs for stories authored by Shaw Heights middle schoolers in Westminster, Colo.; Shaw Heights students will serve as the clients for the project.
- 03.10.11 Problem 3: Book Covers is due

Introduction

Middle school students from Shaw Heights (Westminster, Colo.) will be writing original stories as part of a class assignment. Once they have completed their stories, they will contact you—the designers—to develop cover designs.

You will be utilizing your knowledge of / experience with design to create a quality product. At the same time, you must take the needs of your clients into consideration; you must communicate clearly with your clients to ensure that you are fulfilling their expectations.

Your grade for the project will be based in part on how satisfied your clients are with your work. You will also be evaluating Shaw Heights students based on their level of participation as the clients.

4.1 Creative Brief

Begin by writing a creative brief. (You will need to consult with your clients in order to fulfill this part of the assignment.) The creative brief will serve as the basis for your creative development and rationale, so it's important to be mindful of the questions you address as you move forward with the design. It is your responsibility to consider how well your creative solutions reflect the needs of your clients and the message you're trying to communicate.

You should be prepared to do additional research depending on the subject matter you will be working with and the feedback you receive from your clients.

4.2 Inspiration

Gather design examples, reference images and any other sources of inspiration that help articulate your creative concepts and the kind of visual tone you would like to set for the book covers.

4.3 Thumbnail Sketches

Develop 10–12 thumbnail sketches reflecting initial design ideas, then consult with your clients to help narrow the focus of those ideas down to your two strongest concepts. Since you will be designing both front and back covers, each thumbnail should show both. The sketches should be fairly loose; avoid getting bogged down by too many details.

Your clients must provide approval before you begin further development on the computer, which may require fleshing out initial ideas with additional and/or more detailed sketches. You will be pursuing two different design ideas, so make sure you have approval for both.

4.4 Type System / Color Palette

Determine which typefaces are most appropriate for the content and themes you are working with. You are limited to one serif and one sans serif typeface from the list of recommendations on pages 3–4 of this assignment sheet and must use the same typefaces for both cover designs. (You must get approval from me to use any typefaces that are not listed.)

In addition, you will designate a grouping of 3–4 colors that will serve as the primary palette for both cover designs.

4.5 Design

The trim size for book covers will be 5.5" × 8.5". You will present two different, fully developed designs to the clients, who will then choose the option they like best.

Please note: You are encouraged to use Adobe InDesign, Photoshop and Illustrator to develop the various components of your book designs. However, the layouts for the front and back covers must be completed in InDesign.

You are also expected to stay in touch with your clients throughout the design process. Though you are responsible for developing designs that meet their needs, there is also a fine line between staying true to your design aesthetic and simply giving the client what he/she wants. If your book cover is poorly designed, the onus is on *you*; the "I just gave them what they asked for, I can't help it if it looks bad" rationale is unacceptable and will not be excused.

You must use your creative, problem-solving skills to sell the strength of your ideas.

4.6 Final formats

1. Mock up/bind two copies of your final book cover designs. One copy will be sent to your clients in Colorado and the other will be turned in for a grade.
2. Submit the following files to Moodle:
 - A low-res PDF of both book designs; the PDF must be named gcusername_bookCoverLR.pdf
 - A high-res PDF of both book designs; the PDF must be named gcusername_bookCoverHR.pdf
3. Preflight/package your native design files; compress the folder, name it gcusername_bookCoverNative.zip and copy it to M: drive > Classes > ART208 > _Collaborative > Assign04_BookCover.

Points will be deducted for failing to follow instructions for submitting final files.

Recommended typefaces

Book Covers

**Graphic Design I
ART208 Spring 2011**

Serifs

Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mrs Eaves
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Caslon
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hoefler Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Filosofia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sans serifs

Trade Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Universe
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890