

3 Book Covers (100 pts)

DUE WK 7, by end of day **Friday, 3/8**

Design dust jackets for 3 related books.

These 3 books need one connecting factor: they are a series, feature the same character, are by the same author, are the same genre, etc. Pick a trio you are familiar with, or do some research, read summaries or reviews, etc.) Comic books and graphic novels not permitted.

- **Original work:** You may not reference any existing work for the title, whether it's a book cover, movie artwork, character design, etc. All work **MUST BE COMPLETELY ORIGINAL.**

Meaning: If you pick Harry Potter or Lord of the Rings, etc., the books cannot remotely relate to any established print or movie imagery. If you cannot think of something totally new, pick different books.

- **Imagery:** If sourced, **MUST** be free to use and high enough quality (*see links below*)

- **Cover:** Title and author

- **Spine:** Title + author's last name + penguin logo (at least .5in tall)

A barcode image and publisher logo are available on blackboard for your design.

- **Back cover:** barcode + penguin logo (both at least 1 in tall)

- **Jacket flaps:** author bio (short) and book summary

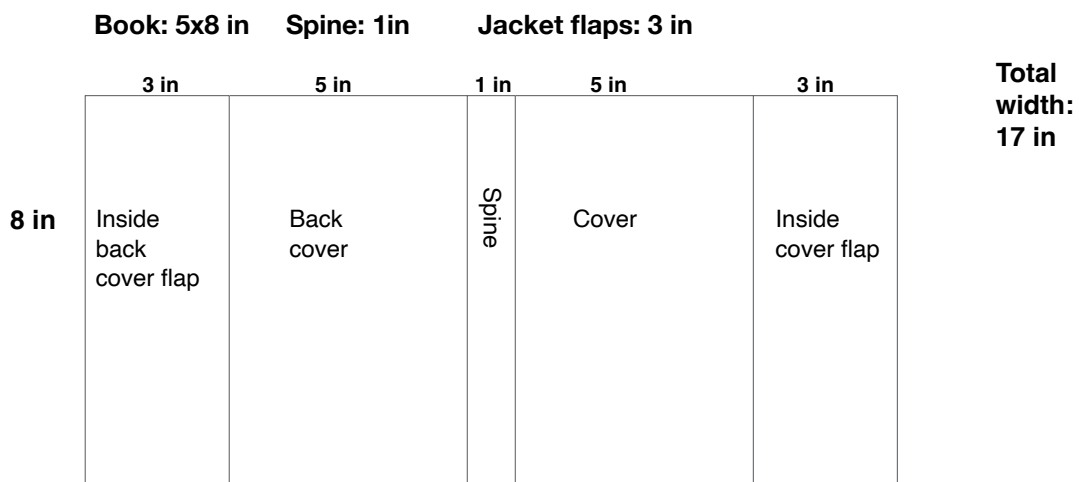
Can be sourced, but must provide citation (author + citation, not entire link address)

- **Use an underlying page/guide structure** to set up page boundaries and organize design

Avoid: Hyphenation, cramped text, hard to read text (especially if placed over an image); getting too close to edges with text

Do: Use readable type; utilize layers and guides; consistent style (*so they look like a group*)

- Dust jacket sizing and setup



Remember the overall purpose in your work—Design to find the balance between style and function.

Grading will be based on successful:

- design + balance of imagery and text
- implementation of page/guide structure
- cohesive, related visual theme across all 3

Source your images from quality (free) stock photos. Do NOT just harvest from web.

- Suggested sources: [Pixabay](#), [Unsplash](#), [Pexels](#), [SplitShire](#), [Skitterphoto](#), [StockSnap](#), [Reshot](#), [Gratisography](#), [Picjumbo](#), [KaboomPics](#), [MorgueFile](#)

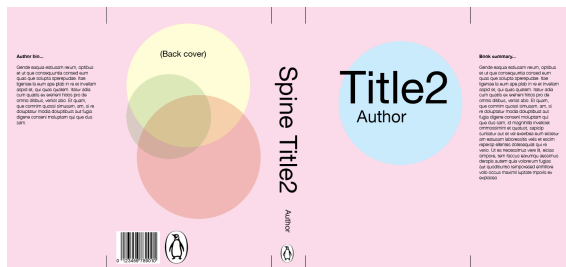
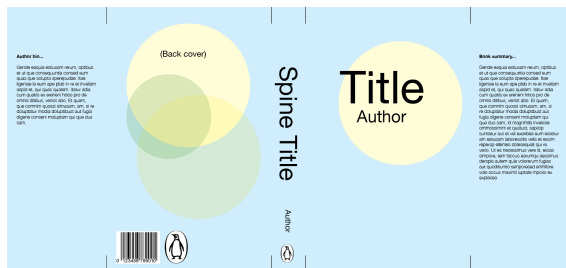
Timeline

<p>Wk 5 2/20 Tues</p> <ul style="list-style-type: none"> • Demo stationery + final presentation set up • Check BB for logo feedback • OPTIONAL Stationery Draft: Lastname_Stationery1 	<p>2/22 - Thurs</p> <ul style="list-style-type: none"> • Final check in during class • Assign 3Books; demo setup 	<p>2/23 - Fri</p> <ul style="list-style-type: none"> • Final PDF due by end of day: Lastname_Stationery
<p>Wk 6 2/27 - Tues</p> <ul style="list-style-type: none"> • Review Stationery, critique • Peer review sketches: 2 book group options with sketches, concepts for each; have on hand to share with classmates 	<p>2/29 - Thurs</p> <ul style="list-style-type: none"> • <i>Optional work day</i> • Book choice + layout concepts; inspiration visuals (color, type, other books, imagery, etc.) > REQUIRED DRAFT submission: Lastname_Book1 by end of day 	
<p>Wk 7 3/5 - Tues</p> <ul style="list-style-type: none"> • General feedback from drafts • Check-in; have work in class. • <i>Optional draft: visual progress on design > Lastname_Book2 by end of day</i> 	<p>3/7 - Thurs</p> <ul style="list-style-type: none"> • <i>Optional work day</i> 	<p>3/8 - Fri</p> <ul style="list-style-type: none"> • Final PDF due by end of day: Lastname_3Books
<p>Spring Break</p>		

No latework for drafts

Final document setup and exporting

When ready, export the document to a 3 page PDF. If you use the setup outlined here, you may need to select SPREADS instead of “pages” so the page groups stay together. Add hashmarks at top and bottom folds. (*See next page.*) No matter the setup, your final PDF should look something like this:



What to turn in:

- (1) PDF containing all 3 full cover designs as spreads
- **ALSO include a brief written summary of your books and how your design correlates to them.**

File names:

Design PDF: LastName_3Books
Summary PDF: LastName_BookSummaries

Tips on setting up your InDesign document on the next page.

Some book inspiration:

[Book Cover Archive](#)
[Chip Kidd Ted Talks](#)

Recommend: "Designing books is no laughing matter. Ok, it is."

There are multiple ways to set up your document. You could create a 17 x 8in page and set up guides at the fold lines. You can also use different master pages to set up the covers+spine and jacket flaps. Those instructions follow here:

To get started in InDesign, create an 11 x 8 in document.

1 page no facing pages .5 in margins 2 columns, 1 in gutter

This sets up the structure for your back cover, front cover, and spine.

Set up the flaps with a second master page:

- From the drop down menu in the Pages palette, select New Master (New Parent).
- Set Based on: [None]
- Set custom size for flaps: 3 x 8 in. Click OK.
- If columns appear on the flaps, go to Layout > Margins + Columns and adjust back to 1 column.

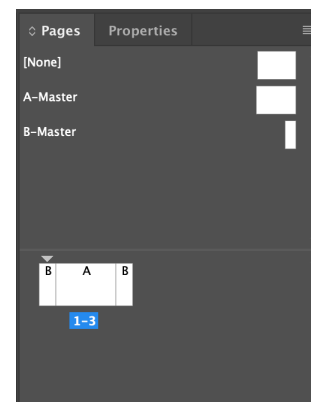
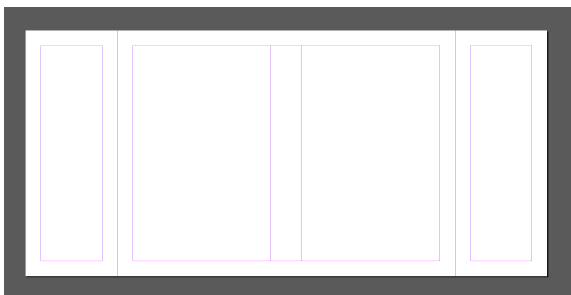
Add two new pages to your document.

- Click and drag the new master page icon down to the regular page panel to create a new page using the new master setup.
- Repeat so you have two 3-in flap pages after your original 11x8 page.

Combine the pages.

- From the drop down menu in the Pages palette, uncheck “Allow Document Pages to Shuffle.”
- Click and drag one your flap pages to the left side of the first page.
- A bracket-like symbol should appear, indicating you are adding the pages together.
- Release the page. They should appear combined now.
- Repeat with the other flap page

Your work area and page palette should look something like this:



Copy this layout twice more to create 3 spreads for your books. With all 3 page thumbnails selected (hold shift and select one at a time if needed), drag the thumbnails down to the New page icon (+).

***Note: This set up using multiple master pages requires you to export as SPREADS to keep the pages together for each book.**

When complete with design: Add a new layer to place fold indicators.

Using the line tool, create 1/2 in marks to place where folds would occur along the top and bottom.

The final PDF should look something like this:

