

TYPOGRAPHY 02

PROJECT 1

BOOKCOVER: PHASE ONE: RESEARCH

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Use this sheet as a guide to complete your homework for Monday. Complete it all. Bring 2 copies one for me one for you. Also post all to the blog. The online instructions include links that may help. We will be working inclass on developing your concept. If you are not fully prepared, your ideas will not be discussed.

Before you begin READ all the reading listed online and take notes. This homework will take time to do well.

- Define: series and sequence.
- Define: sign, index, symbol. Include an example of each. Verbal and Visual. (this means that and online readings)
- What makes a successful bookjacket? Include at least 5 images of a successful bookcovers.
- What are your 3 books you are going to design covers for. Must be by the same author OR same genre. List the titles, subtitles, author(s), genres. Choose wisely, for example: no cookbooks, no beauty books, nothing well known for its cover or already well designed.
- Information about your author(s) and a blurb about each of the books for the back cover or flap.
- Associated word list: create word list, at least 50 descriptive words, the list goes on and on, a free flow of words. How are the books supposed to feel, mood, express: cloudy, misty, gray, dark, mysterious, shadows, broken glass, rough...(more info online)
- Define 10 words from your list: 10 key words that help define your mood, tone, feeling of the cover series.
- Tone: Are your books serious, humorous, informative, how-to, journal, fiction, non-fiction? Write down 3 – 5 words that define the tone of your series.
- To Suggest list: what should the look and feel of your bookcover series suggest. 6 - 12 bullet points. (more info online)
- Find 10 quotes, phrases, part of a poem, song, etc that sets the mood/tone/feeling of your series. Quotes, phrases, passages from your books can count towards the 10. All should evoke a mood/feeling/set the tone. Look for one that fits the entire series but if it works for just one of your covers you may use it. *this will take time, look in many sources.
- Color Chips: collect and bring them with you.