

# BOOK COVERS AND PUBLISHING LOGO

*Project Number One | August 24 - September 23*

WORTH 200 POINTS

FALL 2004

INTERMEDIATE GRAPHIC DESIGN  
NORTHERN KENTUCKY UNIVERSITY

tom davie, instructor  
*davie@nku.edu*

**WHY BOOK COVERS?** { *Book cover design works much like a poster in that the viewer is challenged with a single concept / image that is intended to draw attention. The back cover and folded flaps allow for an additional design problems of laying out a block of text, authors image, reviews and UPC code. Books also have the benefit of being objects which adds a touch of packaging considerations to the design. Publishing houses often work with free-lance designers, familiar with cover design.*

**01 ASSIGNMENT : BOOK COVERS AND PUBLISHING LOGO**

- Part 1. To create a name and logo for a publishing company
- Part 2. To re-design a hardback book cover for an already published book
- Part 3. To create and design a hardback book cover for a proposed novel

**02 PROJECT TIMELINE : DUE DATES**

- **August 24 : Project introduction and presentation, Brainstorm**  
Brainstorm -
  1. Create an exhaustive list of names for your publishing company
  2. Create a list of books for consideration for a cover re-design
  3. Create a list of genres, and book titles for proposed novel
- **August 26 : Project outline**  
Project outline (One typed page total)  
Information for logo:
  1. Establish publishing company name
  2. Describe the types of authors / books your publishing company produces
  3. Who is the target reader audience for your publishing company?Information for cover re-design:
  1. Establish book to be re-designed
  2. Provide a brief summary of the book
  3. How do you intend to successfully improve upon the book's current cover
  4. Please staple a photocopy of the book's existing cover behind this outlineInformation for proposed novel:
  1. Establish genre and title of book
  2. Write a synopsis of your proposed book (including characters) - this will ultimately appear on the back cover
  3. Identify how the cover art will draw visual interest and communicate the book's content.
- **August 31 : Initial logo thumbnails / Rough sketches**  
Initial logo thumbnails / Rough sketches - Present approximately TEN rough logo sketches (Individual meetings)
- **September 2 : Logo review, Begin layout sketches for cover re-design**  
Logo review - Present THREE revised logo sketches
- **September 7 : Choose one logo, Cover re-design roughs**  
Choose one logo - Revise final black and white logo  
Cover re-design roughs - work on TWO cover re-design concepts

02 PROJECT TIMELINE : DUE DATES CONTINUED

- September 9 : Final Logo Due, Concept sketches for re-design  
Final Logo Due - *Present final logo*  
Concept sketches for re-design - *Present TWO book cover re-design concepts*
- September 14 : Select ONE concept for cover re-design  
Begin THREE roughs for proposed novel  
Select ONE concept for cover re-design - *Revise Final cover re-design*  
Begin THREE roughs for proposed novel - *work on proposed novel concepts*
- September 16 : Present roughs for proposed novel concepts  
Present roughs for proposed novel concepts - *Select ONE concept for proposed novel and revise*
- September 21 : Final revisions / Production issues / Photography  
Final revisions / Production issues / Photography - *All Design, Revision and Production issues need to be addressed, establish how books will be photographed for portfolios*
- September 23 : Project Due (*Final Critique*)  
Project Due - *Present logo, cover re-design and proposed novel cover, and turn in at the end of critique*

03 PRESENTATION : GUIDELINES

- Logo - *Presented in high quality black/white (preferably a linotronic output) in a 5" x 5" square, mounted to 8" x 8" black illustration board.*
- Covers - *1. Both covers wrapped around actual books to be brought in at final critique  
2. A second set mounted to illustration board, both on a consistent size board, or done to match the rest of your portfolio board size  
3. Photograph of cover on book to show 3-dimensional quality*

04 GRADING : A B C D F

Project worth : *200 total points*

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Outline :	<i>10 points</i>
Logo :	<i>50 points</i>
Cover Re-Design :	<i>60 points</i>
Proposed Novel Cover and Concept :	<i>70 points</i>
Presentation and Craft :	<i>10 points</i>

**JUMBLE** { *a jumble puzzle will be completed before brainstorming;  
it is an excellent exercise to warm up your mind.*

**JUMBLE**  
Unscramble these four Jumbles,  
one letter to each square,  
to form four ordinary words.

HICCK  
□ ○ □ □ □

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MAULB  
□ ○ □ □ □

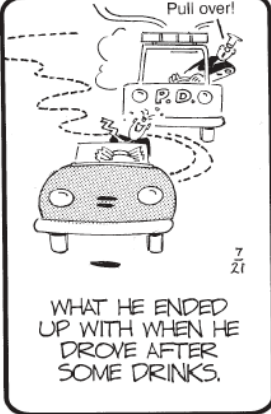
REENOC  
□ □ ○ □ ○ □

www.jumble.com

ERWANS  
□ □ ○ □ ○ □

**Print answer here:** A “□ □ □ □ □ □ □ □”  
(Answers tomorrow)

**THAT SCRAMBLED WORD GAME**  
by Henri Arnold and Mike Argirion  
*The 800/900 nos. have been DISCONTINUED.*



Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.

Ready. Go.