

INTERMEDIATE TYPOGRAPHY

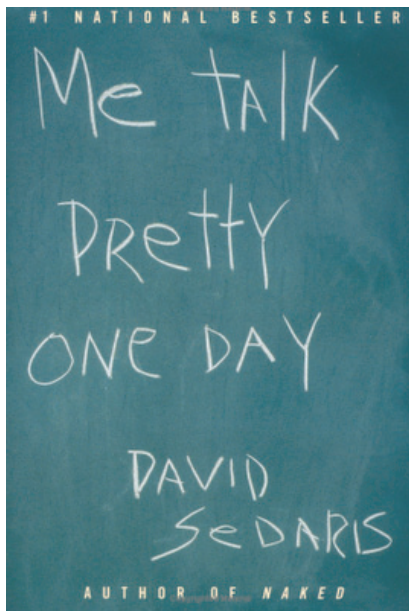
PROJECT 1

<i>Project Title</i>	Book Covers
<i>Schedule</i>	10/4 Review Book Covers Project 10/6 Book Covers Sketches Due 10/11 Book Covers Progress Review 10/13 Book Covers Progress Review 10/18 Book Covers Progress Review 10/20 Book Covers Progress Review 10/25 Book Covers Project Due

PROJECT DESCRIPTION

Over 280,000 new titles and editions of books are published each year in the United States. Outside of author and genre one of the most important selling factors for new books are the designs of their covers. Book cover designs are either executed with an in house team at the publishers or with outside design studios. Award winning book cover designers include Chip Kidd, the associate art director at Knopf; Rodrigo Corral, principle and founder of Rodrigo Corral Design; and Michael Ian Kaye, who has done covers for Little, Brown & Company, Farrar, Straus, Giroux and Penguin Books. This is just to name a few.

Examples



Some excellent examples can be found in the blog, Typographical Book Covers (<http://typographicalbookcovers.wordpress.com>). Note that the cover of the book should give some feeling or idea of what the book is about or perhaps even a momentary glimpse into the story itself. Like with David Sedaris' "Me Talk Pretty One Day" or with Henry Hitchings' "The Secret Life of Words." Book cover design is even given a special place each year with the AIGA's 50 Books/50 Covers which features the 50 best-designed books from the previous year (<http://designarchives.aiga.org>).

PROJECT GOALS

For this project you will be designing the covers (dust jackets) for a series of 3 hardcover books. You may choose any 3 books you wish however since this is a series of books it would work better if the 3 books were written by the same author. You may make use of illustration and/or photography but remember that this is a typography class and your focus should be on the type used in designing your book covers.

The design must include the front and back covers as well as the spine and the inside flaps. You will need to physically construct these so they are attached to real books (it doesn't need to be the actual book but you will need to have the dimensions correct so they fit.)

Final output will be printed in color. The finals need to be saved as a PDF and emailed to me on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - GD241 - ProjectNumber > FLastname-GD241-Project1.pdf

