

# Job 1 - Book Jacket Design

Open Date: \_\_\_\_\_  
 Roughs Due: \_\_\_\_\_  
 Proofs Due: \_\_\_\_\_  
 Final Due Date: \_\_\_\_\_

For this job, you will choose from one of the provided book titles and design a full spread for a book jacket: front, back, spine and the two end sleeves in a style/theme of your choice. You will be creating a template to dimensions and all artwork for the your layout. Copy text is provided within this description; you will be responsible for typing and setting this text.

**DIMENSIONS:** The final dimensions are contained in this Job description. Because of the cover size you will be setting up your Illustrator document to a custom setting when creating your document. The size of your Illustrator document is: 11 x 19 to allow for bleeds.

**RESEARCH & REFERENCE:** You will be responsible for research and reference, turning in examples of the style/theme/art form you choose, as well as writing a short description detailing the chosen art style or a particular artist known to produce art in this style/genre.. etc. Your report will be more than just facts. You will want to understand and relate to the reader what motivated you to choose this style/look/ etc. and give the details of the how, what, why and when pertaining to it. In this way, you will make more informed decisions of how and why you design the jacket as you do. You will concept on paper with pencil to further enhance your knowledge of creating thumbnails, roughs and comps.

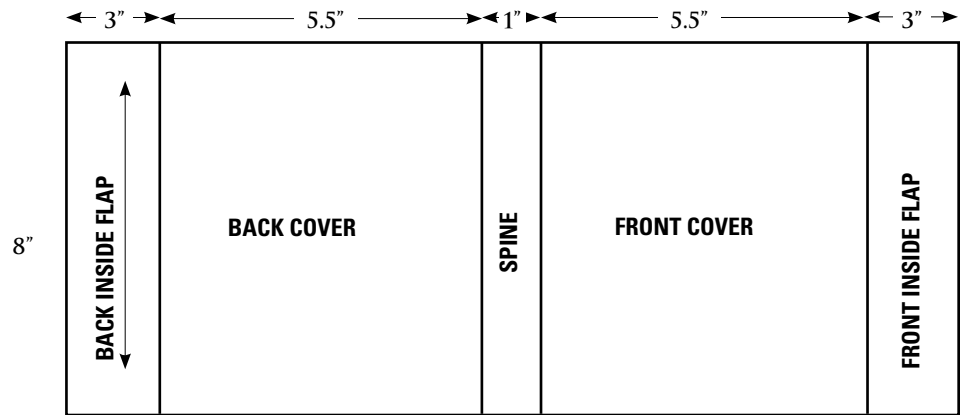
**COLOR:** This Job will be done using spot colors only. You may choose up to three spot colors, plus black. You will also include on the sleeve a Photoshop duotone of the author. This will be provided for you in CMYK and you will alter this in Photoshop with spot colors used in the Illustrator file.

An important aspect of this Job is trapping. When you have your design completely finished, you must use Illustrator's trapping palette to trap the book jacket as if it were going to press. A separate hand out and demonstration will be given for this aspect of the Job.

**DESIGN and THEME:** This job will focus on typography, and emulating a particular look or style. Choose to reproduce a vintage/retro look (Medival, 1800's, 30's,40's, 50's, 60's etc...), or a particular art style/ form (abstract, expressionist, folk art, impressionistic, naïve, realism, surrealism, etc...) or genre ( western, asian, cartoon, etc...) or media (replicate the feel of oils, watercolor, woodcut, etc..) Your design will be done completely in Illustrator.

**TYPOGRAPHY:** You will type, format and use Illustrator's type capabilities on the inside sleeves of the jacket. You will link text boxes, format paragraphs using leading, point size, space before a paragraph, smart punctuation, and spell check. This text will be provided for you in hard copy form, so you must type, copy fit, and format it yourself. You will also create copy and format a pull quote paragraph on the back cover, using a hanging indent. You will create outlines of the typeface you use for the major titles, author's name, etc. Keep in mind that your choices in typefaces are a key componet to acheiving the look or style you are designing for. You will be graded on your choices of fonts and your ability to correctly format them.

**DETAILS:** You will also use an actual publishing house on the sleeve as per examples you encounter during your research. Pay particular attention to the "spine" of the cover. It is a critical design consideration. We will format the sleeve copy in class, and discuss In detail various other aspects for the Job.



**PRINTING:** You will need to print two final moch-ups of your cover. One will be mounted and the second will be placed on a book for a photo-shoot.

Because of this unusual size, you will print your final, color mockup in your choice of one of the following ways: On the East Campus: on the Epson 1280 printer in the lab or tile printing on the Color Laser Printer. On the Osceola Campus: Tile printing on the Color Laser printer in the lab. Off Campus Source: Kinko's, CopyMax or other service provider who is able to print oversized prints of roughly 11 x 19. We will discuss how to print in tiles through Adobe Illustrator and how to scale the jacket down to proof to the black and white laser printer.

YOU MUST CHOOSE FROM ONE OF THE FOLLOWING FOUR TITLES:

- 1.) **The Underachiever's Manifesto – The Guide to Accomplishing Little and Feeling Great by Ray Bennett, M.D.,**  
 Published by: Chronicle Books, San Francisco.  
 This book is a humorous book about how to acheive happiness in your life by underacheiving.
- 2.) **Dress Your Family in Corduroy and Denim by David Sedaris,**  
 Published by Little, Brown and Company, New York/Boston  
 A humorous new collection of personal essays from the national best selling auther of "Me Talk Pretty On Day."
- 3.) **The Lovely Bones by Alice Sebold,**  
 Published by Back Bay Books/Little, Brown and Company, New York/Boston  
 #1 Bestseller celebrated for it's narrative artistry. This a disturbing story of a murdered fourteen year old - her death told from her perspective. This novel is filled with hope, humor, suspense and even joy.
- 4.) **How to Be A Villain - Evil Laughs, Secret Lairs, Master Plans and More by Neil Zawacki,**  
 Published by: Chronicle Books, San Francisco.  
 Should I wear black or red?...Do I go with winged monkeys or ninja warriors?...Just where will I put the evil lair?...These questions and more resolved in this handy guide to being the best villain you can be.

## Resource Links

Historical Book Cover Gallery:  
[http://www.totalcardboard.com/book\\_cover\\_gallery.htm](http://www.totalcardboard.com/book_cover_gallery.htm)

Children Book Cover Art – Styles and Media:  
<http://picturingbooks.imaginarylands.org/palette/palette.html>

Samples of Various “War of the Worlds” Covers:  
<http://drzeus.best.vwh.net/wotw/>

Alian Design Website:  
<http://aliandesign.com/work/print>

Penquin Books Flickr Set:  
<http://www.flickr.com/photos/joekral/sets/72157594264351021/>

More Flickr Sets on Covers from Joe\_Kral\_tpc's:  
<http://www.flickr.com/photos/joekral/sets/>

Retro Book Cover Art:  
<http://www.users.globalnet.co.uk/~jimthing/>

Retro Philip Dick Covers:  
[http://www.philipkdick.com/works\\_covers.html](http://www.philipkdick.com/works_covers.html)

Samples of Romantisism Cover Art:  
<http://www.keeganprints.com/BookCoverGallery.htm>

The Evolution of a Mystery Book Jacket:  
<http://www.crimepays.com/coverart.htm>

Examples from My Penguin's Gallery of Cover Art:  
<http://www.penguin.co.uk/static/cs/uk/0/minisites/mypenguin/index.html#gallery>

Covers Website:  
<http://covers.fwis.com/>

Pulp Cover Art with a Octipus twist:  
<http://www.cyrune.com/pulp.html>

Czech Book Covers of the 1920's and 1930's:  
<http://www.sil.si.edu/ondisplay/czechbooks/explore.htm>

More Pulp Art...R.A Maguire Cover Art:  
[http://www.ramaguirecoverart.com/gallery\\_covers.php](http://www.ramaguirecoverart.com/gallery_covers.php)

## Copy For Cover and Sleeves

Locate the text below that belongs with your book. You will need to retype and incorporate this text into your design using fonts (or creating fonts) that fit within the chosen look/style/expression of your design. You will choose how to incorporate it into the design. You must link text boxes from sleeve to sleeve to fulfill that project requirement.

## The Underachiever's Manifesto

### FRONT COVER & SPINE:

*title:* The Underachiever's Manifesto  
The Guide to Accomplishing Little and Feeling Great

*author:* Ray Bennett, M.D.

### BACK COVER:

*pull quote:* Good Enough Is Good Enough

*publisher:* Chronicle Books, San Francisco.  
[www.Choniclebooks.com](http://www.Choniclebooks.com)

### SLEEVE TEXT:

*description / excerpt:*

Lower the Bar.

If no one in your life thinks you're failing to live up to your full potential, then you've got work to do.

Turn It Down A Notch.

The funny but true wisdom in this helpful little book demonstrates how striving for mediocrity is the key to happiness at work, at home, in love, in your diet and exercise – even while stuck in traffic. Embrace the many fabulous pleasures of underachievement with these easy strategies and tip for living life to the least and loving it. There, don't you feel better already?

Good Enough is Good Enough

*about the author: (Insert photoshop file here. Use proper leading to space out the photo)*

Ray Bennett is a medical specialist in Seattle and a recovering overachiever. He is still guilty of overachievement in the care of his patients, however, and he lives with his wife and children among too many overachieving neighbors.

*cover credits:*

Jacket Design: Your name

Author Photo: Ed Wiley

*(end of copy for this title)*

## How To Be A Villain

### FRONT COVER & SPINE:

*title:* How To Be A Villain  
Evil Laughs, Sercret Lairs, Master Plans and More!!

*author:* Neil Zawacki

### BACK COVER:

*pull quote:* “Should I wear black or red?” “Do I go with winged monkeys or ninja warriors?” Just *where* will I put the evil lair?” Questions like these trouble any self-respecting villain. Now, for the first time ever, there is a handy guide to resolving these and other quandries.

*publisher:* Chronicle Books, San Francisco.  
[www.Choniclebooks.com](http://www.Choniclebooks.com)

### SLEEVE TEXT:

*description / excerpt:*

HOW TO BE A VILLAIN includes:

- How to Do an Evil Laugh
- The Evil Henchmen Guide
- Fashion for the Evil-Doer
- The Evil Plan Generator

Whatever your evil background or experience, HOW TO BE A VILLAIN will help you discover and develop your inner darkness.

Go Forth and Be Evil. Think of your humble beginnings, when you dreamed of being bad or maybe terrible. Now you know better than to hold yourself back. Bad may have been good enough yesterday, but today you know who you are. You are evil. If anyone should accuse you of anything less than utter evil, just smile, knowing that proving you are evil isn't half as important as believing it yourself.

*about the author: (Insert photoshop file here. Use proper leading to space out the photo)*

Neil Zawacki is a California-based freelance writer who has long been interested in the plight of evil-doers. Generally considered to be quite villainous himself, he enjoys theater, literature, and world domination. This was his first book. Also available: *A Villain's Guide To Better Living*.

*cover credits:*

Jacket Design: Your name

Author Photo: James Dignan

*(end of copy for this title)*

## The Lovely Bones

### FRONT COVER & SPINE:

*title:* The Lovely Bones

*author:* Alice Sebold

### BACK COVER:

*pull quote:* "Deeply affecting....A keenly observed portrait of familial love and how it endures and changes over time." – Michiko Kakutani, New York Times

*publisher:* Back Bay Books/Little, Brown and Company, New York/Boston  
www.twbookmark.com

### SLEEVE TEXT:

*description / excerpt:*

Once in a generation a novel comes along that tap a vein of universal human experience, resonating with readers of all ages. *The Lovely Bones* is such a book – a phenomenal #1 bestseller celebrated at once for its astonishing power to lay claim to the hearts of millions of readers around the world.

Winner of the American Booksellers Association's "Book Of The Year" Award.

"My name was Salamon, like the fish; first name, Susie. I was fourteen when I was murdered on December 6, 1973."

So begins the story of Susie Salamon, who is adjusting to her new home in heaven, a place that is not at all what she expected, even as she is watching life on earth continue without her – her friends trading rumors about her disappearance, her killer trying to cover his tracks, her grief-stricken family unraveling. Out of unspeakable tragedy and loss, *The Lovely Bones* succeeds, miraculously, in building a tale filled with hope, humor, suspense, even joy.

*about the author:* (Insert photoshop file here. Use proper leading to space out the photo)

Alice Sebold is also the author of *Lucky*, a memoir. She lives in California with her husband, the novelist Glen David Gold.

*cover credits:*

Jacket Design: Your name

Author Photo: Jerry Bauer

***(end of copy for this title)***

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## Dress Your Family in Corduroy and Denim

### FRONT COVER & SPINE:

*title:* Dress Your Family in Corduroy and Denim

*author:* David Sedaris

### BACK COVER:

*pull quote:* "Sedaris has a satirical brazenness that holds up next to Twain and Nathanael West." – The New Yorker

"If wit were measured in people, David Sedaris would be China: His talent is that huge."  
– Denver Rocky Mountain News

"David Sedaris's brilliance resides in a capacity to surprise, associate, and dissociate, and the result is something like watching lightning strike in slow motion....One of the most shameless, acid, vaulting wits on the planet Earth." – Boston Book Review

*publisher:* Little, Brown and Company, New York/Boston  
www.twbookmark.com

### SLEEVE TEXT:

*description / excerpt:*

The new, eagerly awaited collection of personal essays from the author of the #1 bestseller *Me Talk Pretty One Day*.

David Sedaris plays in the snow with his sisters.

He goes on vacation with his family.

He gets a job selling drinks.

He attends his brother's wedding.

He mops his sister's floor.

He gives directions to a lost traveler.

He eats a hamburger.

He has his blood sugar tested.

It all sounds so normal, doesn't it?

In *Dress you Family in Corduroy and Denim*, David Sedaris lifts the corner of ordinary life, revealing the absurdity teeming below its surface. His world is alive with obscure desires and hidden motives – a world where forgiveness is automatic and an argument can be the highest form of love. *Dress Your Family in Corduroy and Denim* is another unforgettable collection from one of the wittiest and most original writers at work today.

*about the author:* (Insert photoshop file here. Use proper leading to space out the photo)

David Sedaris is a playwright and regular commentator for National Public Radio. He is also the author of the bestselling *Barrel Fever*, *Naked*, *Holidays on Ice*, and *Me Talk Pretty One Day*. He travels extensively through Europe and the United States on lecture tours and lives in France.

*cover credits:*

Jacket Design: Your name

Author Photo: Hugh Hamrick

***(end of copy for this title)***

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# Checklist for Job1 – Book Jacket

Please use this list to check off what you need to turn in for Job 1. Check off and turn in with the Book Jacket. This check list is given to you for this Job only. In the future, you will need to know what to turn in, based on my verbal instructions and handout.

- Digital files in a Folder
    - Three (3) digital files:**
      - Unflattened Illustrator file with all layers intact. Do not flatten your file.
        - Make sure it is CYMK, not RGB. Delete any spot color(s) you may have in the file which you do not use. Leave only the spot color(s) that are applicable.
        - Include your crop marks/trim marks in the file. You will print two copies of this file.
        - Create Outlines of all typography, except for your sleeve copy. Leave this in its editable form.
      - Flattened Illustrator file used for trapping. Because the trapping will affect your printout, you need to trap a separate file to turn in. When you are finished with your book jacket, you will need to do a "Save As", and name the file, XX\_trapped.ai.
      - Author tiff made into a duotone in Photoshop, with spot color and black the same as in the Illustrator file.
  - Envelope labeled with Name, Class and Instructor containing the following: (Points are taken off for lack of an envelop.)
    - Presentation Notes
    - Roughs, thumbnails, and general ideas you sketched for the book jacket
    - Creative resources and inspirations. Do not include digital examples pulled off the internet in your digital file. If the internet was your primary source for examples, print them to the b/w printer and include them with your mounted presentation in the envelop.
    - Written description of the Style/Art Form/Artist.
    - Mount your finished, trimmed printout on mounting board only. No foam core board. Mount and flap it as per instructions.
    - Grade sheet—remember, all course material is on our class web site. If you have misplaced your grade sheet, you can download the pdf and print it off the site. Failure to turn in a grade sheet is an automatic 10 point deduction.
- \* Do not forget to include all relevant ideas and creative resources in your envelop. I must see them when I grade them.

## Grade Sheet

Student Name: \_\_\_\_\_

<b>Grading Elements</b>	<b>Poss. Pts.</b>	<b>Your Grade</b>
Research, resources and copied examples..... materials gathered from various sources, such as copies of book covers, as well as a short written description of the design style/art form/genre chosen or a artist/designer. All items turned in with project. <input type="radio"/> deadline met	15	_____
Roughs..... well thought out pencil roughs and thumbnails following the graphic design process – completed on time and turn in with finished project. <input type="radio"/> deadline met	15	_____
Use of typography ..... well thought out use of fonts and placement as per design style. You must create outlines of fonts, <i>with the exception of the sleeve formatting</i>	15	_____
Proper formatting of sleeve copy .....	15	_____
Overall design, composition of book jacket ..... emulating a style, but not copying a particular design, while articulating your own personal creativity.	15	_____
Print proof, turned in for proofing and corrections made ..... <input type="radio"/> deadline met	15	_____
Mounting and Presentation ..... Inkjet printout, mounted on black presentation board with suitable border, trimmed properly.	10	_____
<b>Total Possible Grade .....</b>	<b>100</b>	_____

Notes: