

BOOK COVER RESEARCH

NAME: _____

Please answer these questions using research and fact, not just your opinion! Use descriptive words!

After you are done with this research, you should create 10 thumbnail sketches for your book cover. Please make sure you consider your research from this handout in your decision making for your sketches.

WHAT IS THE BOOK THAT YOU ARE REDESIGNING THE COVER FOR? SUMMARIZE THE BOOK.

DESCRIBE THE PROJECT. WHAT ARE THE PROJECT SPECIFICATIONS? WHAT IS THE PURPOSE? CONSIDER BOTH THE CONTEST AND IF YOU WERE REDESIGNING THE COVER FOR THE PUBLISHER/AUTHOR.

WHO IS THE TARGET AUDIENCE FOR THE PROJECT (WHO IS THE BOOK WRITTEN FOR)? DESCRIBE THEM. WHAT DO THEY LIKE/DISLIKE/DO IN THEIR SPARE TIME/WHERE DO THEY SHOP/ETC.?

DESCRIBE WHAT THE BOOK COVER HAS LOOKED LIKE IN THE PAST. FIND PHOTOS/SKETCH AND INCLUDE.

WHAT WORDS COME TO MIND WHEN YOU THINK OF THE BOOK AND/OR THE AUTHOR (LIST AT LEAST 15)?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

FIND AT LEAST 5 QUALITY EXAMPLES OF SIMILAR PROJECTS IN THE INDUSTRY AND DESCRIBE THEM. WHAT MAKES THEM EFFECTIVE? PRINT OFF AND GLUE IN PHOTOS IF DESIRED, OR SKETCH. USE NEXT PAGE AS NEEDED.

WHAT ARE CURRENT TRENDS FOR THE INDUSTRY (BOOK PUBLISHING)? RESEARCH AND DESCRIBE.

INTERVIEW AT LEAST THREE MEMBERS OF THE TARGET AUDIENCE (NOT MEMBERS OF THIS CLASS!). ASK THEM WHAT THEY LOOK FOR WHEN THEY ARE LOOKING AT BOOK COVERS.

1.

2.

3.