

2 Book Trilogy Design Process

Week No.	3		4		5		6		7		8		9		10		11		12		13		14		15		16	
	a	b	a	b	a	b	a	b	a	b	a	b	a	b	a	b	a	b	a	b	a	b	a	b	a	b		
RESEARCH & UNDERSTANDING	●	●			●	●																						
SKETCHING			●	●			●	●		●	●																	
PRESENT					●				●	●																		
AESTHETIC EXPLORATION											●	●	●	●	●	●	●	●	●	●	●	●						
CRITIQUE										●	●							●	●									
DESIGN EXECUTION																						●	●	●	●	●	●	●

Key: ● Book 1 ● Book 2 ● Book 3

MID-TERM CRITIQUE

At the midterm critique, you will present 2 trilogies—6 covers—2 options for each cover. Each set should connect as a trilogy. These are rough sketches that clearly convey your concepts.



SET 2

SET 1

AESTHETIC CRITIQUE

At week 12, you will present 3 versions of the same book and concept. Same book, same concept with 3 different aesthetic approaches—various mediums, compositions, typography, and colors.



1 BOOK, 1 CONCEPT, 3 AESTHETIC APPROACHES