

Book Jacket Trilogy

ASSIGNMENT

Each student will be creating three book jackets—a trilogy—using the short stories of author David Sedaris. You may choose any of the following books from which to select your stories:

- *Naked*
- *Me Talk Pretty One Day*
- *Dress Your Family in Corduroy and Denim*
- *When You Are Engulfed in Flames*
- *Let's Explore Diabetes With Owls*

The final trilogy should represent the tone and tenor of the story, be conceptually strong and be a culmination of all that you experienced and learned through the creative process.

OBJECTIVES

- To learn the step-by-step creative process
- To create a conceptual idea based on your original imagery
- To design with consideration and respect of copyright law as it applies to commercial work
- To integrate type and imagery into a cohesive narrative inspired by the content
- To support the clarity of the message by visual hierarchy principles to both imagery and typography
- To develop compositional skills in page layout design which include typography, grid and image
- To gain technical knowledge of the Adobe Creative Suite as it applies to print design
- To gain technical knowledge in the preparation of files for offset printing
- To create a portfolio-worthy design project

SUBMITTING

You will upload a zipped file that contains the final deliverables to the class DropBox. *A link will be emailed to you on or before the project due date.*

GRADING

The completed project is worth 500 points—250 at midterm and 250 at final—toward your final grade. *See the Rubrics for details.*

TIMELINE

14 weeks will be dedicated to the completion of this project. *See the class website for key project milestones.*

FINAL DELIVERABLES

- **2-3 Jpegs: Studio Photographs**
2400px (w) x 1700px (h)—300 dpi
Create high-quality mock-ups of each of your books using real hard-cover books as a base. Photograph your mock-ups in the KCC studio. Include one photograph that shows the front covers, one that shows the back covers, and include the spines in one of these shots or take a third photo. Retouch and color correct your photos in PhotoShop.
- **Design Rationale: 8.5" x 11" PDF**
Write a design rationale that includes the reasons behind your design decisions. Keep your writing succinct—one to three paragraphs.

CONTENT

Cover:

Title and Author's Name

Spine:

Title, Author's Name, Publisher's logo*

Back Cover:

Title, Author's Name, Barcode*, ISBN*, Publisher's logo*, quotes*

Inside Front Flap:

Title, Summary Book Text (extract this from the David Sedaris' website), Price (both U.S. & Canada), ISBN

Inside Back Flap:

Author's Name, Photo*, Bio*, and Designer Credit

** indicates item is available on class website*