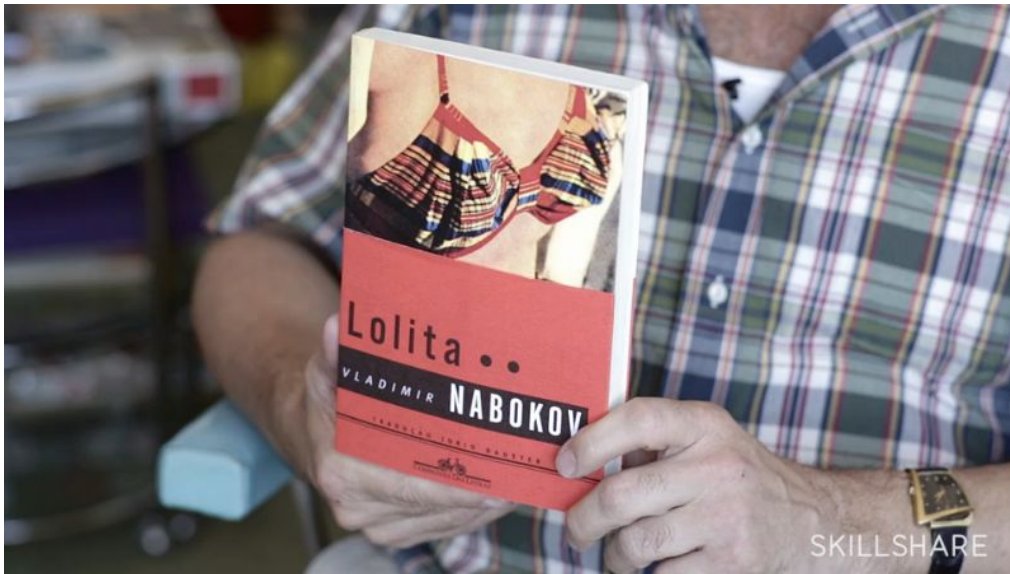


Intro to Book Design: Notes on Your Project

1. **Choose a book that you love**

It is always more fun to design for a book that you love, and that has multiple previous book cover design iterations.

2. **Read your book**



Look for clues about what could and should be done with the design that was overlooked before that you find important.

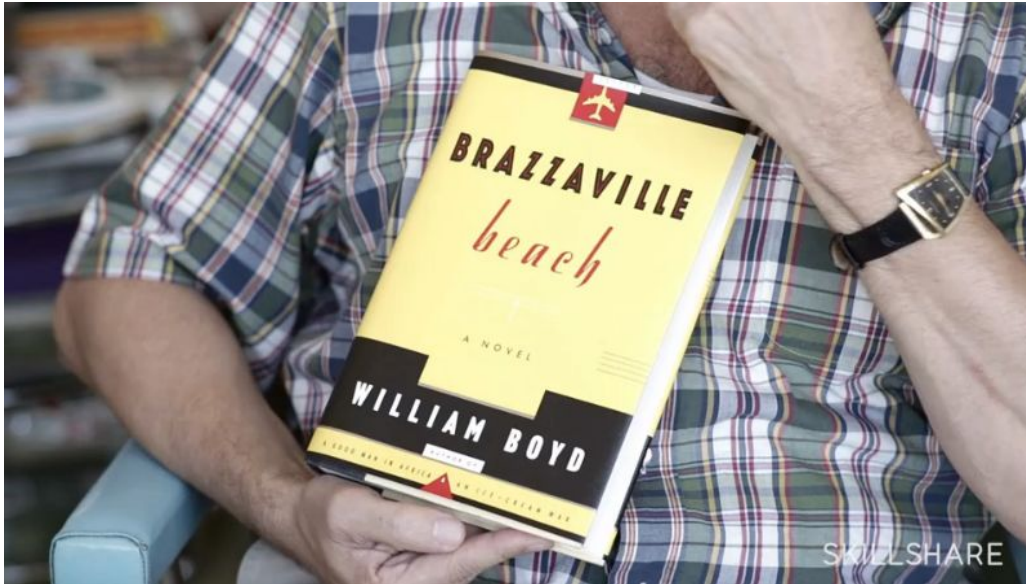
3. **Research, collect and take notes**



Look into your book's design history, compile images and collect relevant information on concepts. Upload your findings!

Case Studies

1. Consider the small things to find the big concept



In Brazzaville Beach, the protagonist smokes fictional local cigarettes from Africa. This image, and my collection of vintage cigarette packages informed my decision to design the book cover inspired by that.

2. Consider the design of your spine



Books are read and then shelved, and they live through their spine thereafter. The design of your spine is a critical place to attract your audience.

3. Design your book cover



After reading, researching, conceiving and considering tangible elements of your book, design your cover.

- Sketch your top 3 ideas
- Choose a final idea
- Choose your medium of execution
- Add typography

4. Experiment with the design of your book in a series



What would your spine and cover design look like if it was part of a series? Expand on this as a design challenge.

Criticism & Summary

1. Prepare for rejection
 2. Ultimately, the book is the work of the author. Your job is to come up with a successful idea that visually portrays their work.
 3. Never fall in love with an idea
 4. Sometimes you will fall in love with the wrong idea. You can always find another. You should always believe in what you're doing, but remember that you're doing it in the service of someone else.
 5. Always have a plan B in mind
 6. Even before you show your first idea, always know the answer to "what happens if they say no to this?"
 7. Share your work for feedback from other students
 8. Post your work and critique other students' work.
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Additional Resources

- Check out interpretations of the book cover of Lolita across the world [here](#).
- Check out my TED talk [here](#).