

DESIGN

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Assignment Description: Book Cover Design

Develop a book cover design that is realistic for the book you've chosen. Use your own original photography as the imagery for the cover design. Really pay attention to the rules of typography.

GRADING SCALE: Point Value

+ Plus indicates you did this well and counts for 3 points

✓ Check indicates that you did this, but were missing something and counts for 2 points

- Minus indicates that you did not do this to the level required and counts for 1 point

0 Zero indicates that the required element is missing and counts for 0 points

Research: WIKI and Sketchbook

_____ Posted 3 examples of book designs on wiki and wrote about them

_____ Explained why you feel the covers are good in terms of the elements and principles

_____ Explained how the book grabs the attention of the customer.

_____ Posted a Written Book Synopsis on wiki or in your sketchbook.

_____ Listed the author and title for book in the synopsis.

_____ Explained in the synopsis how the book idea will match your design.

Project: Book Cover Design

_____ Final design adheres to the size requirements and fits your actual book.

_____ Design concept was unique, interesting and complex and met the needs of the client.

_____ Design used your own original illustration or photograph.

_____ Design and photos showed awareness of good compositional techniques.

_____ Attention to detail and realism is evident, including the cover, spine, back & flaps of book.

_____ Thoughtful choices were made with font and typography.

_____ Type size is appropriate for content whether it is copy or title fonts.

_____ Author's name and title of the book appear on the spine and cover.

_____ Project met the deadline.

TOTAL POINTS: Grades

_____ Research Wiki

_____ Project: Corporate Identity: Logo Design

_____ Total out of 45 points _____ Letter grade