Unit 3: Don't Judge a Book by it's Cover: Book Design

Content Area: **Art**
Course(s): **Art Experience, Design for Business and Industry**
Time Period: **October**
Length: **5 blocks**
Status: **Published**

Enduring Understandings

For a book to sell, the cover is key. The finest books boast strong, well-written stories, but to rise to the top and gain traction with readers, even the best books need a dynamic cover.

A book's cover is the first thing a potential reader sees and it can make a lasting impression because our brains are wired to process images faster than words.

A great cover can help a reader instantly recognize that a book is for them and therefore, there is a clear connection between great covers and great sales.

Quality book covers are easily read, have a distinctive typography, and there is a harmonious cohesion between the design elements and the market – the art should not fight the typography.

The design elements that are most important in book design include simplicity, a clear promise (maybe through a blurb), a professional design with layers and smart use of color, readable text and appropriate targeting (if you strip away the words – the buyer should still understand the promise that the imagery is making about the text inside the book).

Essential Questions

What are the characteristics of professional and effective book design?

How do the art elements and principles of design play a role in effective book design?

What catches your eye when you look to find a new book to read?

How will you incorporate these eye catching elements into your own book redesign?

How does professionalism in design determine how successful a book cover design will be?

Content

- Art Elements (line, shape, color, texture, value and form)
- Principles of Design (balance, rhythm, unity, pattern)
- Blurb
- Layout
- Typography
- Font

Skills

Recreate a design for a book's covers

Demonstrate knowledge in the art elements and principles of design when developing imagery of characters, layout, composition, and text.

Demonstrate knowledge in a particular medium that will give the cover color and completeness.

Serve as a test audience to peers and provide constructive criticism for improvements.

Resources

iPad Pros and Apple Pencils

Printer for Student Photos and Artwork

Standards

VPA.1.3.12	All students will synthesize those skills, media, methods, and technologies appropriate to creating, performing, and/or presenting works of art in dance, music, theatre, and visual art.
VPA.1.3.12.D	Visual Art
VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates

	mastery of visual literacy, methods, techniques, and cultural understanding.
VPA.1.4.12	All students will demonstrate and apply an understanding of arts philosophies, judgment, and analysis to works of art in dance, music, theatre, and visual art.
VPA.1.4.12.B	Critique Methodologies
VPA.1.4.12.B.2	Evaluate how an artist's technical proficiency may affect the creation or presentation of a work of art, as well as how the context in which a work is performed or shown may impact perceptions of its significance/meaning.