

“Design is thinking made visual.” – Saul Bass, designer & filmmaker

Up to this point, we have covered a wide range of topics and created engaging designs. In this final project, you will be designing and formatting the core elements of a paperback novel – Cover (front), content pages, and compiling all of them into 1 document.

The book (or play) you use for this project is up to you – however, it must be in the Public Domain. (see link in post)

You are encouraged to use Illustrator and/or Photoshop during this build, but you will need to put everything together into 1 InDesign file. This project will be set up into steps for organization and marking purposes.

Let's look at how this will breakdown.

Part 1 – Cover Design (File Sizing – Width 5.5 inches x Height 8.5 inches)

Like our VHS Cover build, designing a book cover is about following some simple guidelines. Readers can skim through pages and get a sense of the story quickly, so there is less of a need to overwhelm your audience with information and visuals.

The front cover of a book contains the following:

- Title
- Author Name
- Visual Component (1 main element, character, key scene, etc.)
- Caption or Review (optional)

The design style of the cover is up to you – one of the benefits to using public domain works is that they are repeated reprinted over the years; so, there are lots of examples and style ideas to review. Other design ideas to consider are colour, typography, sizing (value), and hierarchy of your elements.

Criteria

Category: Assignments

Technical (6 marks)

- Use of Illustrator and/or Photoshop to create front and back cover.
- Proper use of layers and effects for text and visuals.
- Appropriate hierarchy of elements (ex. Title is the largest text)

Creative (6 marks)

- Use of colour and sizing.
- Consistent theme and style for front and back covers.
- Use of typography choices (no more than 3 styles)
- Thoughtful planning of entire design.

Total Value: 12 marks

Part 2 – Page Content (InDesign) (File Sizing – Width 5.5 inches x Height 8.5 inches)

At first glance, this may seem like a Copy/Paste type of job. However, this assignment is all about the details. Putting text on a page requires a bit of thought and planning – *who is going to read this? Will they be able to read it? How can I make it as readable as possible?*

Here are some considerations for planning and laying out your text:

- Page 1
 - o This will be a single page and should include the title of the book, author name, and the year when it was first published.
 - o You can also include a current publishing year, and even a fun easter egg about you.
- Typography
 - o What typeface will you use? Most novels use a Serif style font, but some Sans Serif fonts can work, too.
 - o Consider the spacing of your typeface. Not all spacing is the same, so experiment with different typefaces to see what is most legible.
- Sizing
 - o Paperbacks and even eBooks will use font sizes between 10 and 12 points.
 - o Experiment with typeface to see what sizing makes sense to you.
- Spacing
 - o The space between lines helps with legibility. You may need to adjust this based on your font choice.
 - o The space around the edges of the page. This needs to be same on each page and will affect how the typeface settings go.
- Little Details
 - o Page numbers. Where do these go? How can you make them a non-distraction?
 - o Chapter breaks. How could you use Wingdings or visuals to section off a chapter?
 - o Chapter Titles. How will you format these?

For this part, you will need to include the first chapter from your chosen work. If the first chapter is short, you can include the second chapter. *Your page content should not exceed 8 pages.*

Criteria

Category: Assignments

- Page 1 includes title, author, etc.
- Text is legible and appropriately sized for pages.
- Consistent spacing of text on each page.
- Inclusion of page numbers of main text pages.
- Inclusion of chapter titles and chapter breaks.

Total Value: 12 marks

Part 3 – All Together with InDesign (File Sizing – Width 5.5 inches x Height 8.5 inches)

This last part is about putting the entire design together.

Create an InDesign file using the specified sizing measurements and place all the Cover Design and Page Content within. To move and adjust the pages to match the proper arrangement, you will need to ***uncheck the Allow Document Pages to Shuffle in the Pages Window*** on InDesign.

The final version you hand in must sent as a Package Folder. ***File -> Package...***

Criteria

Category: Projects

- Complete InDesign document that contains:
 - o Front Cover
 - o Page 1 with proper content.
 - o Full Chapter 1 (or more if chapter 1 is short) of story.
 - Proper text formatting and spacing.
 - o Small Content Details
 - Page numbers
 - Chapter titles and breaks
 - Other visual details or elements
 - o Entire document submitted in Package Folder Format.

Total Value: 24 marks