

BOOK JACKET PROPOSAL

NAME:

PERIOD:

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1. Choose a book that you have read (check it out from the library or bring from home, you can use a current book from English class as well)
 2. Answer the following questions with as much detail as possible. The more you think about your design and concept, the easier it will be for you to implement your idea. If possible, please use only original images, scanned drawings, photos etc. Using internet images will only lessen your design originality.

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1. Look at the design of the existing book jacket of the book you have chosen and describe the artwork and design. Don't forget the inside flaps! If no artwork exists, describe the color, text and fonts used in its place.

2. Because you have read through your book, describe main ideas, themes, and characters that are important to your story. Describe any important quotes, catch-phrases, or slogans that might be notable to understanding your book.

3. How will you incorporate the ideas/characters that you described in #3 in your new design idea?

4. How will you incorporate imagery into your layout? (photographs, color shapes, drawings, illustrations)

5. What color schemes/pallet will you use?

6. What is your typography plan? (font, color, style, size, serif, san-serif)

7. Sketch your book jacket idea in your sketchbook using this template as a guide.



* Keep in mind the Elements and Principles

line, shape, form, space, color, and texture. And I gathered information about various design principles, like the balance, proportion, perspective, emphasis, movement, pattern, repetition, rhythm, variety, harmony, and unity.