

Designing the Book Cover

Students will discuss the function of a book's front cover design and will brainstorm what they find to be the qualities of effective and eye-catching book covers. Working individually or in small groups, students will explore different cover ideas for their own book, and will share as a class. At the end of the lesson, students will be given the opportunity to further develop and submit book cover ideas.

OBJECTIVES AND SKILLS

By the end of this lesson, students will:

- Identify the purpose of a book's front cover design
- Brainstorm elements that make effective and catchy book covers
- Generate possible book cover ideas for their own book

MATERIALS

Computer hooked up to LCD projector; collection of past SPI publications and/or other books to serve as models of cover art; poster paper, and markers.

- Intro/Overview** Using the LCD projector, students look at different covers from past SPI publications (You may use other books that can serve as models of cover art). Also display books on the board rim so students can see them. Like the titling exercise, discuss what the job is of a book's front cover:
- To grab the reader's attention
 - To visually represent the main idea or central theme of the book
 - To make the audience/reader think and wonder
- Do Now: Groups** "Which of the SPI covers grab you or interest you the most? What qualities do they have?" (List under "Qualities of a Good Cover") Some responses may include:
- Specific colors
 - One powerful image or symbol (that have deeper meanings)
 - A series of powerful images or symbols working together
 - Specific title font
 - Exciting design features (layering, shapes, photography, pattern, shading, etc.)
- Whole Class** Talk through some of the covers – what do they tell the reader about the book? How were they created?
- At this point, be sure to highlight difference between cover art & cover concept (most students will most likely be submitting cover concept ideas that may shape and inform the final book cover as opposed to the actual cover art itself). What do we mean by "cover concept"?
- Individually or in Groups** *For Every Voice, A Different Truth* is our title (use your own title here). What images/symbols represent, correspond to, or reflect our title? What do you think of when you hear the phrase: *For Every Voice, A Different Truth*? What images represent the insides of our book? (Remind students that "designing" involves ideas, not perfect drawings. We will worry about the creation of their images later).
- Give students paper & markers to start creating ideas. They can do this in pairs or small groups.
- Whole Class** Turn the sidewall into an "Idea Wall" where cover ideas can be displayed. Have students post their cover art ideas and share/discuss as a class. What works? What images are their favorites and why?
- Offer students the opportunity to further develop and submit front cover art ideas/concepts for their publication.