

Image Use in Graphic Design II Project Three

Static/Animated Book Covers

With this assignment, you will create cover illustrations for a novel of your choosing. Consider how the cover design influences consumer decisions to read or buy a book or even to open an app. Like a movie preview, the cover needs to be suggestive of the content/genre without giving it all away. You'll also have an opportunity to explore hybrid photographic/hand-drawn/collage illustration.

You will also create a version of your book cover as an animated GIF. Recently, e-books have been marketed with animated versions of their print covers. These covers intertwine animated elements with static graphics to create a more immersive experience for the book buyer. Consider how your book advertising can be enhanced through digital interactivity.

Process

1. Create illustrations that combine photography with the hand-drawn
 - Develop appropriate visual analogies for the literal content of the book. Conceptualize beyond particular scenes, subjects and images and consider genre, character conflicts, visual rhetoric
 - Photographs must be original
 - Use your camera to find, capture, analyze the subjects
 - Learn to shoot photographs for the end result. Consider contrast, tone, and linear form
 - Explore the relationship of your image(s) to drawing, develop further in illustrator
 - Drawings may be based on found imagery but take care to document process and avoid plagiarism
2. Make an animated GIF version of your cover design for an e-book
 - Consider ways that the illustration can be enhanced by movement and transformation
 - GIF should integrate animated and static elements into an overall composition
 - Image parts, graphics, typography are all good candidates for exploration
 - The most appealing GIF illustrations have seamless loops and a strong formal relationship to the static elements of the illustration
3. Consider the entire package
 - Explore and integrate typography into the overall book marketing concept
 - Include descriptive text on the back and spine
 - Consider how the imagery/graphics/illustration may carry over from one side to the other
 - E-book covers will only present the front cover
4. Research/Project Development
 - Research. Choose a book you know. Read it again. Read reviews. Look up previous covers.
 - Take pictures. Use the camera as your sketch pad. Take many pictures at multiple angles, change lighting
 - Explore drawing. Try out different styles, materials, approaches. Experiment, edit
 - Choice/Refinement. Digitally combine photographic/hand drawn/collage elements into cohesive whole
 - Comprehensives. Complete digital comprehensives, experimenting and working towards finals. At this point you are perfecting your final concept.

Final Presentation

Use appropriate Adobe CC software to complete assignment

- Final presentation will be in two main parts:
 - A traditional print cover. Front, back, and spine must be included as part of the design
Mount cover on 16x20" black mat board along with a digital mock-up (available on class homepage) that displays your cover design in context
 - An animated e-book cover. Front cover only.
Output animation in GIF format, viewable in a web browser.

Schedule

- Mar 12 Project Introduction.
Homework: Research books. Brainstorm. Create Thumbnail Sketches.
- Mar 14 **Due Today:** Research, sketches. You must bring in a physical copy of the books you will be illustrating
Individual and Group Critiques. Work Day.
Homework: Black and White comps for group critique.
- Mar 19/21 Spring Break
- Mar 26 **Due Today:** Black and white comps. Group Critique.
Work Day.
- Mar 28 Work Day.
Homework: Complete full-scale, digital color comps of cover printed in color and ready for critique
at the start of class. Mock-ups are also due. Email e-book cover (animated GIF) to
instructor before beginning of class.
- Apr 2 **Due Today:** Digital comprehensives of book covers Group Critique.
Work Day.
- Apr 4 Work Day.
- Apr 9 Work Day.
Homework: Prepare final digital covers for submission.
- Apr 11 **Due Today:** Book covers due. Print covers/mock-ups must be mounted on board. E-book cover must
be submitted electronically (GIF format) via email to instructor before beginning of class. Submit
Workbooks, with clear evidence of source material and project evolution, for grading.

Your Name
Art 436
Assignment Three