

Advanced Illustration Project Two

Book Covers

With this assignment, you will create cover illustrations for a series of books 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 illustration and the branding of a book series.

Process

1. Choose a group of books that you would like to illustrate
 - the book titles and dimensions are up to you but they must be related, whether by author or subject (no picture books). Some examples:
 - By Author: Alice Munro/*Runaway, Open Secrets, Friend of My Youth*
Michael Chabon/*The Amazing Adventures of Kavalier & Clay, The Mysteries of Pittsburgh*
Wonder Boys
 - By Subject: "20th Century Environmental Classics" Aldo Leopold/*Sand County Almanac*; Anne Morrow Lindbergh/*Gift From the Sea*; Annie Dillard/*Pilgrim at Tinker Creek*
"21st Century American Humor" David Rako /*Fraud*; David Sedaris/*Me Talk Pretty One Day*;
Sarah Vowell/*The Partly Cloudy Patriot*
2. 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
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
 - explore unifying elements/combinations that will create a cohesive branded experience for the consumer
4. Research/Project Development
 - Research. Choose books you know. Read them 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 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 Adobe Illustrator to complete final compositions.

- Final presentation will be of three book covers. Front, back, and spine must be included as part of the design
- Present each cover on a separate board along with a digital mock-up (available on class homepage) that displays your cover design in context
- Books in your series should all have the same dimensions, based on actual book models

Schedule

- Feb 20 Project Introduction.
Homework: Research books. Brainstorm. Create Thumbnail Sketches.
- Feb 22 **Due Today:** Research, sketches. You must bring in physical copies of the books you will be illustrating
Individual and Group Critiques. Work Day.
Homework: Black and White comps for group critique.
- Feb 27 **Due Today:** Black and white comps. Group Critique.
Work Day.
- Mar 1 Work Day.
Homework: Complete full-scale, digital color comps of three covers printed in color and ready for
critique at the start of class. Mock-ups are also due.
- Mar 6 **Due Today:** Digital comprehensives of book covers Group Critique.
Work Day.
- Mar 8 Work Day.
Homework: Prepare final digital covers for submission.
- Mar 13 **Due Today:** Three book covers due. Submit Workbooks, with clear evidence of source material and
project evolution, for grading.

Your Name
Advanced Illustration
Assignment Two: Book One