Book Cover Design

What makes a good book cover?
Design Features

In groups of 3/4 have a think about what you think makes an eye-catching book cover design.
Grab attention! The main goal of every book cover is to generate excitement. That’s why you should create something that will stop people in their tracks and evoke interest. The book cover is the hook that will help you to promote your book.
Genre

The book cover should give you an indication what genre the book is. But sometimes not knowing can be the hook!

It is an easy task to understand what kind of books are in front of you, right? A really good book cover “talks” to its readers through choice.
Critically Evaluate your selection of book covers: What do you notice?

- Colour?
- Images?
- Font?
- Layout?
- Similarities/differences?
- How does the book cover make you feel?
Romance

Three Summers
JUDITH CLARKE

What Alice Forgot
LIANE MORIARTY

Paullina Simons
A Song in the Daylight
Crime/Mystery

- The Snowman by Jo Nesbo
- The Broken Window by Jeffery Deaver
- Cruel and Unusual by Patricia Cornwell
Science Fiction

- Replica by Jenna Black
- REBOOT by Amy Tintera
- FEED by M.T. Anderson
Dystopian
Thriller/Action/Adventure

1. Matthew Reilly: Hell Island
2. Dan Brown: Digital Fortress
3. Lee Child: 61 Hours
Colour- what factor does colour play in the cover of a book?

- BLUE
- RED
- GREEN
- PINK
- YELLOW
- PURPLE
- BLACK
- WHITE
Colour Choice-

Red - Passion, dominance, power lover, anger, danger, pride, strength
Blue - Loyalty, wisdom, trust, calmness, tranquillity, masculinity
Yellow - Joy, happiness, energy, warmth
Green - Nature, growth, fertility,
Pink - Romance, love, femininity,
Purple - Power, nobility, luxury, and ambition
White - Peace, light, goodness, innocence, purity, medical
Black - Power, elegance, formality, death, evil, and mystery
Font- Does the font selected give you an impression of what the book is about? Why?

Romance
Science Fiction
FANTASY
Horror
Does this work better?

Romance
Science fiction
Fantasy
Horror
Font or Typeface

1. Needs to be easy to read
2. Create a mood
3. Don’t over do it!
4. Does your font ‘match’ the theme or genre of the book?

Important

ANCIENT

Casual

Important

ANCIENT

Casual
Harry Potter - In English
Adaptations of John Green’s book
The Fault in our Stars