

# Project 1: Book Cover Design – Chapters 1-8

## Assignment:

Design a book cover for one of the eight story proposals listed on the next 2 pages. Each proposal has a historical reference to a chapter from the course textbook

*Meggs' History of Graphic Design:*

1. *The Invention of Writing*
2. *Alphabets*
3. *The Asian Contribution*
4. *Illuminated Manuscripts*
5. *Printing Comes to Europe*
6. *The German Illustrated Book*
7. *Renaissance Graphic Design*
8. *An Epoch of Typographic Genius*

## Process:

- » Choose one of the book proposals listed on pages 2-3 of this assignment.
- » Collect images, relevant type specimens, examples, historic references, or book cover designs for inspiration.
- » Develop a concept for the front cover design. Write a **Title for Your Book** and use **your name as the author**. You can make up any promotional copy for the cover if you'd like. Execute your concept through computer production, illustration, type, etc...

## Context:

The concept should be an original design (you may use historic images from the internet, but not someone else's artwork or design), geared toward an audience for a specific genre of writing. The main goal is to capture the essence of the book with an eye for historic relevance. Find a connection to the story and something that would grab the attention of the reader.

## Finished Comp:

- » Book cover design must be printed or illustrated in color
- » Size must be 6" x 9", mounted on a 10" x 13" black foamcore and flapped (provided)
- » Back must be labeled with YOUR NAME
- » Fill out the Oral Presentation Worksheet and turn it in with the assignment.

**Due: Mon., Sept. 24, 2018** at the beginning of class.

You will make a presentation about your design in class using the worksheet.

**Book Proposal 1** .....

Historical Reference: *Chapter 1: The Invention of Writing*

Your Title: \_\_\_\_\_

Author: Your Name

Genre: Science Fiction

Summary: Fast-forward 500 years into the future, a massive apocalyptic event has destroyed the electrical grid and all manner of technology upon which modern humankind relies. A resourceful group of outcasts band together and use their skills and intelligence to develop a new civilization that relies on signs and symbols to communicate.

**Book Proposal 2** .....

Historical Reference: *Chapter 2: Alphabets*

Your Title: \_\_\_\_\_

Author: Your Name

Genre: Children's books

Summary: A child's introduction to the alphabet, both familiar and those of other cultures (think Latin, Hebrew, Arabic, Sanskrit, Cyrillic, and Hangul) presented in an engaging and colorful representation of languages and cultures from around the globe.

**Book Proposal 3** .....

Historical Reference: *Chapter 3: The Asian Contribution*

Your Title: \_\_\_\_\_

Author: Your Name

Genre: Pulp Fiction Action/Thriller

Summary: John Wei works as a detective for a Los Angeles agency. He investigates a missing cargo shipment in Long Beach that reveals foul play, international espionage, and later endures a harrowing shanghaiing aboard a transcontinental freighter. His salvation involves rapid immersion in Chinese culture and quick reflexes to find the missing cargo.

**Book Proposal 4** .....

Historical Reference: *Chapter 4: Illuminated Manuscripts*

Your Title: \_\_\_\_\_

Author: Your Name

Genre: Romance

Summary: Brother McInness toils as a scribe in a 6th century Celtic monastery, somewhere in Ireland, illuminating the gospels under the strict governance of the church. Working long hours alone in the scriptorium, he meets young Sister Francesca --a caretaker from the nearby convent-- and passions ignite.

### Book Proposal 5

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Historical Reference: *Chapter 5: Printing Comes to Europe*

Your Title: \_\_\_\_\_

Author: Your Name

Genres: History, Playing cards, Games

Summary: The history and design of playing cards and card games. The Chinese originated cards made from printed woodcuts. Four-suited decks with royalty cards evolved in the Muslim world and were popularized by Europeans, thanks to the invention of printing. Use historic card styles or design your own *a la* 15th century woodcuts.

### Book Proposal 6

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Historical Reference: *Chapter 6: The German Illustrated Book*

Your Title: \_\_\_\_\_

Author: Your Name

Genre: Fantasy, Fairy Tales, Fables, Children's Books

Summary: This is a richly illustrated book that revisits the classic fairy tales and fables of German origin — think Hans Christian Anderson, or the Brothers Grimm: talking animals, giants, trolls, fairies, witches and huntsmen — done in the woodcut style.

### Book Proposal 7

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Historical Reference: *Chapter 7: Renaissance Graphic Design*

Your Title: \_\_\_\_\_

Author: Your Name

Genres: Botany, Science, Food or Cookbook

Summary: This book richly illustrates herbal specimens of ancient Europe and the Mediterranean. Elegant roman typefaces and detailed artworks mark the style of the Old World masters of renaissance graphic design such as Nicolas Jensen, Aldus Manutius, Claude Garamond, and Geoffroy Tory.

### Book Proposal 8

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Historical Reference: *Chapter 8: An Epoch of Typographical Genius*

Your Title: \_\_\_\_\_

Author: Your Name

Genre: Classical Greek or Roman Philosophy/Mythology

Summary: Take one of the Greek or Roman classics and design a cover that adopts the neoclassical graphic designs of John Baskerville, Giambattista Bodoni, or Pierre Didot: an era of open, simple page designs with generous margins and wide letter- and line-spacing. They avoided ornamentation and decoration, preferring instead pure typographic form, function and elegance. Detailed copperplate illustrations.