A removable paper covering for a book, usually on a hardcover book, the **book jacket** protects the book cover and binding and provides space for promotional information about the book and author.

The **book jacket** may mimic the artwork on the book cover itself or may offer additional illustration that doesn't appear elsewhere on or in the book. The book jacket itself is as tall as the book but wider than the covers and spine combined so that flaps at the ends of the book jacket can wrap around the front and back covers to help hold the book jacket in place.

The elements of a book jacket vary from book to book and from one publisher to another but typically includes some or all of these items:

* illustration or artwork for front of jacket with **book title, name of author**
* description or summary of the book (often on the inside flaps or back of jacket)
* photo or illustrations from within the book
* author's bio
* author's photo
* quotes or review excerpts about the book
* quotes or review excerpts of previous works by the same author
* contact information for the author
* contact information for the publisher

  

      

**Applied Design - Book jacket design**

\*Design 3 book covers for 3 different books – they will be of your choosing; choose wisely! Do the 3 drawings in your sketchbook of the front cover(s) only.

\*From those 3 covers, choose your favorite. You must design 2 full sets of covers – they should include the front & back covers, spine, & front and back flaps. Use the info above to decide what to include where in your design. The front cover & spine MUST have both a title of the book & the author’s name.

\*You will then render a finished book cover using your illustrations – you may use any materials (paint, colored pencil, etc.) or mix media. I will show you how to lay it out properly.

 

The following should be considered in your designs:

IMPACT – Consider color, value, & contrast – the things that catch a viewer’s eye & engage them; your design should intrigue the viewer & invite them to read the book.

FUNCTION - Titles, author names, & other info create more interest in the book & are very important to include. It is critical to choose fonts that match your book’s mood, themes, etc.

UNITY OF DESIGN – Make choices that reflect the tone of the book – all choices must be cohesive