

Book Cover course

ÅK 3 / 2018

BRIEF

A book cover is a visual metaphor for the collection of themes, characters, plots, subplots, fantasies, truths and lies that make up a book. It must be specific but broad, detailed, yet abstract enough to talk about a book as a whole. It takes into account the visual awareness of its audience, the time we live in and the demands of commerce.

What makes a book cover stand out? How far can we push the boundaries of what a cover might be? What is the future of the book cover? How does it relate to the marketing of a book across different platforms?

This course is held in collaboration with the publishing house Norstedts. Your task is to design a cover solution for *Assymetri* by Lisa Halliday. Norstedts will present the book and supply you with details for the cover

You should present 2 proposals: a hardback cover (3 sketches) and a digital cover (1 sketch)

- The hardback cover should fulfil all of the criteria set by the publisher.
- The digital cover should take into account ideas of interactivity, motion or enhanced content.

SCHEDULE

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| <p>Week 1</p> <p>Monday 22 okt 9.30-11.30 Introduction at Konstfack, we'll discuss the book in detail and book covers in general! Room: E2</p> <p>We will catch subway together from Telefonplan to Gamla stan at 12.24</p> <p>13.00-15.00 Introduction at Norstedts (Norra Riddarholmshamnen 1) Publisher Lisa Lindberg & Fredrik Andersson will present the book, and how they usually work with book cover designers.</p> <p>Tuesday 23 okt 9.00-10.00 Jiri Novak show & tell about his work with book covers Room: E2</p> <p>9.00-10.00 Bring two favorite book covers: 1 fiction and 1 non-fiction! Room: E2</p> <p>10.00-11.00 Parasto Backman Show & Tell about her work with book covers Room: E2</p> | <p>Wednesday 24 okt Individual work</p> <p>Thursday 25 okt Tutoring with Sara Kaaman Bring sketches and ideas, printed! Schedule will be sent out</p> <p>Friday 26 okt Individual work</p> <p>Week 2</p> <p>Monday 29 okt Individual work</p> <p>Tuesday 30 okt Tutoring w Sara Kaaman Schedule will be sent out</p> <p>Wednesday 31 okt Individual work</p> <p>Thursday 1 nov 13.00-16.00 Final presentation of your 3 proposals (+ one digital) to Lisa and Fredrik at Norstedts. 5 minutes presentation + 10 minutes feedback Room: Svarta Havet</p> |
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