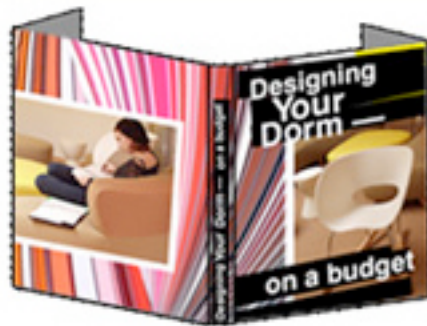


Classroom Projects & Activities: **GRAPHIC DESIGN**

Objective:

To establish a common understanding of graphic design in the context of book cover art and to allow students to research, design, and present a book cover.



*Finished
Piece*

Warm-up Exercise:

Ask students who buy books why they do so. Some replies might include recommendation, subject matter, well-known author, title, book cover graphics, bargain bin browsing, etc. Have them look at all of the books you have brought into the classroom. Have teams of four students each choose a book to examine in class. Using the following list, ask each team to prioritize the design elements in terms of what attracted them to the book cover.

1. Graphics
2. Colors used on cover
3. Images
4. Title and/or sub-title
5. Coffee-table qualities (impressive to display and/or adds to the décor of the room)
6. Font design
7. Typography
8. Author's picture
9. Other author's recommendation of book (as seen on the book cover)
10. Magazine/newspaper/web reviews of the book

Project Guidelines:

Ask each team to design a new book cover on a subject that is relevant to their age group and would appeal to both males and females. Have them design a cover using a sketch pad and pens and/or computer-generated graphics.

1

Give the teams a set amount of time for the discussion.

2

Have students use their top three priority design elements from the list above to create a book cover.

3

Students may also use any of the other elements to augment their design.

4

Each team will create a mock-up of their design.



Example of mock-up sketch by hand

5

Have each team present their mock up to the class and explain why the team designed the book cover as they did:

- How does the design reflect the chosen subject matter?
- What does their design have to do with the literary genre?
- How does their design reach their target market?

Possible Follow-ups:

Have students visit a graphics lab at a university and get an on-location, demo lesson in computer-aided design.

Possible Tie-in to Project Based Learning:

Have students in teams of four do a comparative study of book genres by comparing two genres, e.g. mystery and romance.

Have the students perform the following assignment:

- Choose a book in each genre as the focus of study.
- Bring the following to class:
 - Two book reviews for each book
 - A copy of the cover of each book
 - A sample paragraph from each book
 - Information about how much the book costs
 - The target audience demographics
 - Have students visit a book vendor's website and print out copies of book covers that appeal to them and write a paragraph.