

# Publishing Principles and Practice ACP 2079, Semester 2, 2014

## Lecture 5 – Cover Creation and Design

with Dr Euan Mitchell

Wednesday 20 August, 2014

24 Slides

### Overall Goal for Option (Chapter) 4

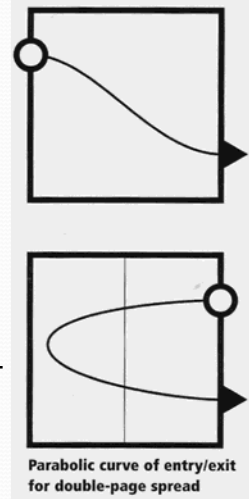


- The overall goal for Option 4 is to create an eye-catching cover.
- Harder than it looks.
- Aim: a clear, simple focus with an 'emotional tug'.
- The next 4 slides are based on the week 3 reading on Layout from *The Design Manual*. ([Download it!](#))

## Design and Layout Principles (1)

### Eye Flow

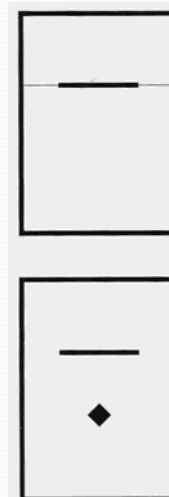
- A key to understanding how design and layout is perceived is that most cultures read from top to bottom and **left to right**.
- The diagram top right shows how the eye travels across a **single page** like a book cover (top left corner stands out).
- The diagram bottom right shows the parabolic arc the eye makes over a **double-page spread**, which is why advertisers typically charge more for ads on RH pages.



## Design and Layout Principles (2)

### Simplicity can be strong

- The use of simple shapes can be striking, e.g. square, triangle, circle, (even if implied).
- A line placed one-third of the way down the page creates a rectangular and square area (top right).
- Add a diamond (like the Commonwealth Bank logo) two-thirds down and an equilateral triangle is implied between line and bottom of diamond.



## Design and Layout Principles (3)

### Balance and Asymmetry

- **Balance** is achieved when elements are comfortably related to each other, but **symmetry** can be too predictable.
- At top right, the plan for a balanced layout is achieved through an **asymmetrical** combination of rectangles and squares
- At bottom right, **contrasting** elements are drawn together to create a **unified** and pleasing whole based on the above layout plan.



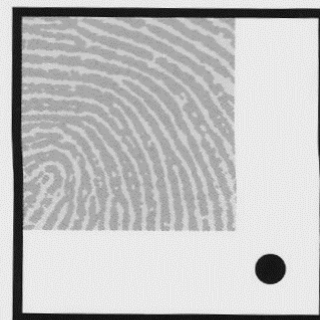
Piet Mondrian's work with areas of flat colour (*above*) demonstrates clear techniques for creating balanced layouts (*below*).



## Design and Layout Principles (4)

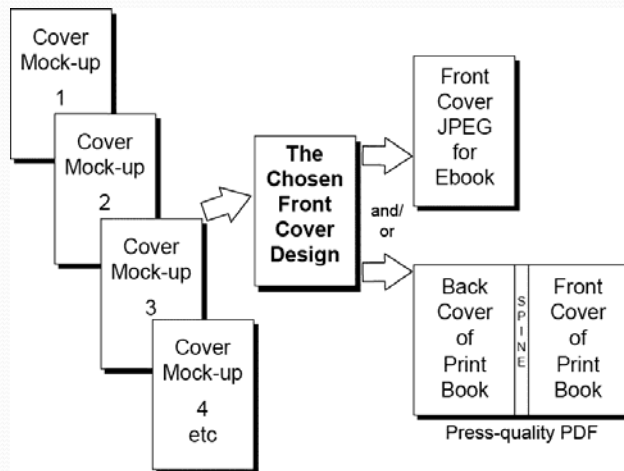
### Freestyle Layout

- Effective layout does *not* have to be based on a **grid** structure, it can be more **free** form.
- Certain information may need to be highlighted in a striking and unusual way, as this diagram suggests.
- This type of layout is mostly used on packaging, ads and posters.



A small element can dominate or balance a larger element in asymmetrical layout.

## Overview of Cover Creation Workflow



- A number of cover mock-ups are evaluated before the final one is selected.
- The chosen cover will become the basis for the ebook and/or print book cover/s.

## Decision Tree 4A:

### How to Come Up with Concepts for Covers?

#### Alternative 4A i) Think metaphorically not literally

- The ability to think laterally is at the core of a good designer's creative process. This typically means creating **symbols** or **metaphors** that express the **essence** of a book in unusual yet somehow definitive ways.

#### Alternative 4A ii) Survey the covers in a market

- Survey the covers of existing books in a particular **genre**.
- Find books already competing for sales in the specified **segment** of the market. Then aim to go one better.

### Alternative 4A iii) Browse online image catalogues

- Cover designers working for publishing companies typically browse vast catalogues of photos or illustrations in their search for just the right image or style of image to suit a cover.
- Google Images is a good place to start, but better sources are at: [iStockphoto](#), [123RF](#) or [Shutterstock](#).

### Alternative 4A iv) Evaluate a list of concepts

- Evaluate which concepts to discard and which ones to take to the next stage of creating a mock-up.
- The concepts are tested on a focus group, which might begin with the opinions of friends, family or colleagues.

## The Resolution of an Image

- 'Resolution' is a measure of image quality. The higher the resolution the better the quality (**sharpness**) of the image.
- If you magnify a photo on a page or screen, you will find the image, which the naked eye sees as solid and continuous, is actually comprised of **tiny dots**.
- **Print books need higher quality images than ebooks.**
- Print books typically use a resolution of **300 ppi** (pixels per inch)
- Ebooks typically use a resolution of **72 or 96 ppi** (pixels per inch)
- The term ppi is sometimes confused with **dpi (dots per inch)**. There is a technical difference but it is often ignored.

## Which Image has a Higher Resolution?

IMAGE A



IMAGE B



## Creative Commons Licences

- In 2001 non-profit company Creative Commons in Silicon Valley devised a range of flexible copyright licences so owners could opt for 'some rights reserved' instead of the usual 'all rights reserved':

1. Attribution (give the creator/s credit: **weakest**)
2. “ Share Alike (can alter, must also share)
3. “ No Derivatives (cannot alter)
4. “ Non-Commercial
5. “ “ Share Alike
6. “ “ No Derivatives (**strongest**)

The above hierarchy goes from weakest to strongest, in terms of copyright protection.

## Creative Commons Debate

- Creative Commons licences have been criticised for creating misconceptions about traditional copyright. Under existing copyright law, a creator with “**All Rights Reserved**” is already free to choose “**Some Rights Reserved**”.
- And criticised for eroding the **incentive** for creators to be rewarded for their talent and work.
- However, Creative Commons argues these criticisms miss the point: their company has created standardised copyright solutions for creators who **want** their work to be re-used or re-mixed in a digital world (saves paperwork).

## Decision Tree 4B:

### How to Create Mock-ups of Selected Cover Concepts?

#### **Alternative 4B i) Mock-ups with hard copy cut & paste**

- A mock-up can involve an artist drawing a detailed sketch, much of the time photocopies or print-outs of images can be cut and pasted with scissors and glue to simulate a front cover.
- There is nothing like a mock-up to uncover **assumptions** about exactly what variations of a symbol might be used.

#### **Alternative 4B ii) Mock-ups in Word**

- Your seminars aim to make mock-ups easy in Word.
- The big advantage of mocking up a cover on screen instead of paper is that you can more easily try out different **fonts** (correctly called ‘**typefaces**’).

### Alternative 4B iii) Mock-ups using other computer programs

- Publishers use software such as **InDesign** or **QuarkXpress** to design or mock up covers, rather than Word.
- InDesign and QuarkXpress are not cheap but their **academic versions** are heavily discounted for those with student or teacher ID. The catch is that the academic versions are not allowed to be used for commercial purposes.
- Another appealing option is to try a free '**trial**' version of InDesign, PhotoShop or other Adobe program for 30 days. You can read the conditions at [adobe.com/downloads](http://adobe.com/downloads).
- **Scribus** is another publishing program, available for Windows or Mac, that may be worth considering because it is free to download from [scribus.net](http://scribus.net) thanks to a global network of volunteers. Despite its many positive reviews, if you find Scribus runs slowly or crashes regularly, remember the price.

## Decision Tree 4C:

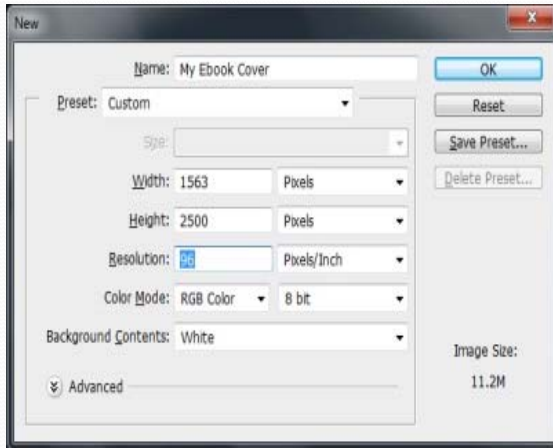
### How to Turn the Mock-up into an Ebook Cover?

#### Alternative 4C i) Choosing and using image-processing software

- If you can't afford or gain access to **PhotoShop**, you could download a free program called **Paint.net** from [getpaint.net](http://getpaint.net) or **GIMP** (GNU Image Manipulation Program) from [gimp.org](http://gimp.org)
- There are plenty of tutorials on **YouTube** to show you how to operate GIMP. It has a lot in common with PhotoShop but is free.
- Inexpensive image-processing programs (typically under \$100) include: Corel Paint Shop Pro, Adobe PhotoShop Elements, Serif Photo Plus, Xara Designer, Pixelmator, Acorn, PhotoStudio, Imagerie or Compositor.



## Alternative 4C ii) Setting up the size of your cover



- We will do this in our seminar today.
- The width and height is measure in pixels. And the dimensions in mm or inches will depend on resolution.
- For example, if a width of 720 pixels is used at 72 ppi, then the width is 10 inches.

## Alternative 4C iii) Combining the cover elements into a suitable format

- Keep in mind that when creating a cover you are combining only three key elements:
  1. Images: one or more images are imported into your image-processing program, then re-sized and positioned.
  2. Text: boxes of text can be coloured, re-sized and positioned.
  3. Coloured shapes: blocks and other shapes can be filled and bordered with different colours, re-sized and positioned.
- The temptation is to immediately complicate matters by wanting to add all sorts of effects. But often, simpler is better.

## Decision Tree 4D:

### How to Lay Out a Cover for a Print Book?

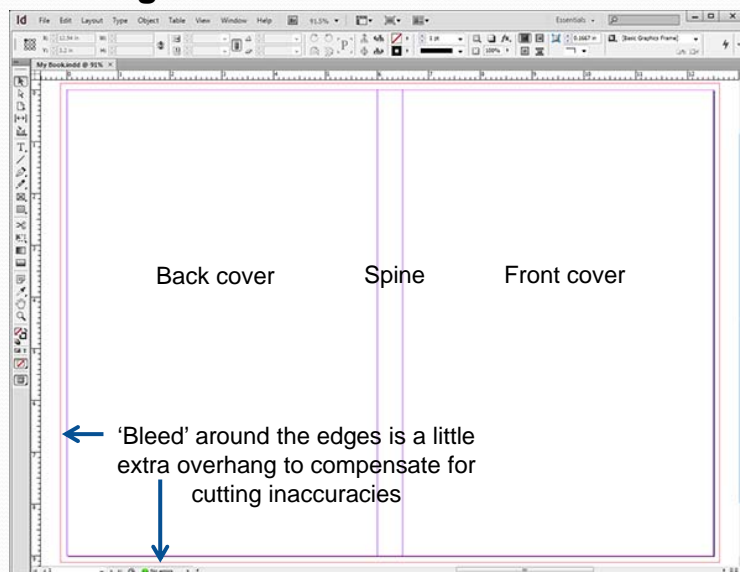
#### Alternative 4D i) Choose a suitable size then set up the cover file

The following (**trim size**) dimensions (height x width) are commonly used when printing books in Australia:

- **A format:** 181 mm x 111 mm (pocket sized)
- **B format:** 198 mm x 128 mm
- **B+ format:** 210 mm x 135 mm (also known as demi-octavo)
- **C format:** 234 mm x 153 mm.

You can vary from standard **trim sizes**, but this will usually mean a slight increase in the cost of printing.

### The Design Shell for a Print Cover in One File



### Alternative 4D ii) Import or re-assemble the front cover

After setting up the framework for the full print cover, there are two main ways in which you can proceed:

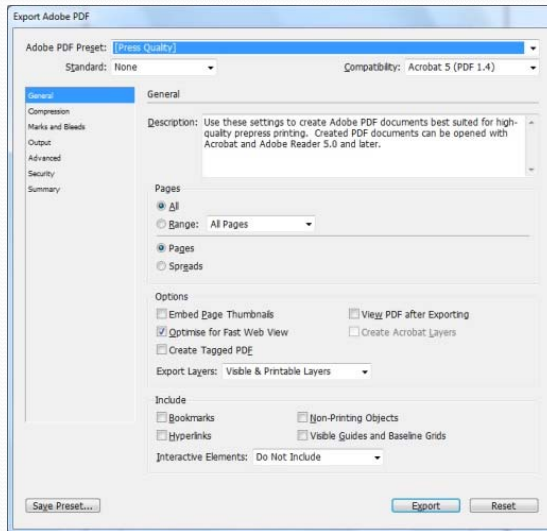
1. Increase the resolution of your ebook cover image to 300 ppi, then import the file to the front page of your new print cover.
  2. Assemble all the cover elements again on your new front cover.
- Change resolution to **300 ppi** (for printing), then change colour mode from **RGB** to **CMYK**.
  - Full colour on computer screen is made from three component colours: **red, green and blue**. This is abbreviated to **RGB**.
  - Full colour on a printed page is made from four component colours: **cyan, magenta, yellow and black**. This is abbreviated to **CMYK**. The K stands for black because it is the 'key' colour to which the other three colours are aligned.

### Alternative 4D iii) Add text, colour, other images, logo and barcode



- Books available to the public should have a unique 13-digit identifying number called an **International Standard Book Number (ISBN)**.
- The ISBN helps retailers, readers and libraries track down and purchase the book.
- The ISBN is the basis of the **barcode**.
- A periodical publication such as a magazine, newsletter or annual anthology, then an eight-digit **International Standard Serial Number (ISSN)** is used.

## Alternative 4D iv) Convert to a press-quality PDF



- Printing companies like press-quality PDFs.
- Convert the **native file** into a press-quality PDF (Portable Document Format) file. This is easy.
- The fonts and images are all **embedded** into a PDF file and can be read by a Mac or Windows computer.

## Homework – Week 5

- Read **Option 4: Creating Covers** in *Your Book Publishing Options*, pp 105-144
- Take special note of the FAQs on:
  - How is the spine width calculated?
  - Who has the final say on the cover?
- If you haven't already, read the **excerpt** from *The Design Manual* (week 3 on the Unit Guide), which will help your Offset Design Critique due week 7.
- Revise the content of the lectures from weeks 1 to 4 (but **not** this lecture) for **your first test this week** in the first 25 minutes of your seminar.



END