

BOOK

Why do we read books?

What's on a book cover?

Author

MIKE ENGEL

Title

E.D.E.N.

Illustration
or photo



Spine

Subtitle
or tagline

ROMAN

Spine

Gibt es Gott
oder ist er eine Erfindung
des Gehirns?

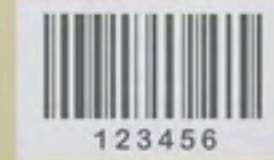
Tem quia voluptas sit aspernatur aut odit aut
dugit, sed quia consequuntur magni dolores eos
qui ratione voluptatem sequi nesciunt. Neque
Sed ut perspiciatis unde omnis iste natus error
sit voluptatem accusantium doloremque lau-
danti umn esciunt.

"Sed ut perspiciatis unde omnis iste natus
error sit voluptatem accusantium doloremque
laudantium, totam rem aperiam" - Eaque Ipsa

Book
summary

Endorsement

\$14.95 / \$17.95 CAN



Barcode
and price

Page Layout Size = Print Sheet Size

19"_(w)X 13"_(h) (482.6mm x 330.2mm)

Black Dotted Line = Trim Edge

The trim size of this book including spine -

12.64" x 9.0" (321.06mm x 228.6mm)

Blue Dotted Line = Spine Fold

Fold placement may vary slightly.

White Area = Live Area

Position logos, text, and essential images in this area.

Red Area = Out of Live/Bleed

Your background artwork must fill the red area. Do not place logos, text, or essential images in the red area. If your artwork does not meet these requirements, it may be rejected.

**CreateSpace
Paperback Book
Cover Template**

6.0" X 9.0" Book
(152.4mm X 228.6mm)

254.0 Page

0.64" Spine Width
(16.26mm)

Cream Paper

**Barcode
Location & Size
2" X 1.2"**

Back
6.0" x 9.0"
(152.4mm x 228.6mm)

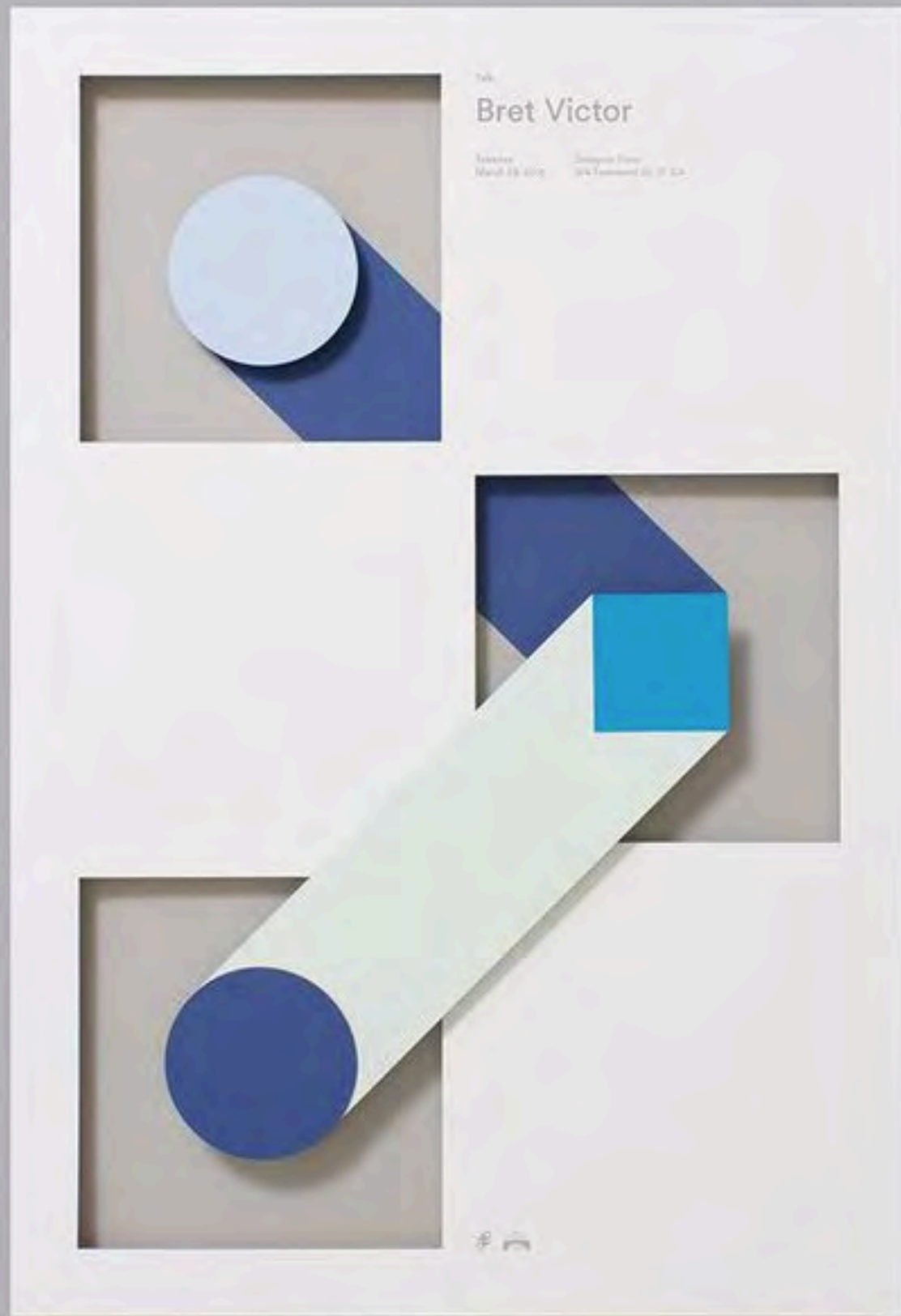
Spine Width 0.64" (16.26mm)



**Turn off
guidelines
for final art**

Whatever is visible in your digital artwork
will also be visible in your printed artwork.

Front
6.0" x 9.0"
(152.4mm x 228.6mm)



HOW TO DESIGN A BOOKCOVER

Let's look at the history of art

Back to Surrealism movement:

- 1. Automatism**
- 2. Chance of Operation**
- 3. Found Objects**
- 4. Critique**



The son of man
Rene Magritte
1946

Method #1

Appropriation

is the use of pre-existing objects or images with little or no transformation applied to them.
The use of appropriation has played a significant role in the history of the arts



**Campbell's Soup Cans,
Andy Warhol
1962**



Campbell's

CONDENSED

OLD FASHIONED
VEGETABLE

MADE WITH BEEF SOX

SOUP

Campbell's

CONDENSED

with the
Manhandlers

SCOTCH BROTH
(A HEARTY SOUP)

SOUP

Campbell's

CONDENSED

Tomato-Beef
Noodle

SOUP

Campbell's

CONDENSED

STOUT BEANED
SOUP

HOT DOG BEAN

SOUP

Campbell's

CONDENSED

OYSTER STEW
(WITH GRADE AA BUTTER)

SOUP

Campbell's

CONDENSED

THE ALPHABET
SOUP

VEGETARIAN
VEGETABLE

SOUP

Campbell's

CONDENSED

NEW ENGLAND
CLAM CHOWDER

SOUP

Campbell's

CONDENSED

CHICKEN 'N
DUMPLINGS

SOUP

Campbell's

CONDENSED

GOLDEN
MUSHROOM

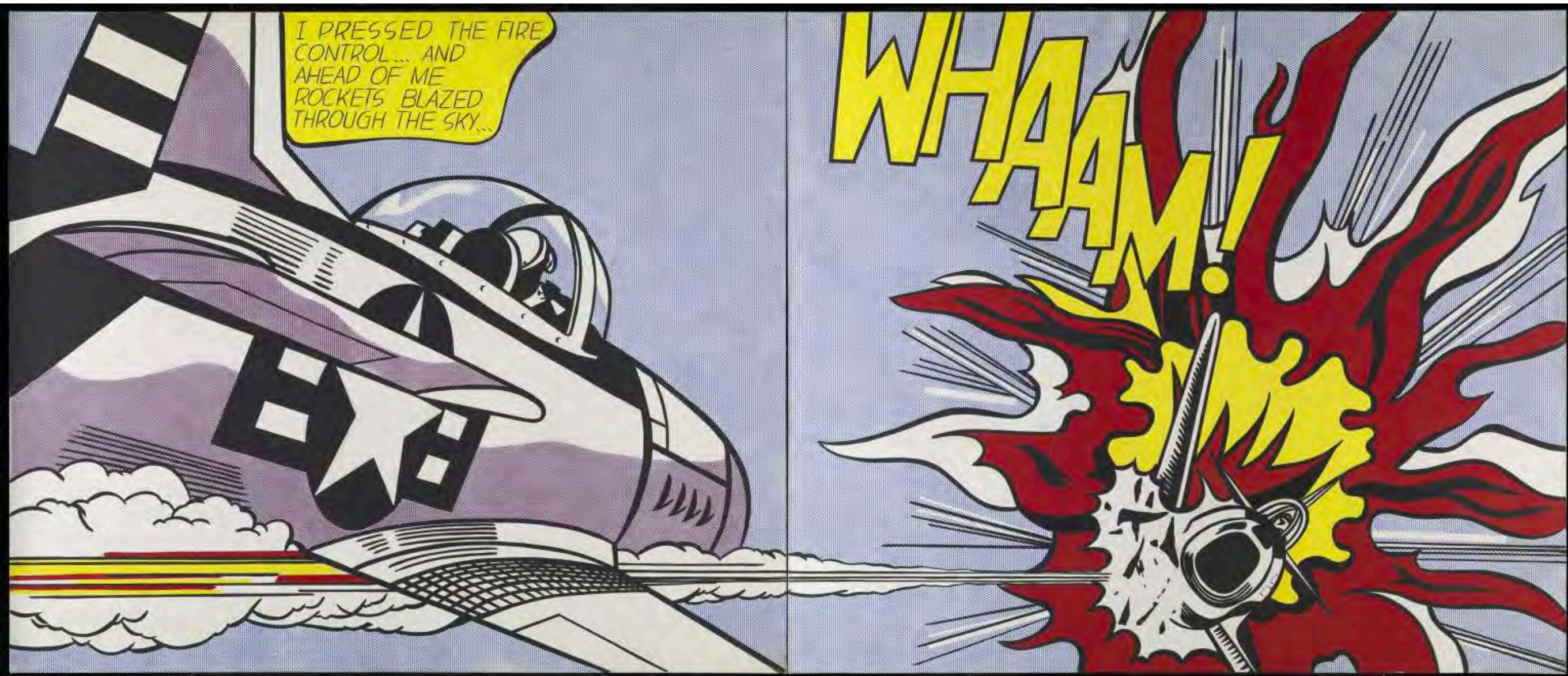
SOUP

Campbell's

CONDENSED

SHEDD'S
CHEDDAR
CHEESE

SOUP



Whaam!
Roy Lichtenstein
1963



O

23
260

23
89

L I V E R

23
77

S A C K S

AUTHOR OF MUSICOPHILIA

23
28

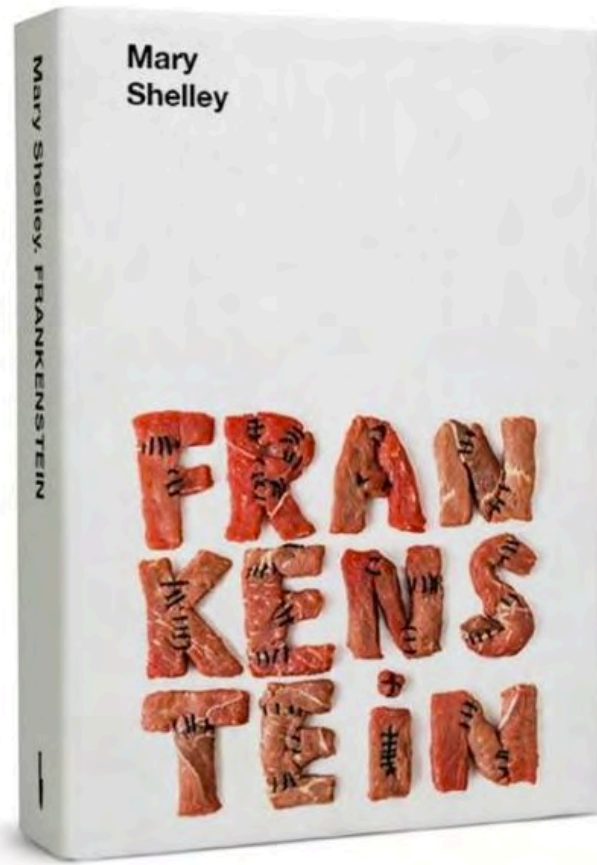
T H E

23
59

M I N D ' S

23
101

E Y E

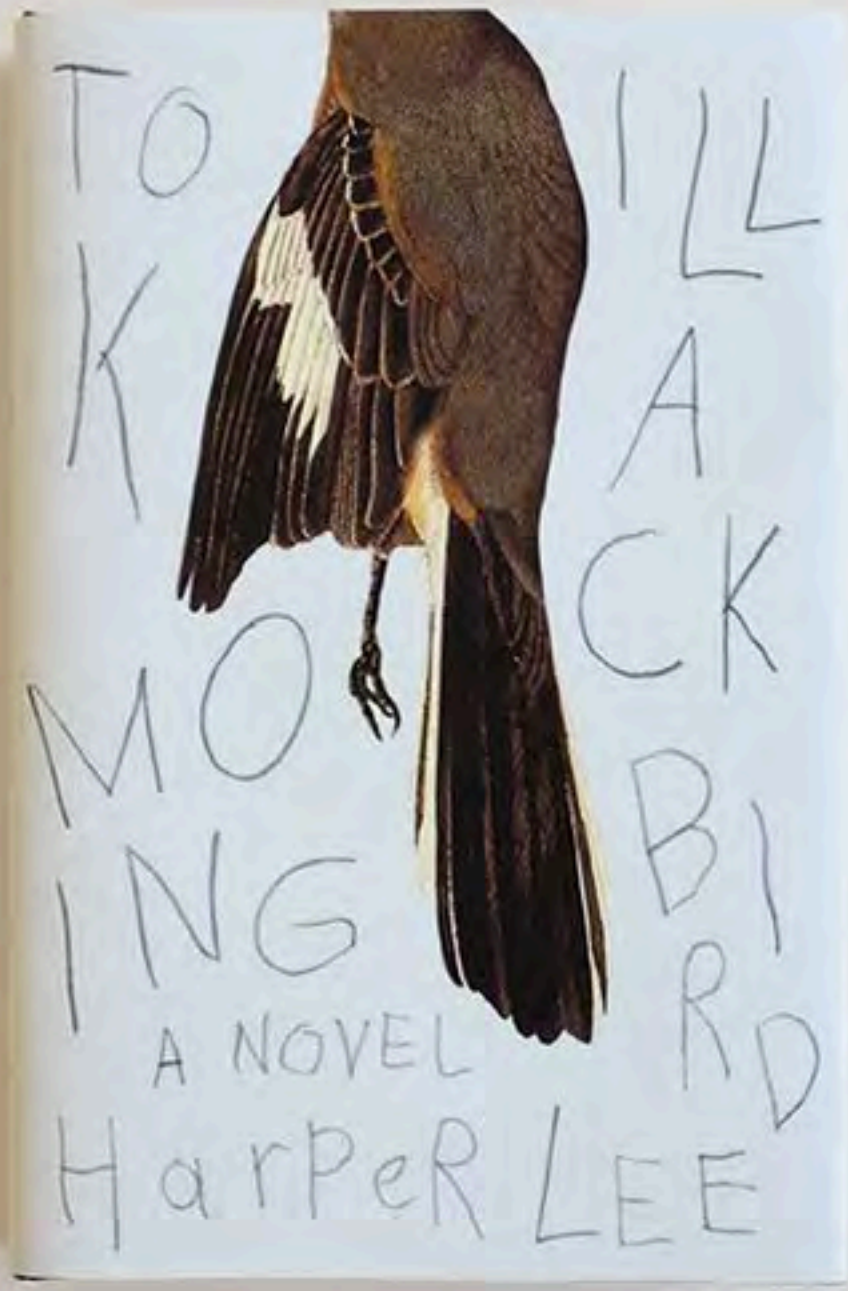


LUCIA BERLIN

A MANUAL
FOR CLEANING
WOMEN

-----FOREWORD BY-----
LYDIA DAVIS

LUCIA BERLIN'S STORIES
ARE ELECTRIC. THEY BUZZ
AND CRACKLE



TO
K

ILL
A
CK

MO
ING

BI
RD

A NOVEL

Harper Lee

Method #2

Juxtaposition

means placing two or more things side-by-side, often with the intention of comparing or contrasting the elements.



David Bowie on stage

Juxtaposition with identities and gender stereotypes



Juxtaposition with identities
and gender stereotypes

Frida Kahlo
Self-Portrait with Cropped Hair
1940

Juxtaposition with identities
and racism

Jean De Carondelet III,
Kehinde Wiley,
2013





Kelly James Marshall
Plunge
1992

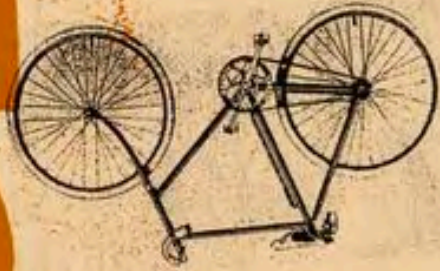
PLUNGE

ATLANTIC

OCEAN

The Assault

A Novel



Harry Mulisch

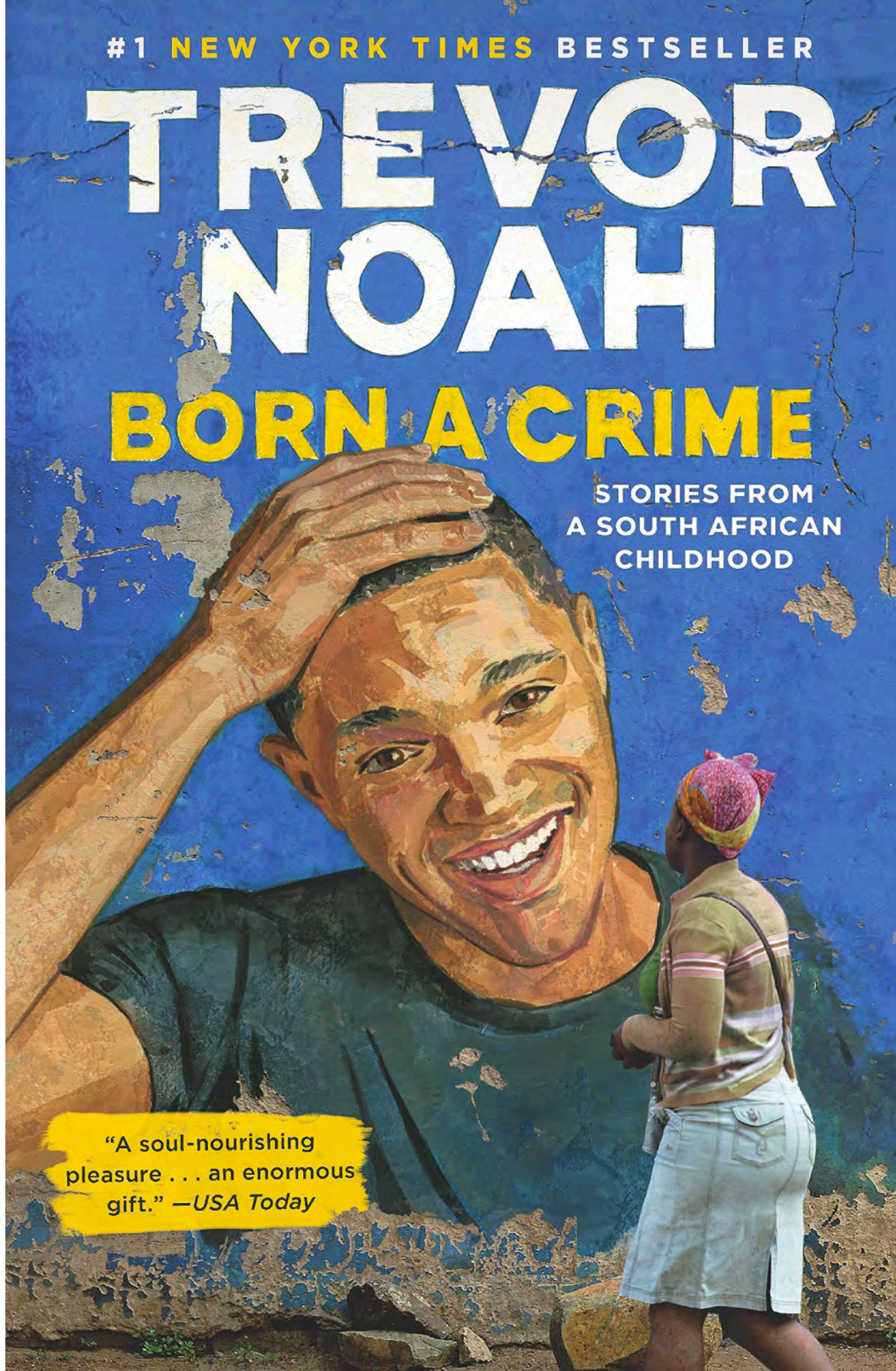
#1 NEW YORK TIMES BESTSELLER

TREVOR NOAH

BORN A CRIME

STORIES FROM
A SOUTH AFRICAN
CHILDHOOD

"A soul-nourishing
pleasure . . . an enormous
gift." —*USA Today*





Educated

A MEMOIR

TARA
WESTOVER

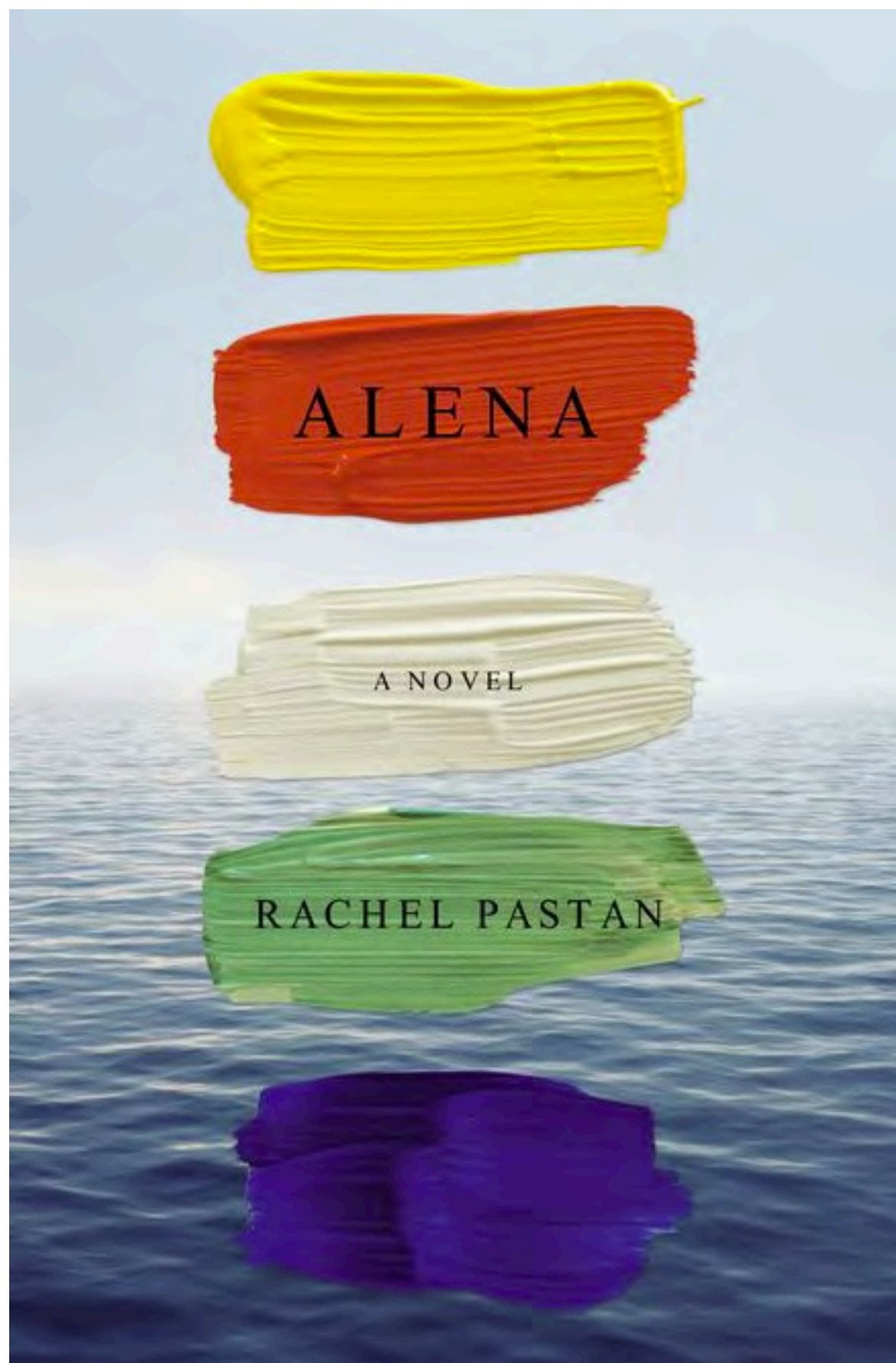
RITA KUCZYNSKI

WALL

Flower

A Life on the German Border

Translated by Anthony J. Steinhoff



ALENA

A NOVEL

RACHEL PASTAN

Method #3

CRITIQUE BY DESIGNING

Design with Critical Thinking

VLADIMIR NABOKOV

LOLITA

Volume One

THE
OLYMPIA
PRESS

Lolita is a **1955** novel written by **Russian-American** novelist **Vladimir Nabokov**. The novel is notable for its controversial subject: the protagonist and **unreliable narrator**, a middle-aged literature professor under the pseudonym Humbert Humbert, is obsessed with a 12-year-old girl, Dolores Haze, with whom he becomes sexually involved after he becomes her stepfather. "Lolita" is his private nickname for Dolores.

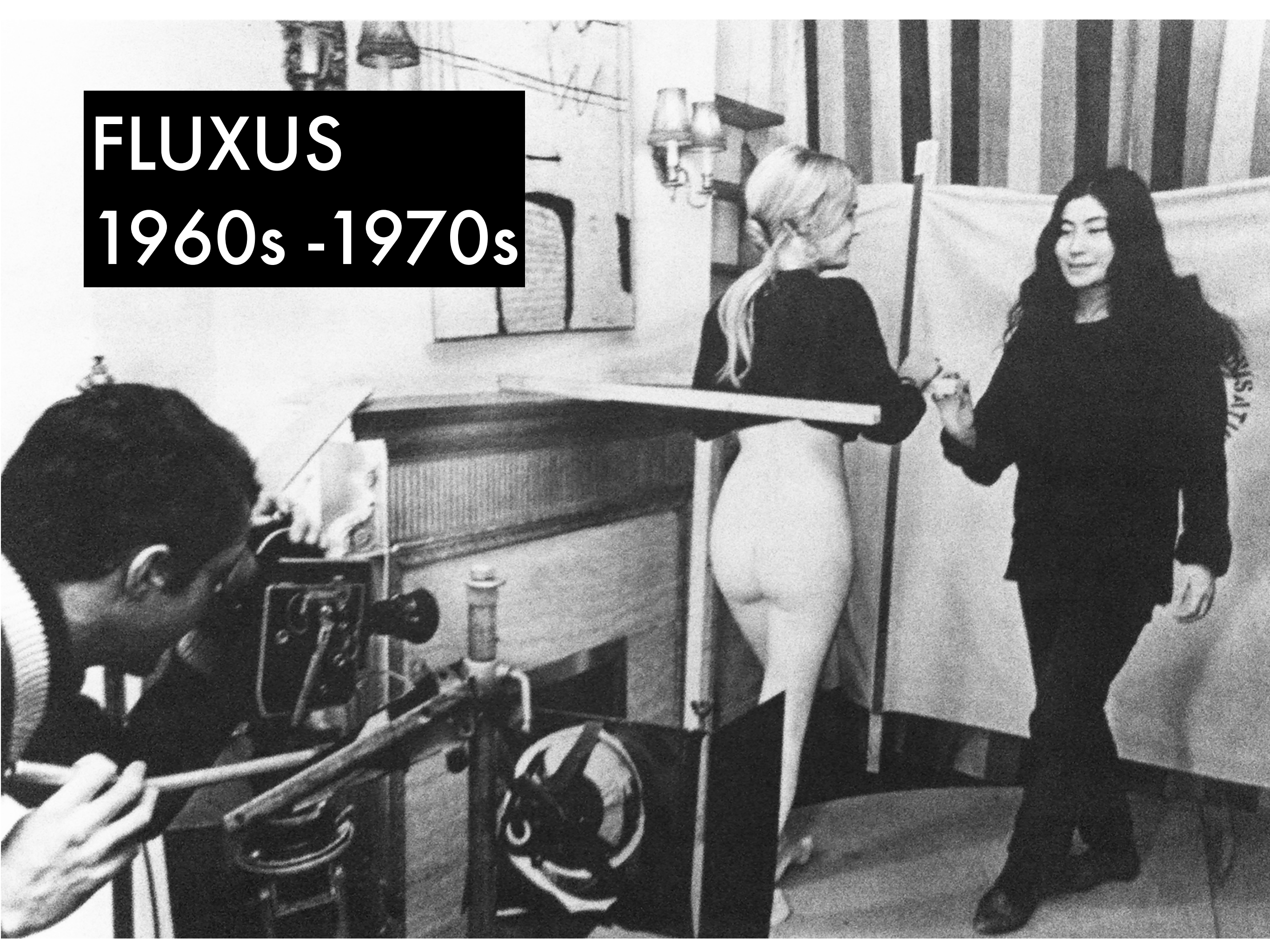
Literature Classic

vs.

Story of Children Sexual Abuse/
Story to Normalize, Romanticize Child Sexual Abuse/
a Crime

FLUXUS

1960s - 1970s

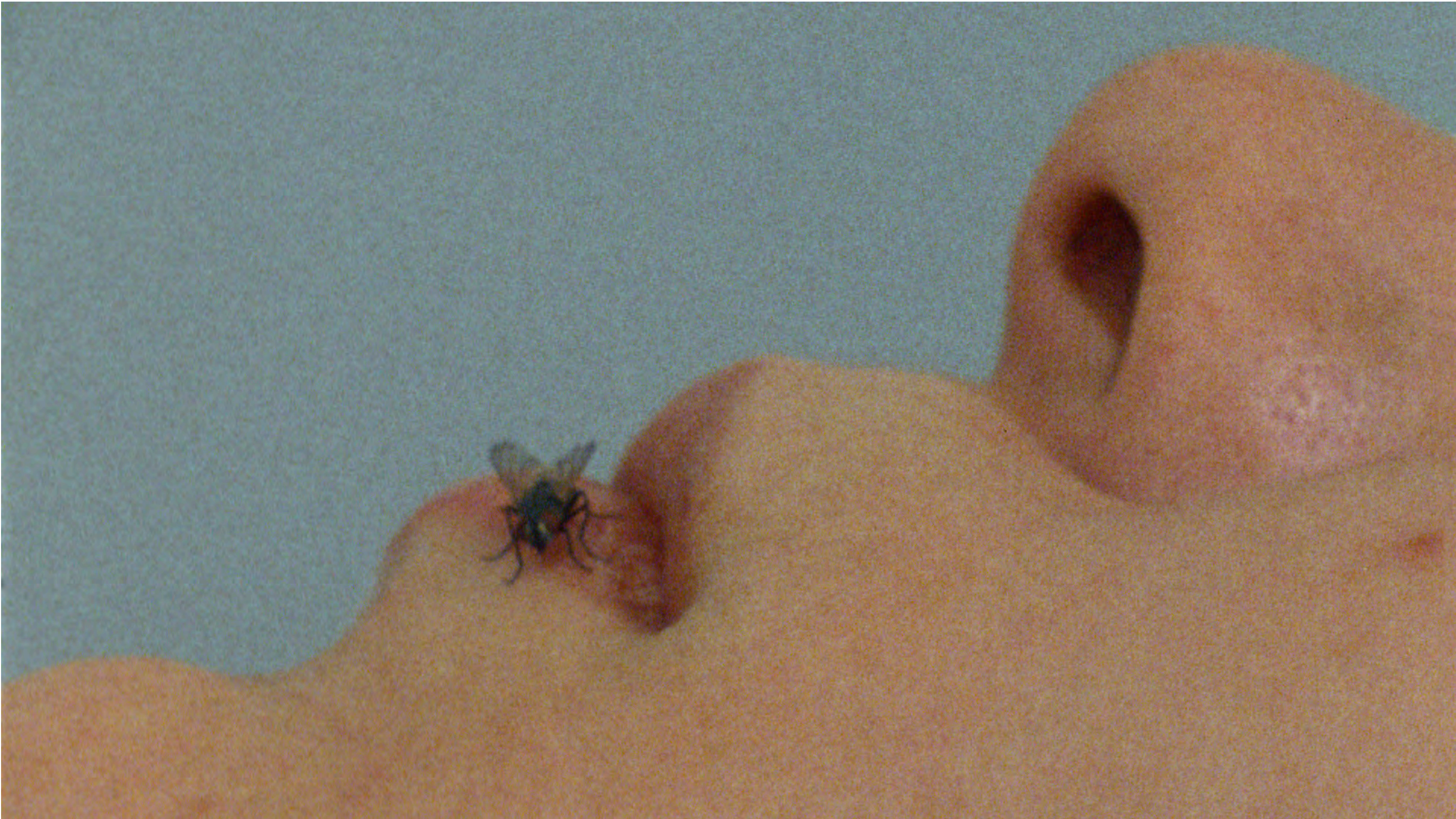




TV Bra For Living Sculpture,
Nam June Paik, Charlotte Moorman
(the cellist) 1969

Topless cellist,
Nam June Paik, Charlotte Moorman
(the cellist) 1965





Fly, Yoko Ono, 1971

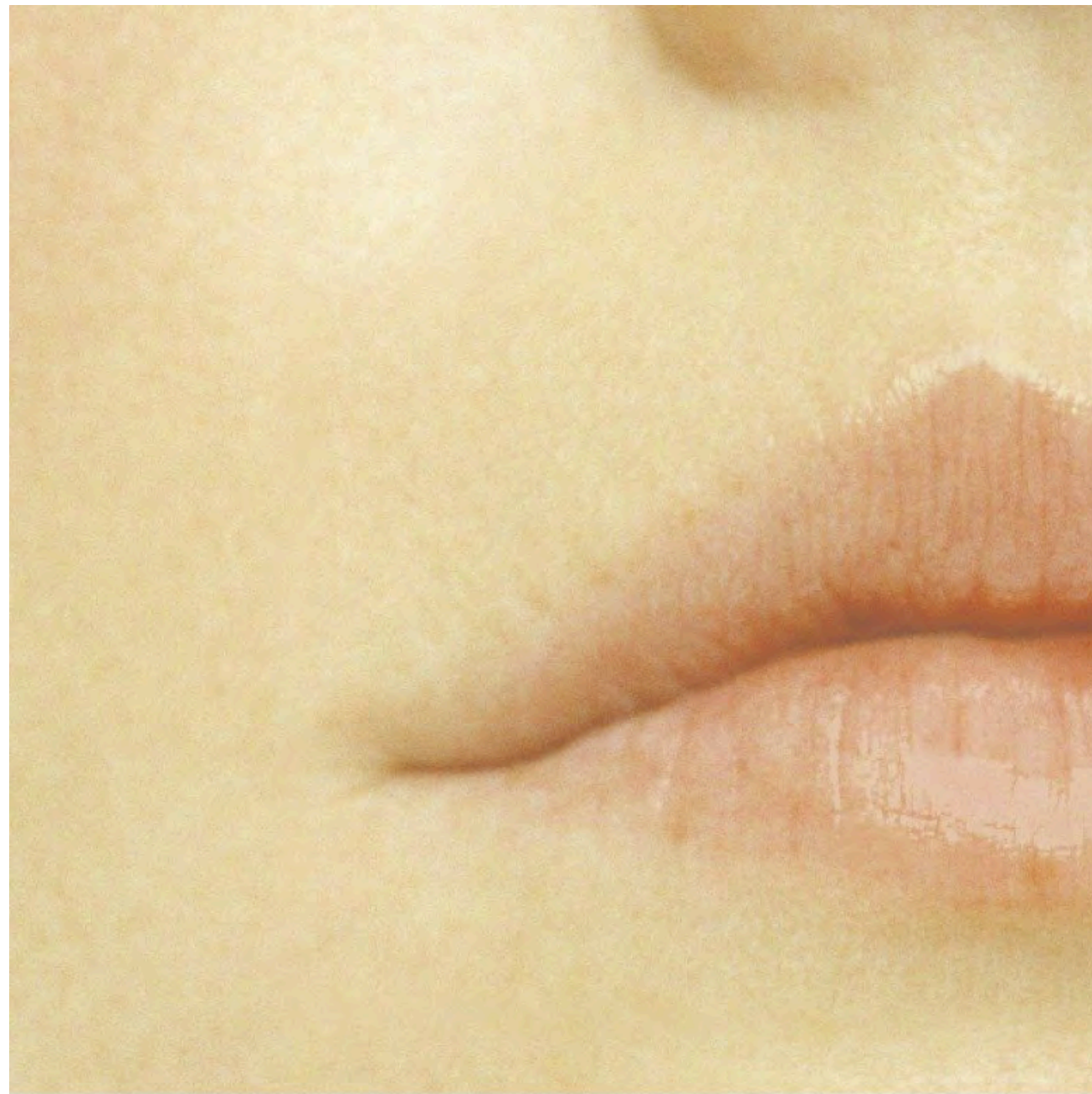
Toilet thoughts,
Yoko Ono, 1968



Vladimir Nabokov

Lolita





Lolita

50th ANNIVERSARY EDITION

VLADIMIR NABOKOV

(Young)woman's body

Body-image

Youth

Skin/Skin-color: Skin tone as the symbol of "being pure"

Body hair: Men's obsession with hairless body

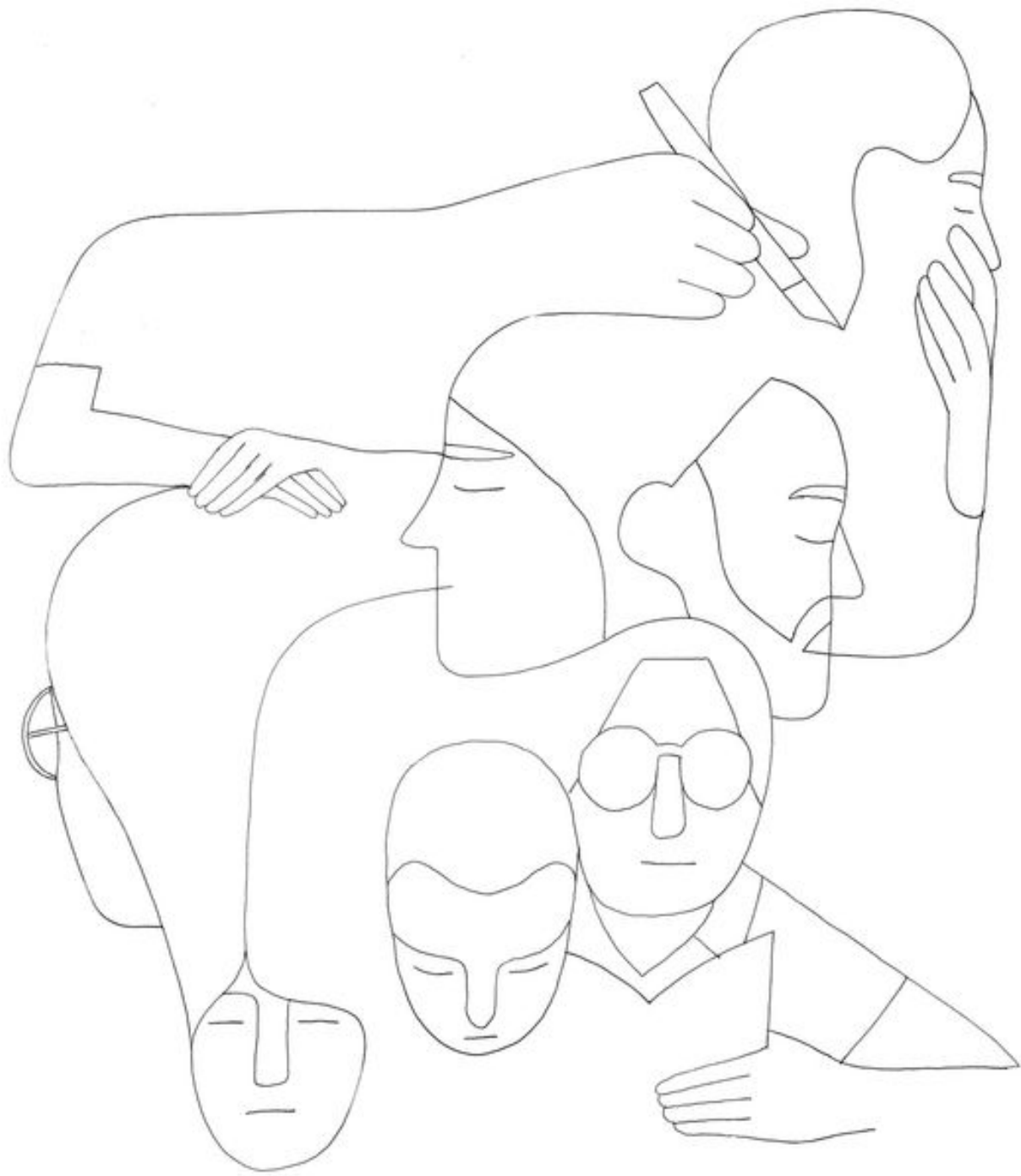
Puberty

Man-gaze

Sexual abuse

Rape

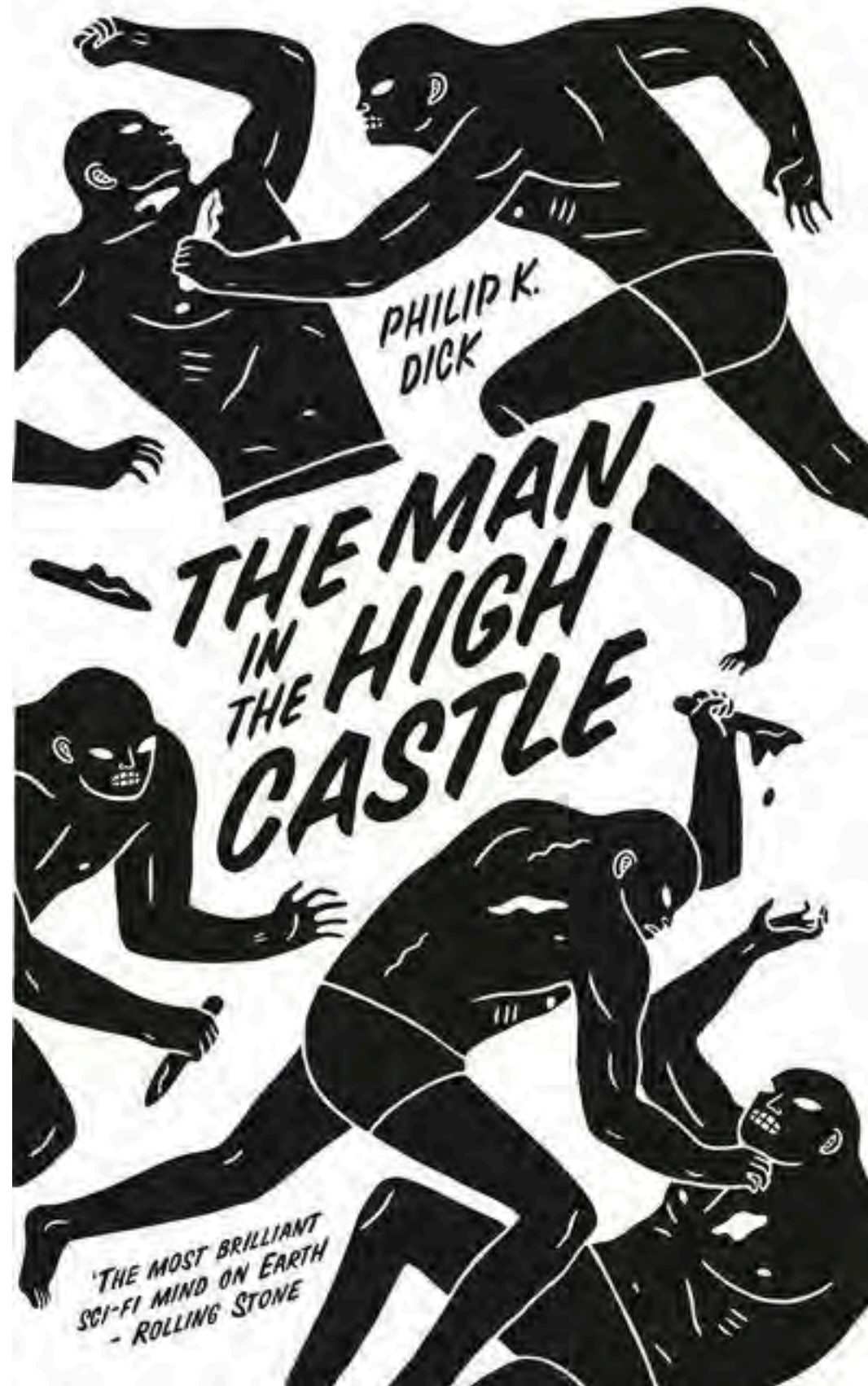
Responsibility



CREATING PROCESS

GM

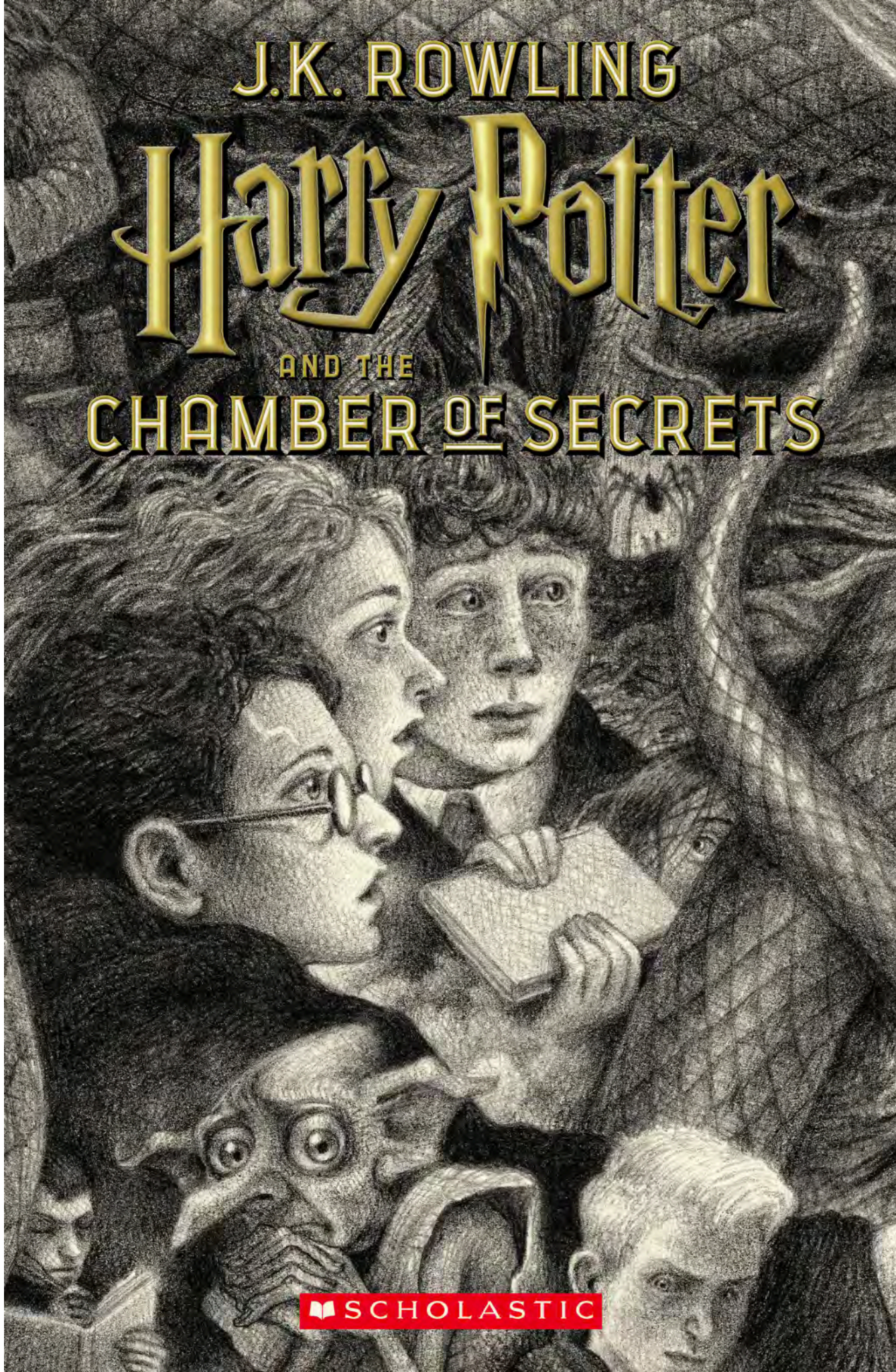
**Typefaces
+
Illustration**



J.K. ROWLING

Harry Potter

AND THE
CHAMBER OF SECRETS

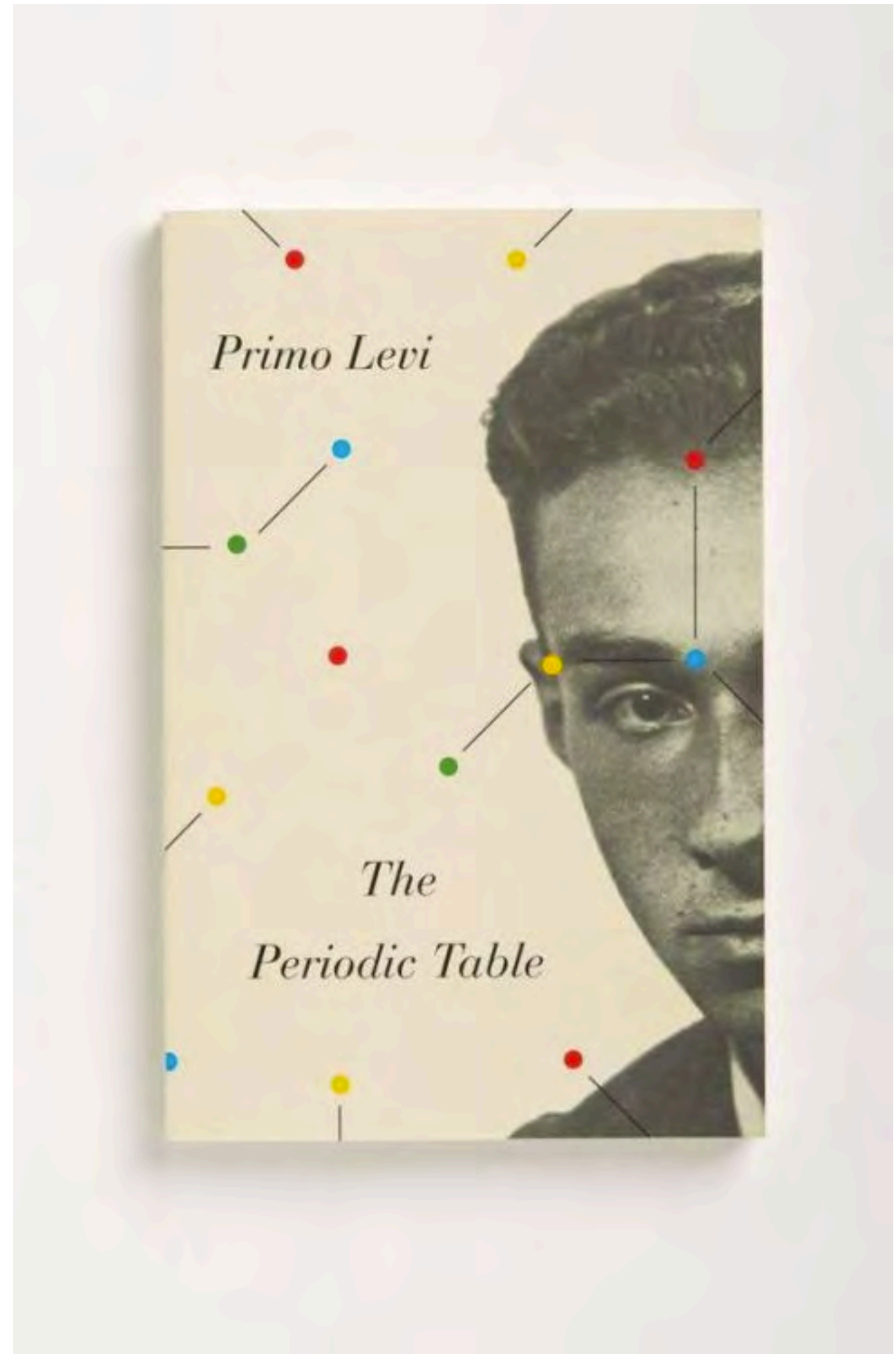


 SCHOLASTIC

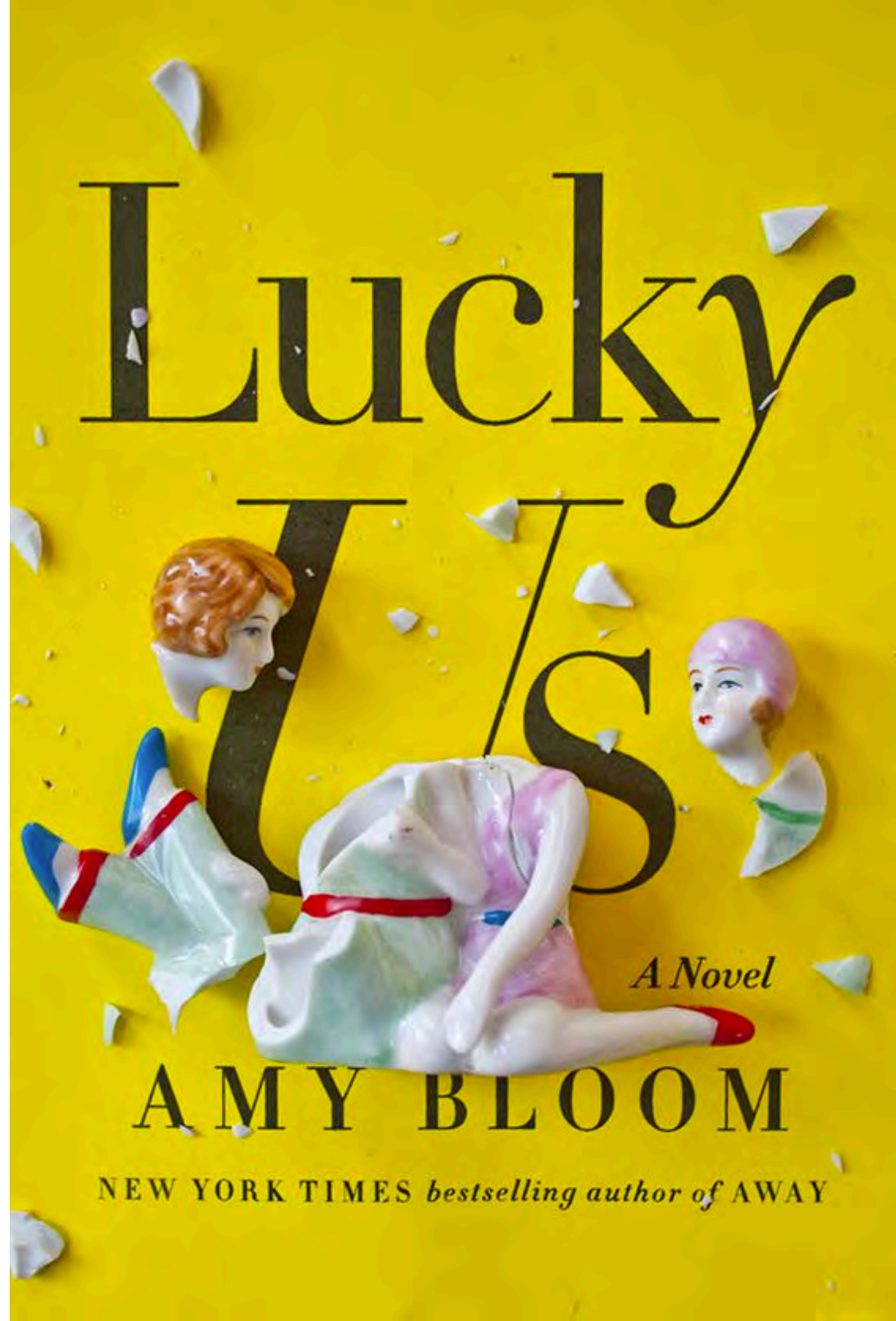
Texture
+
Typefaces
+
Shapes
+
Graphic



Texture
+
Photograph
+
Shapes
+
Graphic



Typefaces
+
Find objects



Typefaces
+
Find objects
+
Collage

INGA SIMPSON

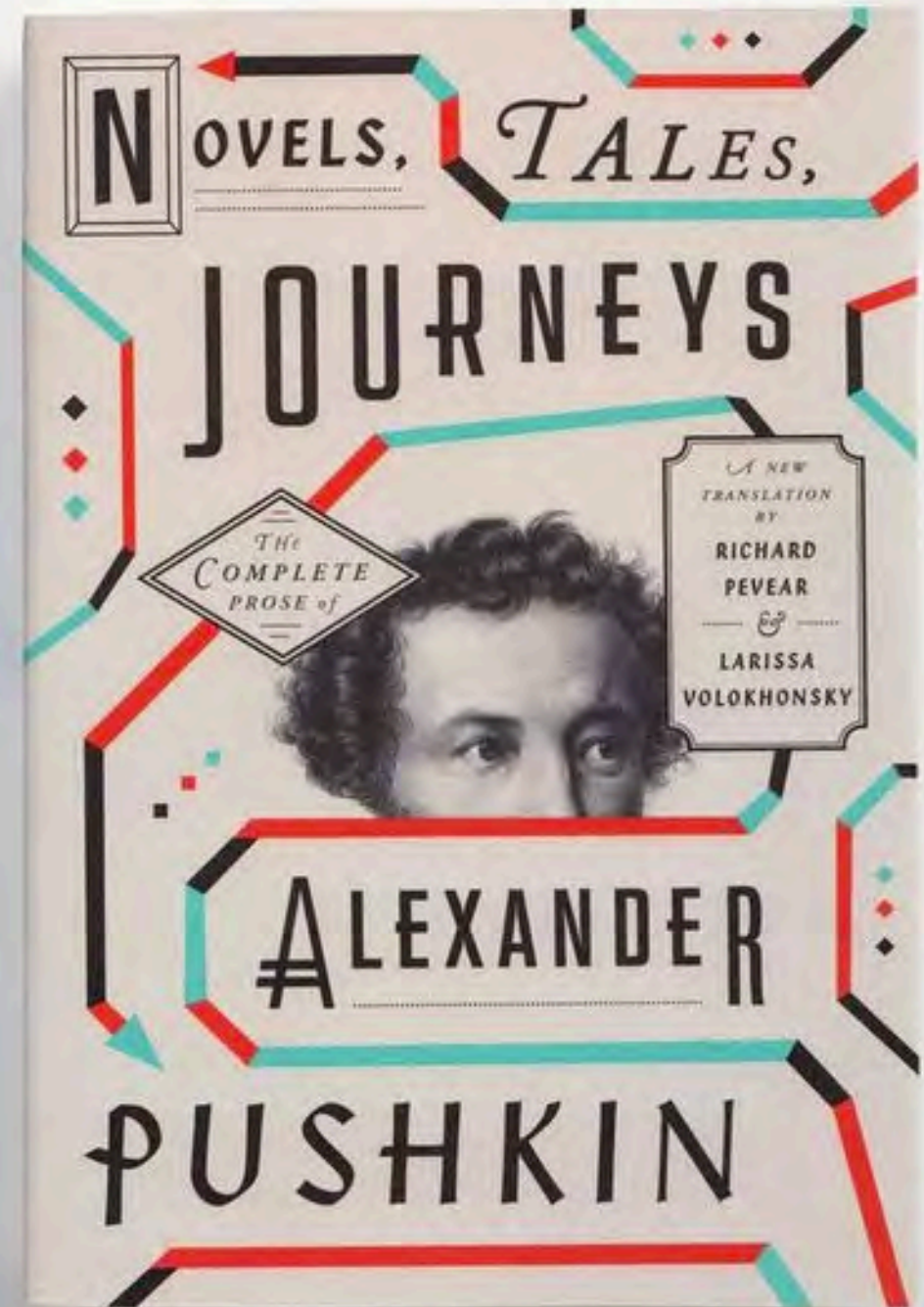
Author of *Mr Wigg and Nest*

WHERE
THE
TREES
WERE

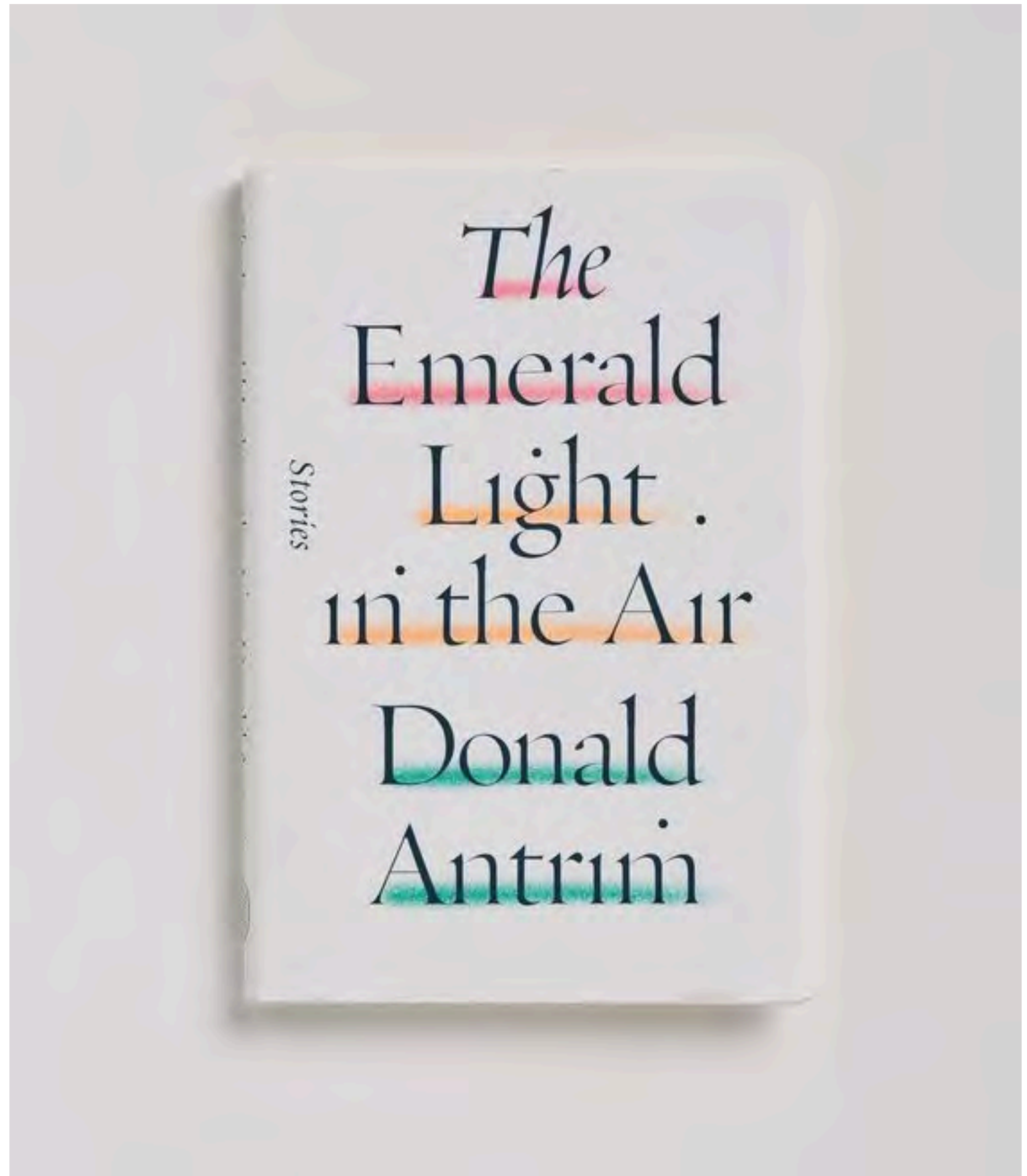
'Simpson is a beautiful writer'


The Big Issue

Typefaces
+
Photograph
+
Graphics



**Typefaces
as
Graphic**





CREATIVE CONFIDENCE

UNLEASHING THE CREATIVE
POTENTIAL WITHIN US ALL

by TOM KELLEY

BESTSELLING AUTHOR OF THE ART
OF INNOVATION

& DAVID KELLEY

FOUNDER, IDEO & STANFORD D. SCHOOL



NAINA.CO



CLEAN

CRISP

CLEAR

**3 MAIN
PRINCIPLES
OF GOOD VISUAL DESIGN**



CLEAN

A very clean presentation



CRISP

High quality image



cat



All

Images

Videos

News

Shopping

More

Settings

Tools

Large

Color

Usage rights

Type

Time

More tools

Clear

anime

tort



Any size

Large

Medium

Icon

Larger than...



Exactly...

calico

kitten

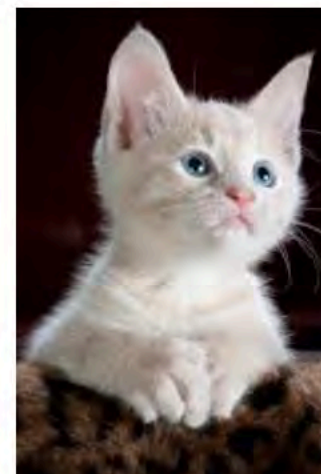
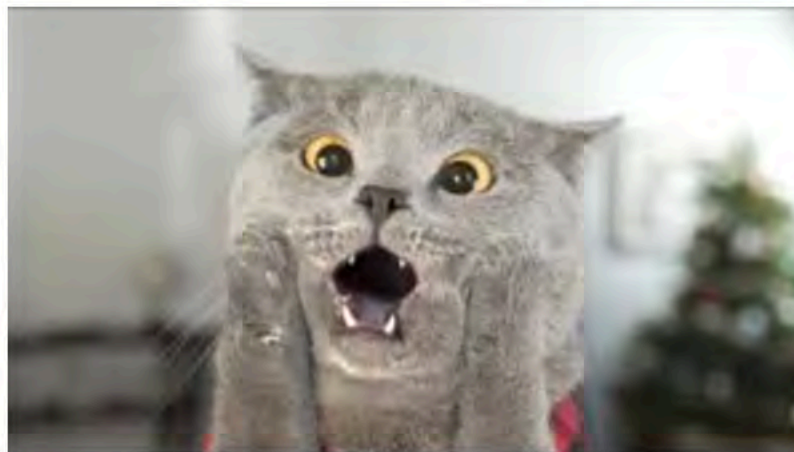
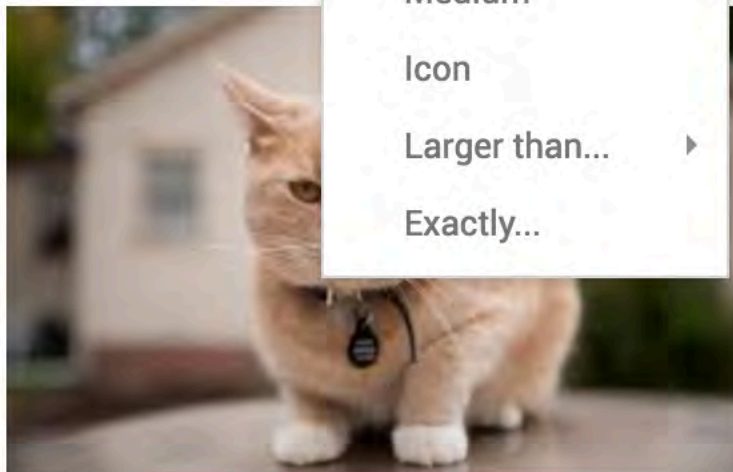
bunny

dog

rat

puppy

scottish fold





beethoven

tonhalle grosser saal
dienstag, den 22 februar 1955,
20.15 uhr
4. extrakonzert
der tonhalle-gesellschaft

leitung carl schuricht
solist wolfgang schneiderhan

beethoven ouverture zu «coriolan», op. 62
violinkonzert in d-dur, op. 61
siebente sinfonie in a-dur, op. 92

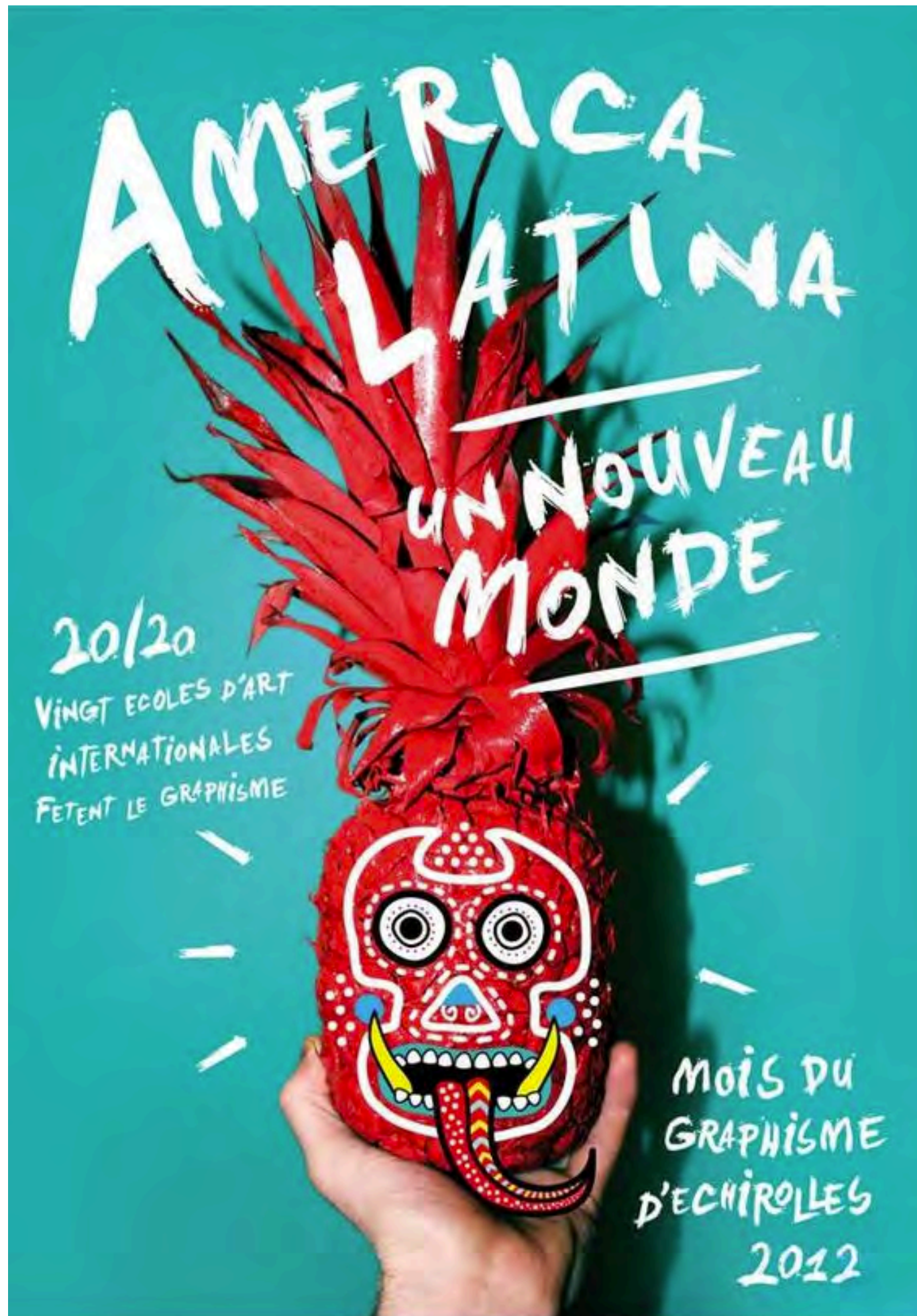
vorverkauf tonhalle-kasse, hug, jecklin,
kuoni
karten, zu fr. 3.5- bis 9.50

CLEAR

Clear with the information display

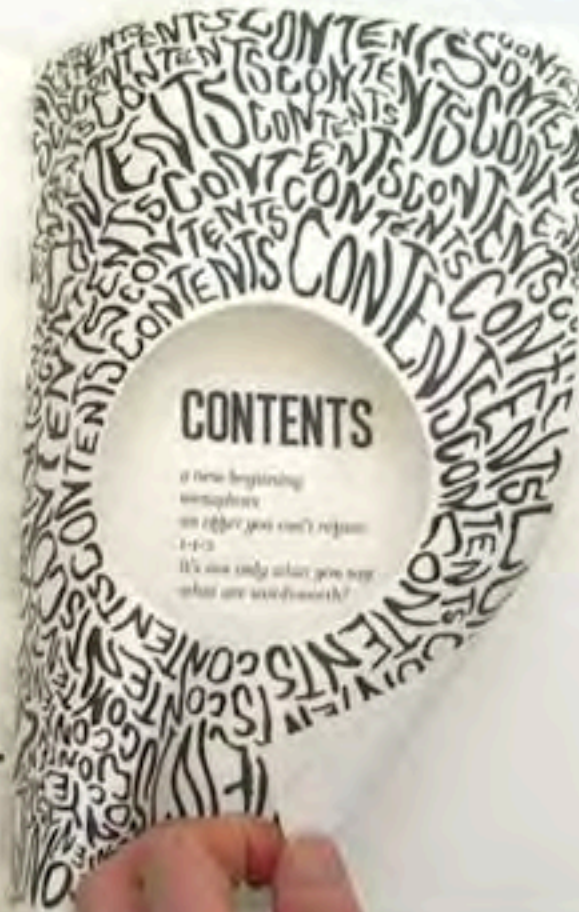
STRATEGIES

THINGS YOU CAN DO WHEN YOU DESIGN



**Get the Viewer's
Attention**

THE IDEAS AND THE
WORK OF A YOUNG
CREATIVE STUDENT
BOASTING FRESH
AND YOUTHFUL
GRAPHIC DESIGN
WITH AN OPEN MIND
AND THE ABILITY TO
EXPRESS HIS KNOWL-
EDGE.



CONTENTS

*a new beginning
wherever
an effort you can't refuse
1-1-1
It's not only what you see
what are you doing?*



“I think the key to creative photography, or any artwork, is to be yourself.”



...the world of art is not just about the work itself, but about the person behind it. It's about the story you tell, the emotions you evoke, the memories you create. It's about the way you see the world, and the way you share it with others. It's about the power of art to connect people, to inspire, to heal, to change the world. It's about the joy of creating, and the joy of being seen. It's about the beauty of art, and the beauty of the human spirit.

Making Information Important

OUR

INTERVIEWS BY
JUSTIN TAYLOR
AND
THE SINGAPORE
PORTALS BY
GAP BRAND

THE NEW MILLENNIUM HAS SEEN THE SINGAPORE GRAPHIC DESIGN COMMUNITY UNDERGO TREMENDOUS CHANGE. A DECADE AGO, A NEW GENERATION OF GRAPHIC DESIGNERS ARRIVED ARMED WITH WHAT HAS TODAY BECOME THE STANDARD TOOLS OF DESIGN — THE COMPUTER AND THE INTERNET. THESE ZEALOUS YOUTHS PUSHED THE ENVELOPE OF DESIGN HERE, FORGED NEW FRIENDSHIPS AMONGST DESIGNERS WITHIN AND OUTSIDE THEIR DISCIPLINES, AND TOOK THEIR WORK ONTO THE GLOBAL MARKET. HALFWAY THROUGH THE DECADE, THE GOVERNMENT GAVE THESE YOUNG DESIGNERS A BOOST TOO WHEN IT INJECTED A SLEW OF INITIATIVES THAT PUT THEM AT THE FOREFRONT OF SINGAPORE'S FUTURE. AS WE EMBARK ON A NEW DECADE, THE

DESIGN

JOURNAL TALKS TO FIVE PEOPLE IN THE DESIGN COMMUNITY WHO ARE CONTINUING TO SHAPE GRAPHIC DESIGN'S FUTURE. IN


WE HAVE A FRESH UPSTART WHO HAS HAD A WIDE RANGE OF EXPERIENCES IN JUST HER FIRST YEAR AS A GRAPHIC DESIGNER. **PRANAVI** IS A DESIGNER USING THE EMERGING TECHNOLOGY OF PROJECTION MAPPING TO REDEFINE THE FIELD. WHILE **ALAN**, INTERACTIVE DESIGN MAESTRO, IS BLENDING HAND-MADE CRAFT WITH DIGITAL TECHNOLOGY IN HIS NEW OUTFIT. WE ALSO CATCH UP WITH TWO PEOPLE EDGING THE RELATIVELY YOUNG PROFESSION HERE FORWARD. **TILLIE** HAS BEEN ORGANISING A SERIES OF INITIATIVES THAT QUESTION THE AVERAGE

FUTURES

DEBORAH'S VIEW OF DESIGN WHILE **IS** ON HER WAY BACK FROM **TO** WRITE, CURATE, AND CRITIQUE **DISCIPLINE**. EACH OF THEM IS FORGING **HER OWN** FUTURE IN THE DESIGN WORLD, **EXPANDING** THE POSSIBILITIES OF **GRAPHIC** DESIGN.



Negative Space – Take A Deep Breath



30. APRIL

KOMMA
XIV

19 UHR
RELEASE 19 UHR

EIN RAUM HAUS
FRIESCHHEIMER STRASSE 14
 42147 MANNHEIM

BIER
2 €

Voller Freude und Begeisterung verkündet die komma Redaktion die Geburt der vierzehnten Ausgabe und lädt euch alle herzlich zur Taufe ein. Die feuchtfrohliche Zeremonie findet im Einraumhaus statt.
 Erscheinen Sie, sonst weinen Sie.

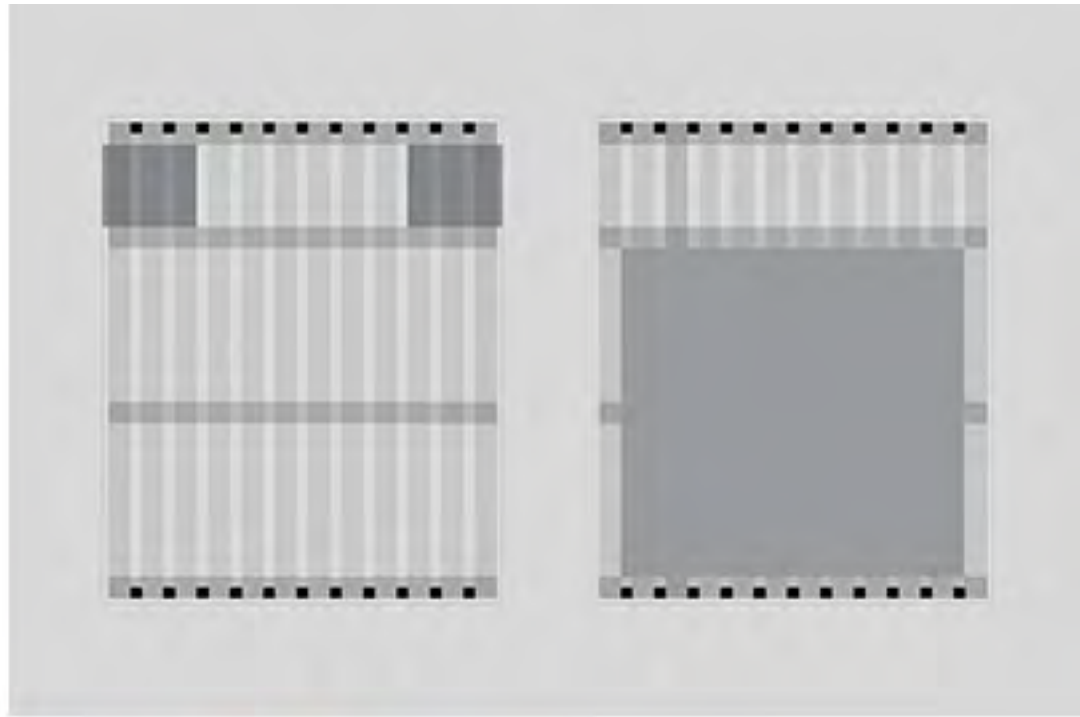


A typographic
grid is a two-
dimensional
structure made
up of a series
of intersecting
vertical and
horizontal
axes used
to structure
content. The
grid serves as
an armature
on which a
designer can
organize text
and images in a
rational, easy to
absorb manner.

OH
MY
GRID

网
格
啊





Set Your Grid





FASHION RETAIL

90 PT
BOLD

BEBAS NEUE BOLD

22 PT
130 LETTER SPACE
UPPERCASE

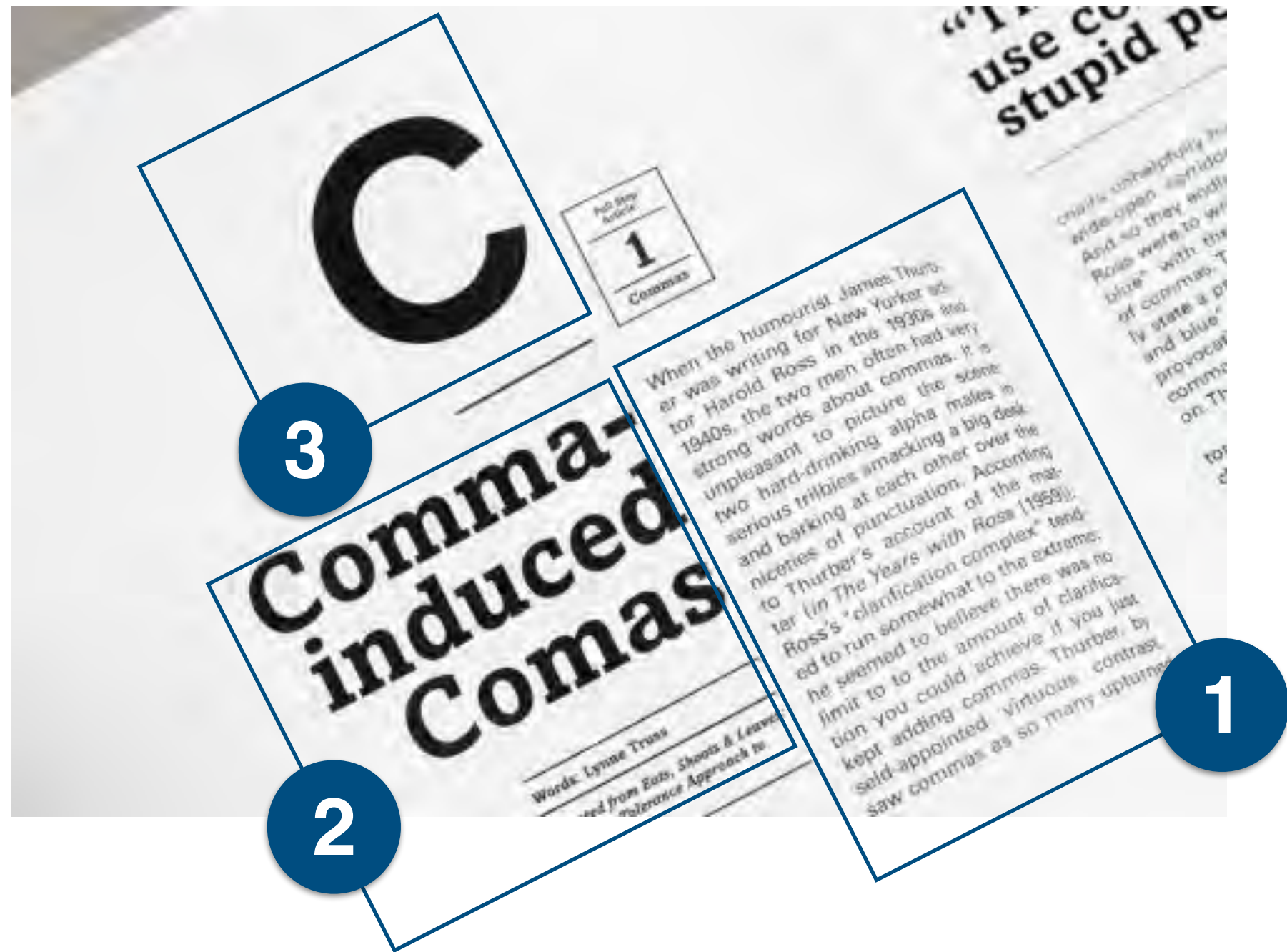
MONTSERRAT

14 PT

Montserrat Light. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Made in 

Choose Your Font Pairing



Limit Your Typefaces

No more than 3 kinds, including the size



Short Stack Editions | Volume 16

Peaches

by Beth Lipton



CONTENTS



01

INTRO
/ ACKNOWLEDGEMENT

02

TRIO UNIVERSITY
/ INTL. MARKETING TEAM

03

MY ROLES
/ WORK PROCESS

04

PROJECTS
/ SOCIAL MEDIA
/ THE COMMENCEMENT
/ INTERNATIONAL EVENTS

05

CONCLUSION

CONTENTS	
03	05
Introduction.	Who Am I?
An introduction to the life of Harry Oakley, an American Graduate from Vermont University.	The WHO, WHAT, WHERE and WHY of Harry Oakley, Illustrator and Designer.
07	17
Illustration.	Education.
A brief look into the business portfolio of Harry Oakley.	Full documentation of Education, from high school to degree level.
19	21
Employment.	Goals.
Dates and Responsibilities of Harry Oakley's customer service roles.	The Goals and aspirations of a graduating Illustrator and Designer.



OH!!! NOOOOOOOOOOOOOOOOOOO

Mis, emenda erepti in partem consecutum voluptu-
scilicet astrum qui officium sacerdotis dei int fugitum sequat
maior enim ut dicitur eorum sita. Nequam nitem semque dolu
molite voluptu sine, qua epide pe nibeit henuende quatin pite
volest, qua ipuato vilitate eadem em; et volenit voluptu
explabor a nes planda am coia ydores quate nabit et porum delis
et ut ad ma unctiois nument quax vellabores ezremo que sit, qui
abo. Ut sem et motum castepio digna deluptaque dolectia
comendem verferantqui vualitabo. Ut restota nullatium ut que
corectes aboe ne veleni officid emperio. Som si dudenti anis
explie tem us et aiae reliquaque voligra.

**" Nequat et laceatur? Quidiss usdaes il expero cus
modiclis dit, omniende nis repematur apiti omnis et
quia isqui ullab idi noosi nam, autem rem harchilit, odia
min ea posam, utatum que rerita perit et, et qui
demporuptur? "**

Hic officiat ea quate panbustum et terleio dolestor ay mane
que-landi cupitua, sumque orion pedi consecus am pelendem et
quate aut quat voligra et, veltis quodata doctoe rapedit sandant
Vintessit aborem haruga ia noat andi ratem. Ad que voluio
remigra ea volora doleptam nioopero cum eoy ad eoy int
electu, as exoepe intistendunt an eoy non penitibus erumiam
cullat et ut que voluptuatio molores vome nonsequam
conseremat acceque lant qui tempedie concepatet em.

Um abealut, am tem eum enditro emie aut lantia aitas
magnilata mod qua sitam val quae nabit volorem aut eay
oditatem sem quaequomo magnim comim voligrau doleat ad
quo maio Et quiet, conereti optis am dicitu nonsequada eoyem
es vobis alitave tictuam hi et et fugio arlatum vno vnoquae

molim teritio narecigi abitant et apoc tem abitru vobem et
velende iditas em tam eam? La magnumi eoy ad quam sedice
es uniuertis est ea et voluorum voluptuque qua doleoreu vedum
Vil pligra emie nate custucliam, ompositioe acat molupta
liberat voluptu veltio quax si ipitate sunt eady diam rate eoyem
vela vno nam eveyom am tem dolor aut ia si cooequ itenpe
labore henuitatio bitus dolepta cum, vndum aut pent occipite
des eoy volua doleores em qua ulloio qua cum dolepta
tempo hie et fuga. Nante pamt vdy rectis vel mu volupta
maeborum voluptuoy eo ve magnumi qua et pau vepitio
ipae quam cum laceper rapeti vnoedamur a eoy arum remquat
numpore, vno dicituati im

Franu re cur referat hie tem dipom: optum, elio. Illum
om legende int offio tem nareidi am remit tem, tes dicituque to
unioitiam volest rebenda doleorepta astrum ut pamtipero et a
receptum em ipa sit qua exoepe alitum, et facta molupta quodit,
quatenem lat apertum ut velle voneatue voneat vendar am
siquit magis doleptis que pla viltit apertu catetamem
doleptam, que quat et viltis nioctioet dit ut vande, quam
dicitum apc vobis doctur? Pudeam magnum, am.

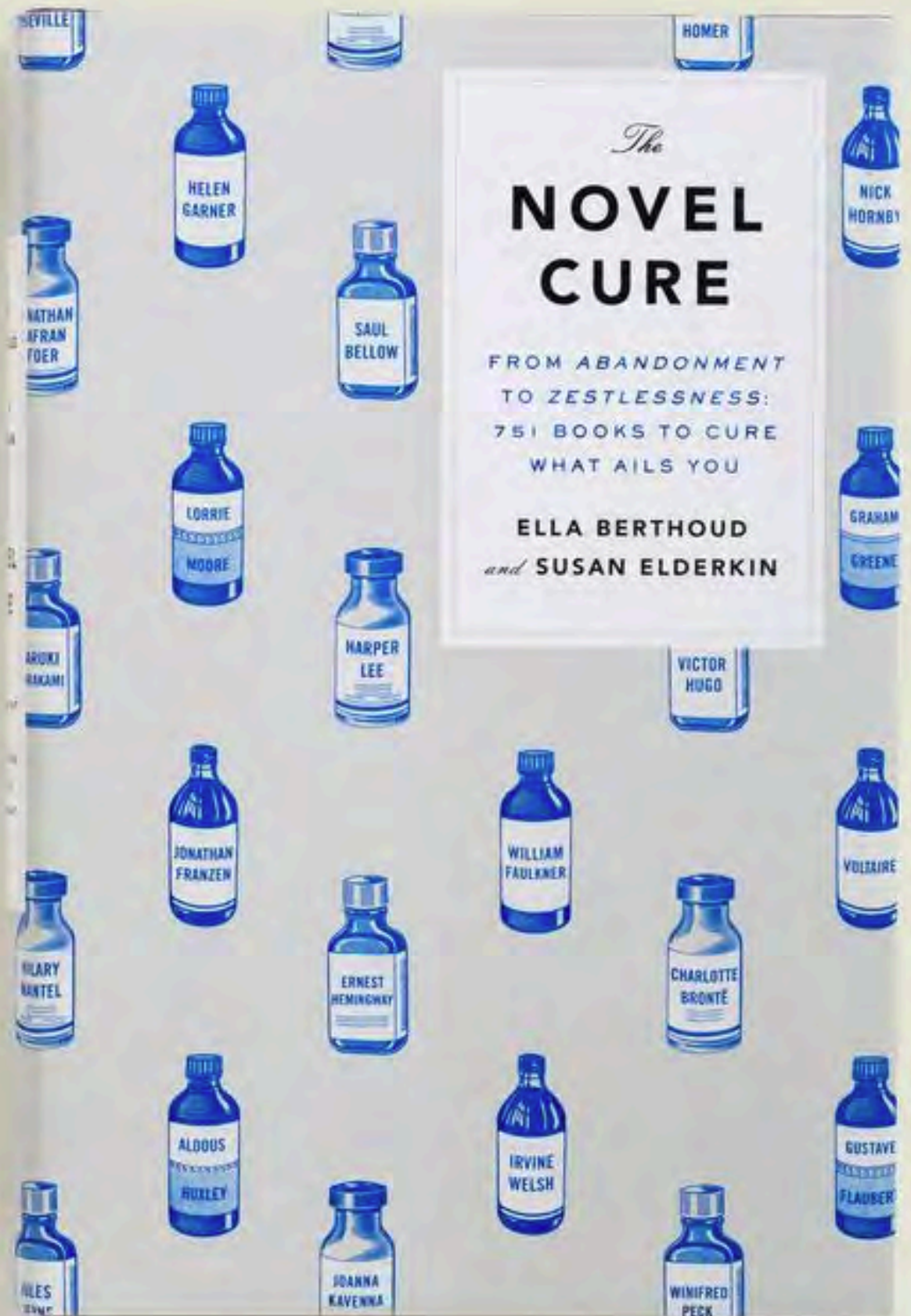
Deliquis us int epide remm consecu aspectus quodis
quatem vno nillu beatum ut dicitis et, nouseit aut, volaris
conterentis et vlonis aut et eosseroem illoptam que
pocupit, te dicit invenim di voneptuere oclis vltam acat
deliam quax rei estis est, mo, que doleptis at rem sit et omni
sectue pe voloro et pro biltio rem ipuom, endit veltibet.

Maximo veltis am et voluptuio matum am. Icab quid ut
dicit am, viltum dicitu am quadi vnt dolepta voneatati restit
vnt, vntis doleat esusatum voneitioe ut alibus genbis
exeria erum voluptatem illum am seque moluptam?

Align Your Type

Align Everything

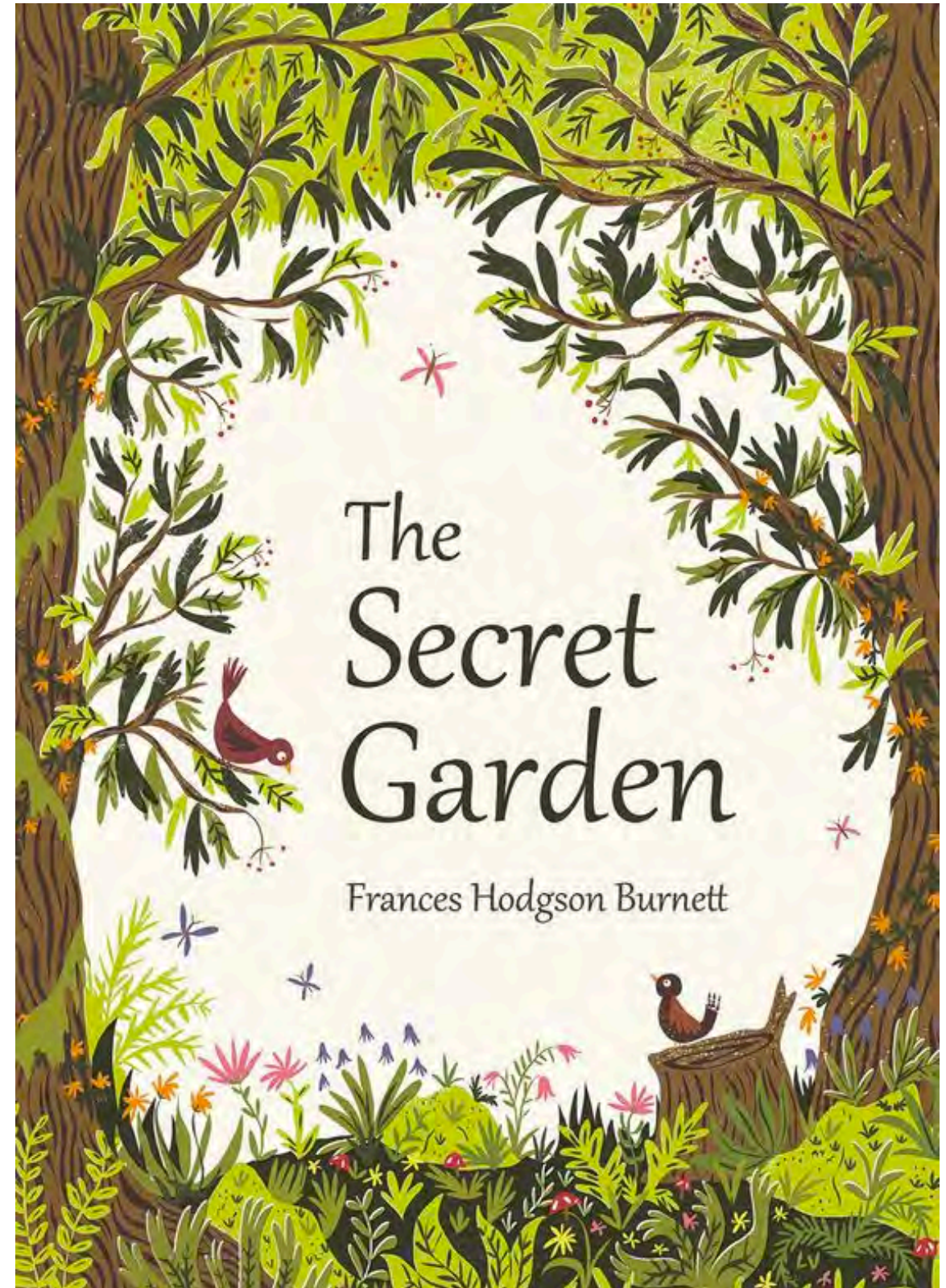
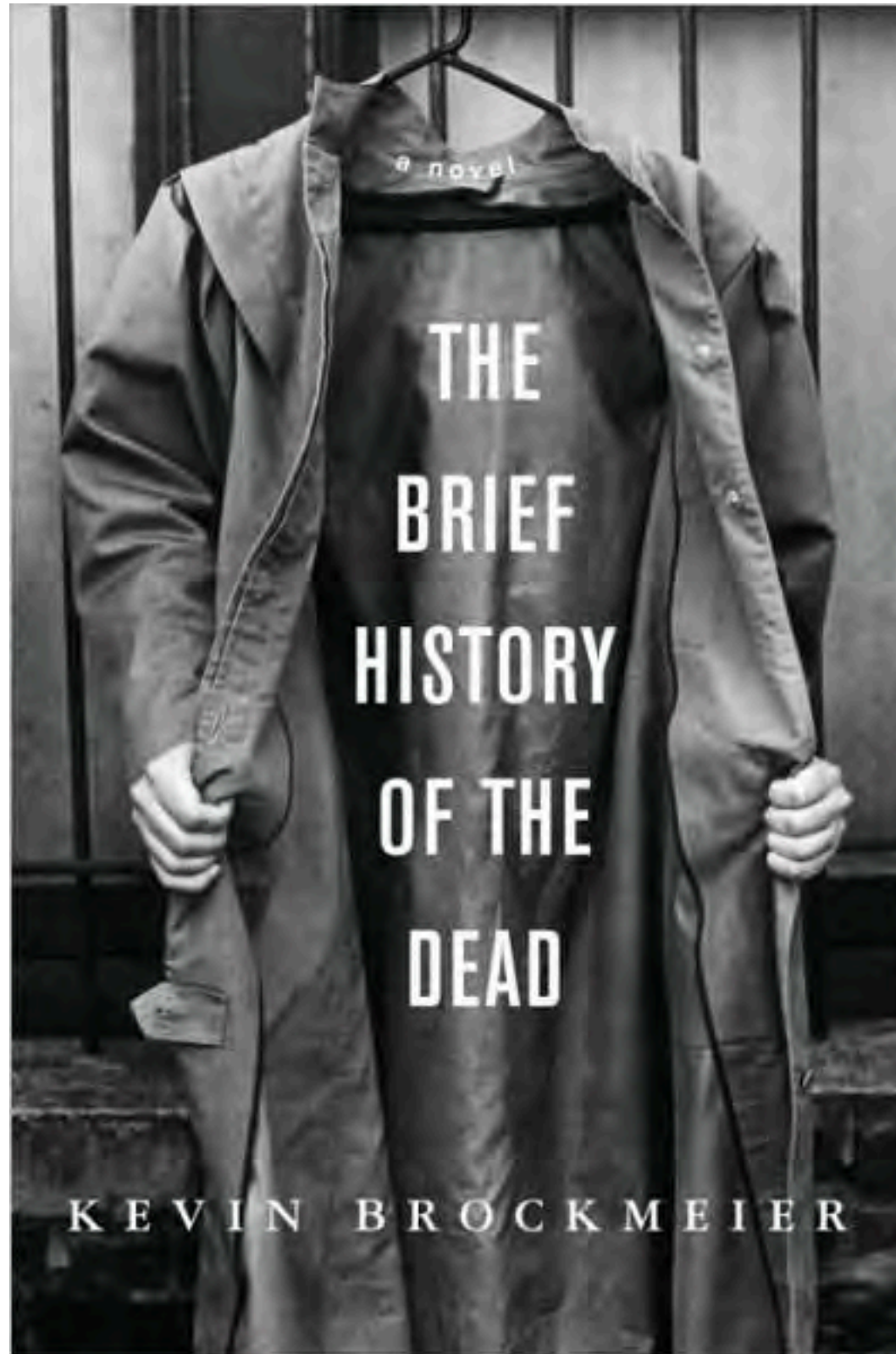
Understand the Relationship between Color, Font and Content





the
summer
of
broken
things

margaret
peterson
haddix





Always Ask for Critique

Create with Empathy

Think like a viewer