

Continuing Session #3:
Think Like a Designer —
Front and Back Cover Design for Nondesigners

From fonts to images to design to placing the bar code in the right place, explore how to create a winning cover, plus the online tools available to help you create your cover.

This session covers:

Grabbing Readers
Evaluating Covers
Book Cover Components
Front Cover Design
Font Design
Spine Design
Back Cover Design
Bar Code
Color Psychology
Thumbnails
Resources for Cover
Design Options

Does Your Cover . . . ?

- 1.
- 2.
- 3.
- 4.

What Do the Big Guys Do?

Evaluating Book Covers

Reasons Covers Fail

Pros and Cons of DIY Covers

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Think! Amazon Reviews!

8 Cover Design Tips

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Front Cover Design

Think!

1. V _____
2. N _____
3. S _____

4. W_____

5. S_____

6. A_____

7. D_____

8. U_____

9. Y_____

10. B_____

11. P_____O_____

12. S_____

13. C_____

14. C_____

15. Think S_____ or T_____

16. Think R_____ F_____, Right E_____

17. Think _____, but not _____

18. Think about the _____.

19. Think F_____P_____.

20. Think: One Message.

Gutenberg Diagram: Diagonal Scan

Westerns read from _____ to _____.

The circles:

To ensure visibility, the title should intersect_____.

Rule of Thirds

Intersection Points

Different Kinds of Layouts

Horizontal Color Blocks

Triangle Layouts

Book Cover Components

Book Cover: 3 Main Sections

Front Cover Components

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Font Design

Why Some Fonts Don't Work on Covers

- 1.
- 2.
- 3.

Best Fonts for Cover Design

- 1.
- 2.
- 3.
- 4.
- 5.

Other Classic Fonts

- 1.
- 2.
- 3.

3 Tips about Font Choice

- 1.
- 2.
- 3.

Display Fonts Vs. Text Fonts

- 1.
- 2.
- 3.

Never. Never. Never. Yes, I Mean N.E.V.E.R.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

9. BONUS Never Tips:

Fonts As Cover Design

- 1.
- 2.

Typography Tips for NonDesigners

- 1.
- 2.
- 3.
- 4.

Other Design Tips for NonDesigners

- 1.
- 2.
- 3.
- 4.

Spine Design

Spine Components

- 1.
- 2.
- 3.
- 4.

Facing Out: Spine Basics

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Spine Copy

- 1.
- 2.
- 3.

Back Cover Design

Back Cover Components

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.

Author Bio

- 1.
- 2.
- 3.

Fiction Back Cover

NonFiction Back Cover

Back Cover Business

“I’m amazed at how many small publishers are buying ISBN prefixes so that they can be recognized as legitimate. There are a number of review sources out there who will not review a book without an ISBN number.” Karen Howard, Bowker, publishers of Publishers Authority Database

- 1.
- 2.
- 3.
- 4.

Why Do Books Need a Barcode?

- 1.
- 2.
- 3.
- 4.
- 5.

Standard Bar Code Placement

- 1.
- 2.

Bar Code Details

Size

Color

ISBN & Price

Mass Market Book Bar Code Placement

Standing Up

Back Cover Font

Color and Contrast

Standing Out

E-Book Cover Success

Color Psychology

Color Wheel

Think C_____ C_____

Don't think O.B.V.I.O.U.S.

Think C_____ C_____ S_____

Think C_____ B_____

Think T_____ L_____ on top and bottom

Think Wrap Around Color Blocks

Think Similar Design for a Series

Think S_____P_____

Think about Color Selection

- 1.
- 2.
- 3.

Think Color Psychology: Genre, Mood, Marketing

Images

PPI or DPI

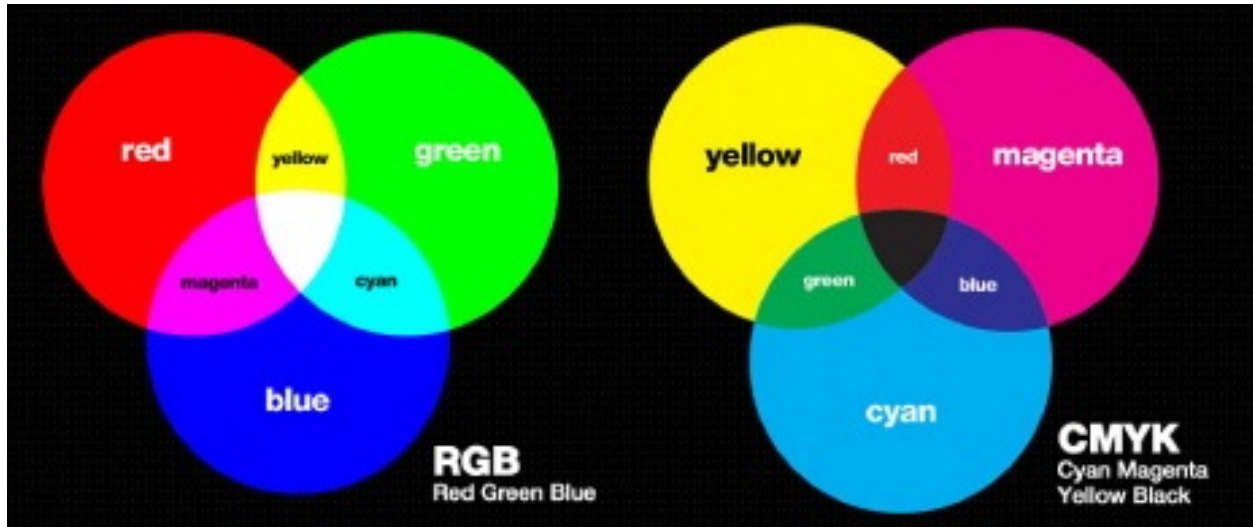
Look-a-Like Covers

OOPS! Covers

- 1.
- 2.
- 3.

More OOPS! Covers

RGB & CMYK



Print Book Cover: *CMYK. An abbreviation for the basic colors used in process color printing—cyan (C), magenta (M), and yellow (Y), plus black (K)—to approximate all the colors in the spectrum.*

E-book Covers: *RGB (red, green, and blue) refers to a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.*

RGB & CYMK

Exclusive Rights

Thumbnails

Traits of a Readable Thumbnail

- 1.
- 2.
- 3.
- 4.

Legibility of a Thumbnail

- 1.
- 2.
- 3.

Must look good in...

Resources

Free Image Sources with Attributions

Free Stock Photography

Cover Design Options

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Amazon's Cover Creator?

Fast

Simple to Use

A.W.F.U.L.

GIMP

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Free Online Image Editors

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Upload Your Photos

2 Important Tips to ALWAYS Remember

- 1.
- 2.

E-book Cover File Size Specifications

For Mobi and Ebook version

For Smashwords

For Kobo

Ask for Feedback on Your Cover Design

DIY or Hire It Out?

How much will a cover cost?

Familiarize Yourself with the Language of Book Covers

99 Designs

Tips to Find the Right Designer