TIMELY TIPS

OBJECTIVE

Students will understand how the cover communicates the theme and all elements for a cohesive design.

MATERIALS NEEDED

- Projector
- Computers or paper
- **Walsworth Font Catalog**
- **Walsworth Formula Color Catalog**

PART 1

INTRODUCTION

As a class, discuss your theme phrase and determine the personality of the theme. Students should answer the question, "If our book was a person, who would it be?"

Examples include:
- "Our book is a buttoned-up businessman on his way to a meeting."
- "Our book is a Bohemian princess in love with nature."
- "Our book is the life of the party: the loudest person in the room or the class clown."
- "Our book is a high-class person on his/her way to a gala."

While having this discussion, consider the visual elements needed to create a strong cover.

- Type
- Color
- Graphics
- Photos (optional)

PART 2

COVER ANALYSIS & INSPIRATION

As a class, review the following cover collections to identify qualities of a good cover design:

- **Cover Gallery**
- **Theme Gallery**
- **Presidents Collection Series**

Ask: What patterns do we notice with good covers and what features are included?

- Front Cover – Theme phrase, publication name and year
- Spine – School name, city and state, publication name, year and volume number

In partners or small groups: Choose one cover that they think has a look that best matches the personality of their theme phrase. Use these covers as inspiration for students to create their own cover design. Have students track the qualities of the covers they find as inspiration (color palette, typography, cover treatment etc.).

PART 3

DESIGN IT YOURSELF

Use these covers as inspiration to draft your own cover design. Students will select the following for their cover design:

- Fonts
- Color Palettes
- Graphics

Students will design their own cover look (including the spine) using these elements and then present to the class.