

# MEMO

TO: Dr. Londie Martin  
FROM: Katie Castro  
DATE: September 30, 2024  
SUBJECT: Project 2, Memoir Book Jacket

This memo presents my final memoir book jacket and breaks down the creation process. This memo includes my inspiration mood board, one rough draft and a final design. In this memo I introduce the purpose of the book jacket, describe its intended audience, explain its context and defend the design rationale. The memo is finalized with a self-assessment.

## Section 1. Introduction and Purpose

*Grounding: The Guide to Anxiety* is the title of my book memoir. I chose the topic of anxiety because it has been something I've been dealing with for a large part of my life. I have approached this anxiety unmedicated, because of this I needed to learn grounding techniques to bring my heart rate down. I created this memoir book jacket for people who can relate and are interested in learning grounding techniques to manage their anxiety. The purpose of the book jacket is to draw readers in.

## Section 2. Description of the Users/Readers

Because this book memoir is about a specific topic (anxiety), most of the readers will be people who can relate to dealing with anxiety. This book is for readers who have dealt with anxiety at least once in their lives and are interested in learning techniques to help ground them in that moment of stress. Although this book benefits people who deal with anxiety, it can also be for people who are simply interested in learning about anxiety and how it affects people and how people manage it.

## Section 3. Description of the Context and Design Constraints

The design has been created to fit a specific book size but can be upsized or downsized due to grouped elements. Most elements are black or white with high contrast, this makes readability easy. The only potential issue is with the title, the yellow is bright and could make it difficult to read against the white background.

## Section 4. Design Rationale

The choice to design the book jacket in adobe gave me access to all the tools needed for a text-based design. Adobe allows for different export options; this will make the transferring process simple. I will be able to format the book jacket for online or physical presentation.

Adobe allows for easy resizing if needed. The design is bold, this was done to ensure that the quality remained the same when resized. A bold design was very important to me as I knew it would draw readers attention.

The choice to have the book jacket be in black and white was to represent the stark difference between the calmness of the brain before anxiety versus the darkness of the brain during anxiety. The pop of yellow represents the uncomfortable feeling in the stomach during anxiety.

As this book jacket is text based, the typography choice took a lot of research. FranklinGothic URW Cond was perfect for this project because the close kerning is uncomfortable. Not only did the chosen typography represent the uncomfortable feeling of anxiety but it also has many other fonts styles to pick from. A type with various type styles is beneficial for projects as it allows variation whilst keeping an overall consistent design.

If I were to represent anxiety as an object, I would pick a tall and skinny dry tree. For imagery I included exactly that, a tall and skinny dry tree. I also liked the image of a tree as I relate it to the ground and grounding which I knew was to be my title from the start. When the image was initially placed the image did not match the boldness of the type, because of this, I decided to add a filter to the image to match the boldness of the type. Based on peer reviews the imagery wasn't readable, the tree was no longer obvious, instead of a tree, the image appeared as a nerve. Although the image of the verve was not intentional, I liked the double meaning, so I decided to keep the imagery as it was. Now the image can either represent a creepy tree, grounding, or the nervous system.

The arrangement of the letters and words were not arbitrary. I chose to repeat words and phrases to represent the repetition of negative thoughts when dealing with anxiety. These thoughts can be overwhelming, and I wanted to capture that feeling by filling the page with repeating words and phrases.

## **Section 5. Design Evolution and Reflection**

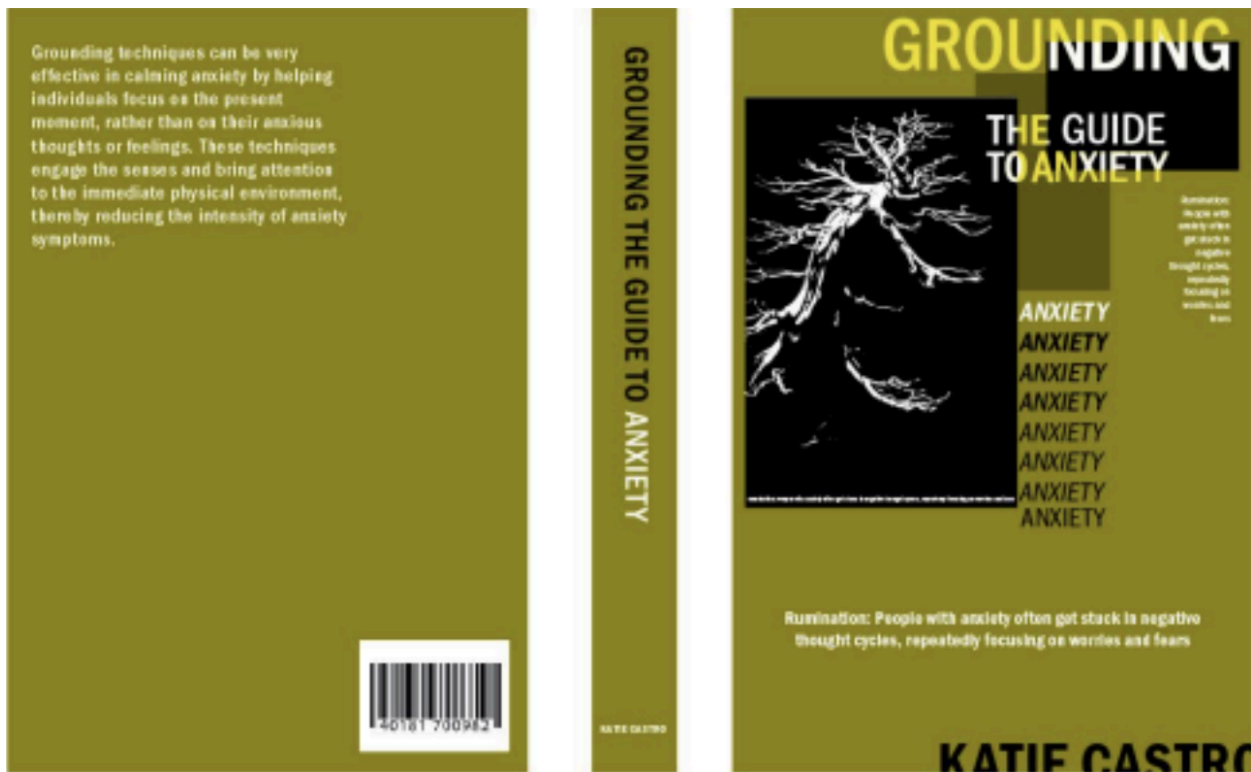
The drafting process for my book jacket consisted of experimenting with different layouts. I experimented with placement and size. In my Initial drafts I experimented with placement of the letters by dragging letters around, reflecting them horizontally and resizing them. I also experimented with colors. The goal was to find the most interesting composition that would draw readers in. The drafting process was very helpful in deciding the final layout for the book jacket.

I think my final design is the most successful because it is bold and interesting and will hopefully draw readers in. I think the jacket represents the topic of the book in a unique way. Peer reviews helped me analyze all my design choices and helped me learn how to rationalize and defend these choices.

## Inspiration Moodboard



Rough Draft



Final Draft

