

1.INTRODUCTION

1.1 OVERVIEW

The front cover is the first of the physical parts of a book. It has one purpose: to sell the book by intriguing the right readers. The essential elements of a front cover include title and author name. Optional elements include the subtitle (if there is one) and photos, background images or graphics.

1.2 PURPOSE

The purpose of book cover design is to draw the attention of your potential readers away from all those other tomes and novellas and sell them on the idea that your page-turner is the next book they need on their nightstand.

2.problem definition & Design thinking

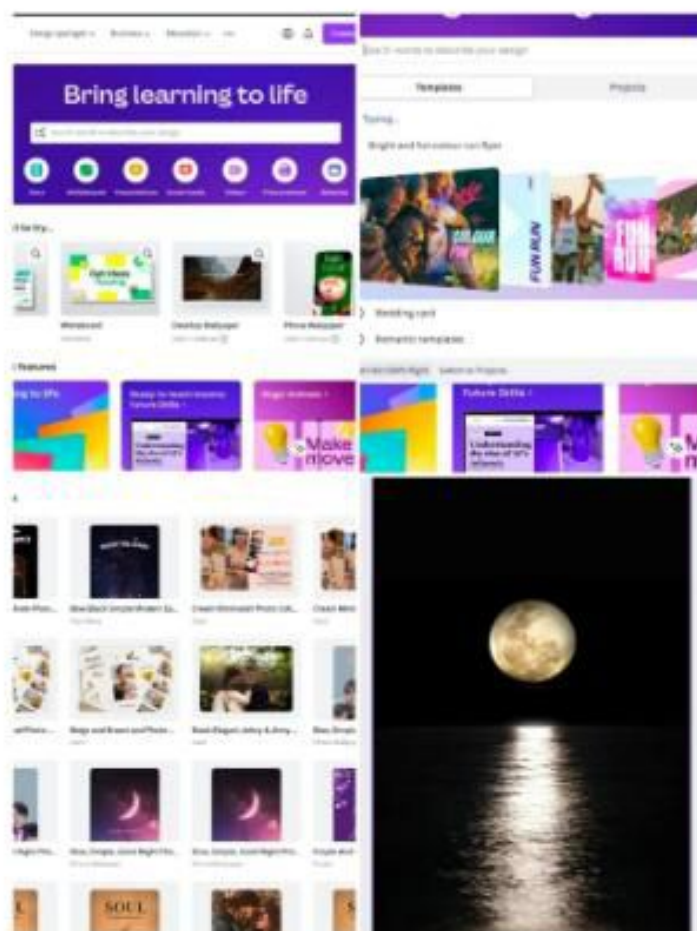
2.1 Empathy map

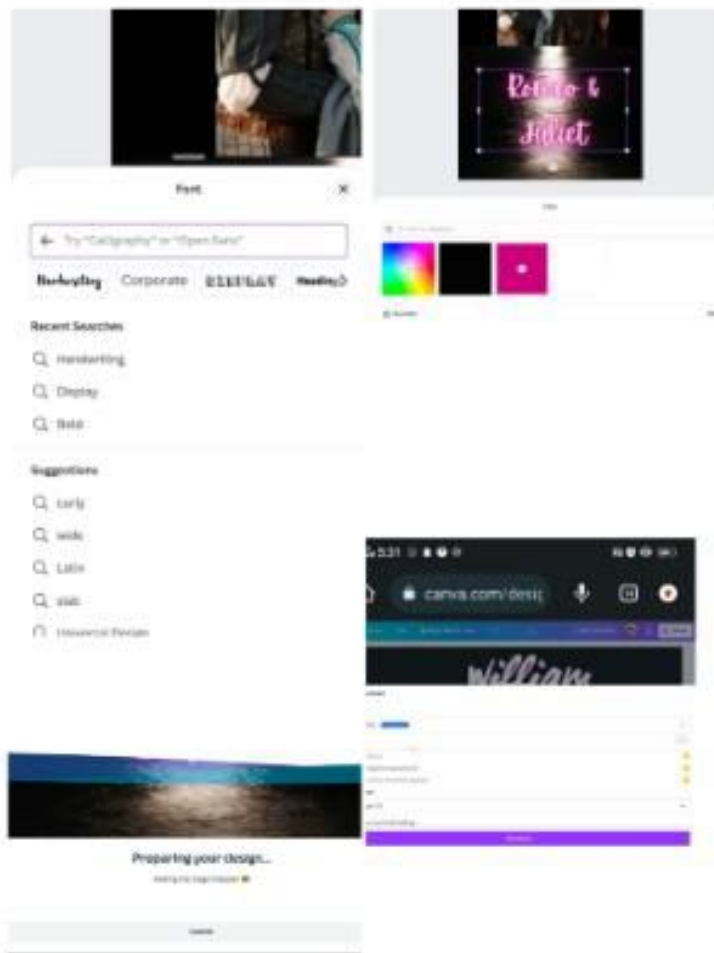


2.2 Brainstorm Map



3. Result







4. ADVANTAGES AND DISADVANTAGES

Advantages:

1. Grabbing Reader Attention and Driving Sales.
2. The primary goal of a book cover is to grab the reader's attention and persuade them to buy the book.
3. A well-designed cover can help to accomplish this goal by standing out on the shelf or online, and by piquing the reader's interest.

Disadvantages:

Excessive Elements on the Cover

Covers featuring all of the key characters featured are also frequent to give readers a better sense as to how they look. The following are the major drawbacks of stuffing a cover with narrative elements: It's confusing; the reader won't know which element is the most significant.

5. APPLICATION

Book covers play an important role in attracting potential readers and conveying information about the book's content, style, and tone. A well-designed book cover can: Grab attention: A book cover is often the first thing a potential reader sees and is used to capture their attention and interest.

6.CONCLUSION

The project is useful to learn about canva and improve our digital knowledge and editing skills, moreover this project is to create an interest in graphic designing.