



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Covers are essential because they are the first thing people see when browsing for books.

A book cover designer creates art, graphics and text designs for covers of books

A book cover illustrator or artist is a person who is responsible for drawing or illustrating the story, theme, and tone of a book such as textbooks, graphic novels, children's books, or other books in a book cover illustration

Back cover copy (also called flap copy) is the text that goes on the back cover of a book or on the back cover and flaps of a dust jacket

Book board is used to make the covers of a book. You might hear it called "binder board", "Davey board" or "museum board". While these are all good book boards for binding, each of them have differences.

Techniques borrowed from the nineteenth-century poster-artists gradually infiltrated the book industry, as did the professional practice of graphic design. The book cover became more than just a protection for the pages, taking on the function of advertising, and communicating information about the text inside.

Book covers offer the first glimpse into the content of a given text. That first glimpse can be the sole deciding factor in determining whether the potential readers pick up the book or not. Children's books, for example, entice their young target audience with colors, typefaces, and images

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

Our hardcover, or casebound, books use 80lb enamel stock wrapped onto standard binders boards (.098", roughly 2.5mm or 1/10 of an inch).

A book cover is the book's billboard, and even without the reader or author knowing, it causes expectation. If a reader sees a book with an amateur cover, they're going to believe that it's also poorly written



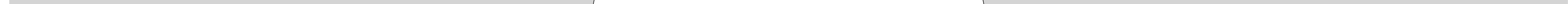
UTHAM SINGH.V
SAIMAN.R
SURYAPRAKASH.M
VARUNKUMAR.N

BOOK COVER USING CANVA

" A Book cover is any protective covering "

Cover creation is the very last creative step When publishing a book.

To Bind Together the pages of a books



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?