



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?



Feels

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



Does

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



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

2.Before starting a project, many book designers read the books they design in order to understand the theme and images their art should convey.

3. It is easy to lose structure, hierarchy, and cover your best design elements with too many things.

1. The purpose of a book cover is to convey the theme or purpose of your story in a distinctive manner.

2. A cover has the power to communicate the book's genre, tone, and theme, as well as to pique the reader's interest.

3. Reading can also help reduce stress, improve focus and concentration, and boost creativity.

1. Every single one of your current and potential readers judges the books they encounter based on cover art. There's no way around it. First impressions matter.

3. If the author creates the cover art herself, she owns the copyright.

2. Book covers, album covers, and movie covers are copyrightable.

1. A book cover creates an instant impression to potential readers about the contents inside.

2. As a physical component of the book, the cover is a skin, a membrane, and a safeguard: paper jackets protect hardback boards from scuffing and sun damage.

3. The cover attracts the reader's attention, but the layout is what keeps them engaged while reading.