

# NMDE-111

## NMD Digital Survey I

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### PROJECT 4 – Content & Illustration

#### Method

Create a book cover using Adobe Illustrator CC. Illustrator document must be 6 inches by 9. The book cover must include an illustration, a title, and an author. You may also include extra text, such as a quote from someone who loved the book; prestigious awards the book received (i.e. New York Times Best Seller), or any other text that you feel adds to the visual appeal of the cover. The illustration must be something you create. The book must be one in the provided reading list and agreed at the beginning of the project.

Composition, aesthetics, attention to detail, creativity, and inclusion of an illustration, title, and author, and use of covered tools will be the basis for the evaluation.

#### ALL CONTENT MUST BE ORIGINAL

#### Topic/Concept Development

Chose a book from the suggested reading list. Start by considering what “story” you will create a book cover – how are you going to portray the important aspects of the book... what is the author wanting to get across, who are the characters, what is the setting, what is interesting in the plot line, what lessons are key, etc. Once you have selected a topic, develop several concepts that describe how you will approach communicating elements of the story.

#### Deliverable

Read or Listen to the book you have chosen from the suggested list. Complete the writing assignment specific to your book. Include several sketches of each concept to help explain your ideas. Sketches need to be a fully flushed out/well developed so that any person could look at and under-stand immediately what your book cover might look like. Submit sketches and book summary write up in Project 4 - Sketches & Moodboards dropbox. (15 points of final grade)

**Writing Assignment Due for Lab on Tuesday, October 28**  
**Sketches Due for Lab on Thursday, November 7**

#### Moodboard & Illustration Reference

Once you have selected a concept, or approach to your topic, create 3 uniquely themed moodboards that allow you to express a range of potential visual styles and directions. Use multiple types of imagery/illustration and be sure to include references to textures, type, color, and other design elements that help explain your concept. Your moodboards should contain assets that represent the style of illustration that you will

use (line art, vector, hand drawn, etc.). Annotate each board with a title, description, and a list of key words (adjectives) that explain the visual direction and will help frame the discussion about each visual approach.

## Deliverable

Create 3 unique moodboards. Save a .pdf or .png (lastnameFirstname\_p3board#.pdf or .png) of each board and post them to the Project 4 - Sketches & Moodboards dropbox. (15 points of final grade)

**Due for Lab on Thursday, November 7**

## Cover Design

Using your sketches and selected moodboard, create several mock-ups (drafts) that explore potential variation in the final form of the cover. Consider visual hierarchy, typography, color/tone as points of variation in your drafts. Your draft comps should be done to scale and will be used as the basis for your final.

Create at least 2 draft mock-ups for a work-in-progress submission.

Save each as a .png (lastnameFirstname\_p3draft\_v#.png) and post them to the Project 4 - WIP dropbox. (15 points of final grade)

**Due by the end of Lab on Thursday, November 14**

## Final Deliverable

Create a single final version and save out the following formats to the Project 4 - Final dropbox:

Print Format: High Quality Print PDF (lastnameFirstname\_p4Final\_print.pdf), 6 inches by 9 inches, at 300PPI.

E-Book Format: .PNG (lastnameFirstname\_p4Final\_ebook.png), at 600 pixels by 900 pixels, at 72PPI.

Mock Up: <https://spark.adobe.com/make/book-cover-maker>  
(lastnameFirstname\_p4Final\_mockup.pdf)

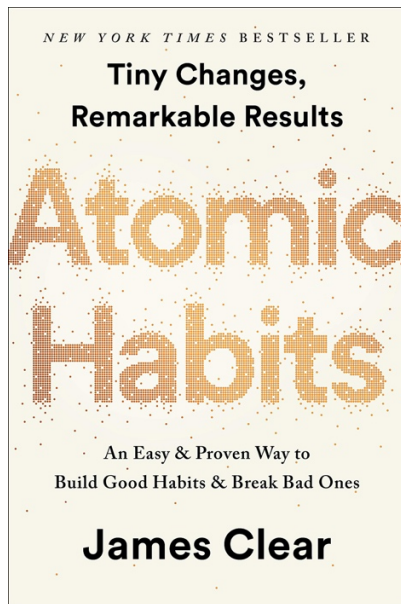
### **Due Date of all components:**

Due: Monday, November 18 11:59 PM

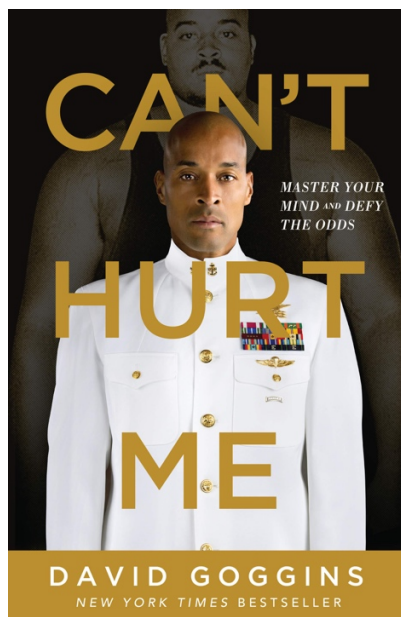
Critique: Tuesday, November 19

## Suggested Reading List:

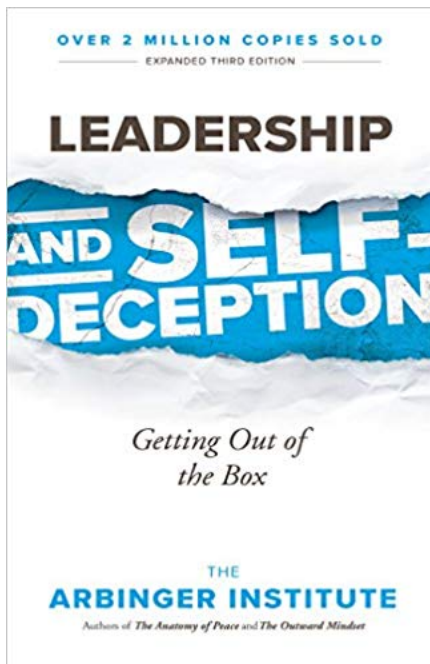
*Atomic Habits – James Clear*



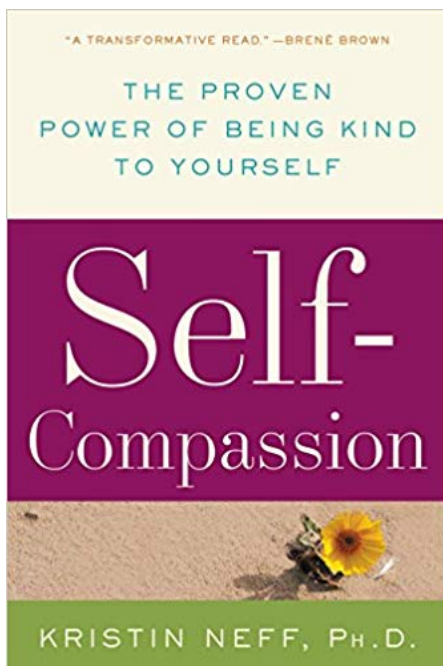
*Can't Hurt Me – David Goggins*



## *Leadership and Self Deception – The Arbinger Institute*



## *Self-Compassion - Kristin Neff*



**\*\*Writing Assignment specific to book selection DUE OCTOBER 28<sup>th</sup> (Late Submission Deadline 5:00PM November 7 before Lab -10pts After Late Submission Deadline)**