



PROJECT TITLE

Student Name: Jashan Chouhan

UID:23bca10314

Branch: BCA

Section/Group:23bca2b

Semester: 3

Subject Name: Desktop publishing

Aim/Overview of the Project

Project Goal

Design an eye-catching front and back cover for *Surrounded by Idiots* using Adobe Photoshop. The cover should visually represent the book's themes, such as resource optimization and the balance between supply and demand, while appealing to a target audience of business professionals, managers, and students.

Target Audience

The cover is tailored for business leaders, managers, and students seeking knowledge on management strategies, making the book's appearance professional and appealing in a competitive book market.

Marketability Focus

With an engaging design, the cover aims to enhance the book's appeal on both physical and digital platforms, increasing its visibility among business and management titles.

Visual Theme

The design concept involves clean lines, strategic use of color, and minimalistic yet impactful visuals that reflect clarity, professionalism, and an authoritative tone in business.



2. Task Breakdown

Design Elements Planning

- Select a color palette that conveys professionalism—such as shades of blue, grey, and white for reliability and clarity.
- Choose fonts that balance readability with sophistication, using a strong serif font for the title and a clean sans-serif font for the subtitle and author name.
- Plan for color contrast to ensure legibility across both digital and print formats.

Front Cover Design

- Layout the title and subtitle prominently, with positioning and spacing that naturally draws the eye.
- Incorporate relevant imagery or symbols that subtly hint at themes like resource optimization and business balance.
- Include the author's name in a readable font size, aligned with the overall design style.

Back Cover Design

- Write a succinct, engaging book blurb that captures the essence of the book, using concise language.
- Feature the author bio and any endorsements or testimonials, formatted for easy reading.
- Reserve space for the ISBN, publisher logo, and barcode, ensuring these elements don't disrupt the design flow.
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3. Steps Followed in Making the Project

Project Planning

- Set clear objectives, including designing front and back covers that accurately represent the book's content and appeal to a professional audience.
- Create a timeline with milestones for each stage, such as research, initial sketches, digital design, and final review, to manage the workflow efficiently.

Research and Inspiration

- Study other successful business and management book covers, identifying common design elements like color schemes, font choices, and layout structures.
- Gather inspiration from top graphic design trends in book covers, noting effective use of negative space, typography, and imagery.

Concept Development

- Sketch several rough layouts, experimenting with title placement, subtitle alignment, and graphic elements.
- Evaluate initial sketches to choose the most promising designs, making adjustments based on balance and visual flow.

Design Elements Selection

- Decide on a color palette that enhances readability and visual appeal, ensuring consistency with the book's professional theme.
- Test various font combinations to achieve a clear hierarchy—bold and prominent for the title, subtler for subtitle and author name.
- Consider spacing, size, and weight of fonts to maintain balance and readability.



Creating the Front Cover

- Set up the Photoshop document with appropriate dimensions and resolution, optimizing for both print and digital formats.
- Arrange the title, subtitle, and author name on separate layers for easy adjustments.

1. Integrate graphics that convey themes of optimization and balance, experimenting with placement and size for aesthetic harmony.

Designing the Back Cover

- Position the book blurb, author bio, and testimonials, using line spacing and font size adjustments for readability.
- Create a small, unobtrusive area for the ISBN and publisher logo, ensuring they are visible but not distracting from the overall design.
- Balance text elements with spacing and alignment to create a clean and organized look.

Refining the Design

- Use alignment and spacing adjustments to ensure a balanced appearance on both covers.
- Apply visual effects, such as drop shadows and gradients, to enhance text readability and depth.
- Check for consistency in style, color, and font sizes across all design elements.

Proofreading and Review

- Carefully check all text for errors, especially in the blurb and author bio, ensuring accuracy and professionalism.
- Review the cover design for consistency in branding, style, and alignment.

Gathering Feedback

- Share the draft designs with peers and mentors, collecting feedback on readability, aesthetic appeal, and relevance to the target audience.
- Note any suggested improvements and implement revisions as needed.

Final Revisions

- Make final adjustments based on feedback, including tweaks to font sizes, color balance, and image positioning.
 - Polish the design for a cohesive look, preparing final files for print and digital publication.
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4. Result/Output/Writing Summary

2. Process Summary

The design journey started with research and brainstorming, progressed through initial concept sketches, and then moved into digital creation. Using Adobe Photoshop, I developed a cohesive front and back cover design that aligns with the book's themes of business strategy and resource management.

3. Final Design Outcome

The completed cover design features a bold and readable front layout, with the title and subtitle prominently displayed and supporting imagery that represents balance and optimization. The back cover provides a concise blurb, author bio, and testimonials, arranged for easy readability and a professional feel.

4. Visual Consistency

The chosen color palette, typography, and imagery create a unified look that is visually appealing and relevant to the target audience. The design meets both print and digital specifications, ensuring a versatile and professional appearance.

5. Market Positioning

The cover's modern and professional design is tailored to attract readers in the business and management field, enhancing its marketability on bookshelves and online platforms.

6. Output Quality

The final design is polished, well-balanced, and easy to read. Both the front and back covers work together to convey the book's themes, making it an appealing choice for potential readers in a competitive landscape.

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