Book Cover Using Canva

Project Based Experiential Learning Program

Task: Book Cover using Canva

Cover: Creating a Book cover using Canva

Project Flow

To accomplish this, we have to complete all the activities listed below

1. **Branding Guide:**

   ● Before we start creating the social media post, let's establish the branding assets for the college fest.
   ● Decide on the colours, fonts, and logo that represent the event's theme.

2. **Login to Canva**

   ● If you don't have a Canva account, sign up for a free one.
   ● Once logged in, click on "Create a design" and select "Custom dimensions."
   ● Enter the dimensions suitable for the social media platform you plan to post on. For example, for Instagram, you can use 1080px by 1080px for a square post.

3. **Gathering Information**

   ● Collect all relevant personal information, including contact details, education, work experience, skills, and accomplishments.
   ● List any additional sections you want to include, such as certifications, projects, or volunteer experience.

4. **Market Research**
   ● Analyze appealing designs and take note of elements that capture your attention.
   ● Observe common design elements such as color schemes, typography, and imagery.

5. **Find a Template**

   ● Explore Canva's templates for Book designs and select one that aligns with your style and profession.
   ● Make sure the template is easy to read and presents information logically, and can reflect all information you gathered above.

6. **Customise the Design**

   ● Customise the template's layout to fit your information and preferences.
   ● Add or remove sections as needed, keeping the structure coherent and organised.
   ● Ensure the contact details are clear and easily accessible.

7. **Incorporating Visual Elements**

- Add icons or symbols to enhance the visual appeal of your Book Cover
- Utilise appropriate colours and fonts that align with your personal branding and the overall design.

8. **Review and Refine**

- Make any necessary adjustments to ensure the layout is visually balanced and aesthetically pleasing.
- Double-check that all the sections are in the correct order and follow a logical flow.

9. **Export and Save:**

- Save the completed Cover design on Canva to your account for easy access and future edits.
- Export the final design as a PDF or image file, ensuring it's in a format that is widely compatible and maintains its visual quality.

Milestones

Milestone 1

Step 1: Decide the Fonts
- Log in to your Canva account.
- Click on the "Create a design" button on the Canva homepage to start a new project.
- Choose the blank canvas for us to test different fonts.
- Once you're inside the design editor, click on the "Text" tab on the left-hand side.
- A list of available font styles will appear. You can scroll through this list to see the different fonts available in Canva.
- You can also use the search bar at the top of the font list to type in specific keywords and find fonts related to your theme or topic. For example, you can search for "modern," "formal," "handwritten," etc., to find fonts that match your desired style.

Step 2: Decide the Colors (using colors.co)
- Select two primary colours that you think will represent your fest theme. These colours should complement each other and align with the theme and tone of your presentation.
- Use the colour picker to select your desired colours. You can choose one colour for the primary elements and another for secondary elements, such as headings and accents.
- Remember or note down the HEX or RGB values of the selected colours, as you'll need them to test the colour combination in colors.co.

- Observe the score and the preview of the colour combination provided by colors.co. A higher score indicates better contrast and readability, while a lower score may indicate that the colours don't complement each other well.
- If the score is satisfactory and the colour combination looks visually appealing, you can confidently use those colours in your presentation.

Task - [Create the Branding Kit before creating social media post](#)

Video Reference - https://youtu.be/LPYYH1EZYCg

Milestone 2

Step 1:
- Open a web browser and go to Canva's website (www.canva.com).
- Click on the "Sign Up" button and follow the on-screen instructions to create a free Canva account.

Step 2:
- After signing up, log in to your Canva account using the registered email address and password or use a social media account to login.
- You are now ready to start creating Book Cover

Video Reference - https://youtu.be/-J_hedzpgUc

Milestone 3

Step 1: Selecting the Book's Theme
- Begin by understanding the core theme or message of your book. What emotions or concepts do you want your readers to experience?
- Jot down keywords or phrases that capture the essence of your story. This will help you stay focused on the central theme.
- Consider the mood you wish to evoke. Is your book heartwarming, mysterious, adventurous, or thought-provoking?
- Visualize how these emotions or ideas could be translated into a cover image. What imagery comes to mind?

Step 2: Choosing the Genre
- Determine the primary genre of your book (e.g., romance, mystery, science fiction).
- Identify one or two key visual motifs associated with your genre (e.g., a magnifying glass for mystery, stars for sci-fi).
- Think about how you can incorporate these genre-specific elements while maintaining a unique and eye-catching design.
- Keep these theme and genre insights handy as you move forward with your cover design. They will serve as a guiding light for your creative process.

Video Reference - https://youtu.be/YSTKGsb13Fg

Milestone 4

Step 1: Exploring Existing Book Covers
- Start your design journey by gaining inspiration from successful book covers.
- Visit online bookstores like Amazon or Google Books to explore a variety of genres.
- Analyze designs that catch your eye and take note of elements that make them appealing.

Step 2: Identifying Design Trends
- Observe common design elements, such as color schemes, typography, and imagery.
- Look for trends specific to your book's topic to ensure your cover resonates with your target audience.

Video Reference - https://youtu.be/A3qykF02Fa4

Milestone 5

Step 1: Determining Cover Dimensions
- Decide on the appropriate dimensions based on your book's format and trim size.
- Input the chosen measurements as custom dimensions in Canva.

Step 2: Exploring and Selecting a Template
- Navigate to "Templates" on Canva's sidebar.
- Search for "Book Cover" templates aligned with your genre and vision.
- Select a template that resonates with your book's theme.

Milestone 6

Step 1: Editing Text and Images
- Modify text elements to write your book title and author name.
- Replace placeholder images with your own or explore Canva's library using the upload option.

Step 2: Customizing Fonts and Colors
- Experiment with font styles and colors that complement your book's genre and theme.
- Ensure text is aligned and in sync with the overall design.

Milestone 7

Step 1:Adding Graphics and Elements

- Open your chosen cover design in Canva.
- Click on the "Elements" tab on the left-hand side.
- Search for "background" and choose a subtle texture or pattern.
- Adjust the size and position to complement your design.

Step 2: Playing with Filters
- Select your cover design.
- Click on the "Filter" option found at the top.
- Experiment with different filters to enhance mood and tone.
- Adjust the intensity of the filter to achieve the desired effect.

Step 3: Exploring Colours and shapes.
- Click on the "Elements" tab again and choose "Shapes."
- Select a simple shape (like a rectangle) to cover your design.
- Click on the shape to change its color. Pick a color that complements your theme.
- Adjust the shape's transparency (opacity) to allow your original design to shine through.

Video Reference for Milestone 5 , 6 , 7 - https://youtu.be/WFYRMutvSG0

Milestone 8

Step 1: Review
- Conduct review to identify spelling errors, alignment issues, and design theme
- Ensure all elements contribute to a beautiful and compelling book cover.

Step 2: Seeking Input from Peers
- Share your design with peers or mentors for suggestions.
- Embrace feedback to refine your cover's visual appeal.

Milestone 9

Step 1: Saving Your Project
- Click "Save" to store your design within your Canva account for future edits.

Step 2: Exporting the Cover
- Click "Download" and choose the format (JPEG or PNG) for your book cover.
- Opt for high resolution (300 DPI) to ensure superior print quality.

Video Reference for Milestone 8 & 9 - https://youtu.be/TBx04BhIutM