

Brief:

After reading Scott Key's Alabama Moon, this novel's original design gives me signals that not many readers are eager to read Key's novel. There are several reasons why Key's original cover design has some major design issues: the cover does not have the type of font that draws young readers to read. The cover has the feel of an adult book instead of a book targeted to its audience of teens, which is a major issue in its marketing.



TARGET AUDIENCE: The target will be book lovers who are late teens and tweens intended to get young teens into reading. Individuals who enjoy the outdoors are more prone to enjoy reading books.



Key Attributes:

Pencil Sketches



Digital Sketches



C: 2%	C: 100%
M: 1%	M: 98%
Y: 0%	Y: 30%
K: 0%	K: 40%

