

CVJ106 - Project 1: Book Jacket

Intro

A new publishing house, Rhino Publishing, is about to release several biographies. Rhino hires you to design the book jacket for the hard cover edition of ONE of them (your choice). You will have to do some research about the person you chose, and then work on the project for the next few weeks.

These are your choices:

Harriet Tubman

http://library.thinkquest.org/J0112391/harriet_tubman.htm

Douglas Engelbart

http://en.wikipedia.org/wiki/Douglas_Engelbart

Michael Phelps

http://www.worldathletes.com/sports_biographies/Michael_Phelps.htm

Chavela Vargas

http://en.wikipedia.org/wiki/Chavela_Vargas

What you have to design

1. A book jacket, including the front cover, the back cover, the flaps, and the spine. Use the template in the next page of this document. Open this PDF document in Illustrator. Don't double-click on it, but launch Illustrator, go to File-Open, and open it.

2. The front cover must include either an original photo-illustration (not just a photo or a photo composition) made in Photoshop, or an original vector illustration made in Adobe Illustrator. The illustration can be a detailed, realistic drawing, or some sort of symbol, icon, or abstract figure. Go to the nearest bookstore and browse as many books as possible to get inspiration.

3. You should also include the title (make it up; be creative!), the author (your own name), and REAL copy for the back cover and the flaps. You can write this copy yourself or get it from online sources.

4. A logo for Rhino Publishing. This logo must include an original illustration or pictogram. Visit websites like <http://logofaves.com/> to see tons of examples. Don't trace anybody else's illustrations, although you can base your drawing on a photograph, if you wish. Plagiarism is a capital sin in journalism and design

What you have to turn in (and how)

A book jacket in PDF format. Remember that you can "save as PDF" from Illustrator. Name it
CVJ106_section_name_lastname_project1.PDF

Send me the document before the deadline: alberto.cairo@gmail.com

No other format will be accepted. Projects sent to a different e-mail account or named incorrectly will not be accepted, either.

How I am going to grade the project

You can get up to **300 points toward your final grade** with this project. These are the criteria I am going to use:

-Composition and structure: Is the information well organized? Is there a clear hierarchy?: **Up to 100 points**

-Aesthetic choices: Color palette and use of type. Style consistency: **Up to 75 points**

-Technical execution: **Up to 75 points**

-Creativity. Is this book jacket different than others in the market? Does it stand out?: **Up to 50 points**

Remember that you don't start with 300 points and then I detract from those if you make mistakes. You start with 0 points and you earn them by making good choices. An A will be given just to those projects that could be published with only minor tweaks.

DEADLINE: FRIDAY, October 18

Please notice that the original due date for this project was October 11, so you have an extra week to work on it.

However, I will not be in town on Wednesday 16. Therefore, your project should be almost finished by October 14, so you can use the extra day to make the changes I will suggest. You will have class that day, but with professor Hiram Henríquez, who teaches other sections of CVJ106.

This schedule is MANDATORY (each missed deadline will make your grade drop by 25 points):

Monday September 30 - Bring the first version of your project to class: Detailed sketches made either by hand or in Illustrator. Rough drafts will NOT be acceptable. Remember that I am your client. You need to show me something that is similar to what the end result will be, even if it is just a B/W sketch without the actual illustrations and copy.

Monday October 7 - The project should be 50% finished by this day, so I can give you some feedback that you can use on the last week to improve it.

Monday October 14 - The project should be 90% finished. I will give you the guidelines for Project 2 this day.

(Don't forget the quiz, on Wed., Oct 9.)



About the Author

Yvonne Okeke is a Senior at the University of Miami studying electronic Media with a minor in dance. She currently serves as the Director of UMTV's SportsDesk and is the Wednesday anchor of UMTV's NewsBreak. She is also a member of the National Broadcasting Society.

"A wonderful and candid inside look into the life and mind of the greatest swimmers of all time."

—Joe Naber, 1976 Olympic Champion

"A Must Read.."
—The New York Times

For years the world has followed Michael Phelps progress from teen sensation in Sydney to bona fide phenom in Athens. Now he's a living Olympic legend in Beijing with a peerless record of gold medals. In Chasing the Gold, Michael Phelps—the greatest competitor since Michael Jordan or Tiger Woods—will share the secrets to his remarkable success. Behind his tally of Olympic gold medals lies a consistent approach to competition, a determination to win, mental preparation, and a straightforward passion for his sport. One of his mottos is "Performance is Reality," and it typifies his attitude about swimming.

Michael Phelps
Chasing the Gold

Yvonne Okeke

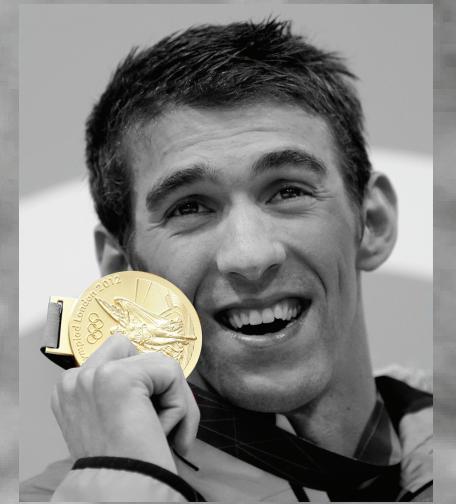


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MICHAEL PHELPS

Chasing the Gold



Michael Phelps is a retired American swimmer and the most decorated Olympian of all time, with a total of 22 medals. Phelps also holds the all-time records for Olympic gold medals (18). In winning eight gold medals at the 2008 Beijing Games, Phelps took the record for the most first-place finishes at any single Olympic Games.