Redesign the front cover of an existing book:

**Section AC: Einstein’s Dreams by Alan Lightman**

**Section AD: Invisible Cities by Italo Calvino**

**Section AE: Blink: The Power of Thinking without Thinking by Malcolm Gladwell**

Produce a set of 24 book cover designs. Each should reflect the content in a different way. Covers should be 6 x 9”, vertical orientation.

This project will run throughout the course, concurrent with other projects. Please note the critique dates as indicated in the schedule. Make sure to pace your work and development. We will review and discuss covers on a regular basis, but no final covers will be handed in until the end of the quarter.

Roughs should be presented at full size. Work rapidly and constantly, don’t get stuck on any single idea. Although your conceptual work should move quickly, your final execution and production should demonstrate good attention to detail.

Sample chapters from each book are available as downloadable PDFs via the course website. The books are also part of the UW Libraries collection. You are strongly encouraged to read the complete book that you are assigned. This will not only give you the best understanding of the content but will also provide you with the greatest inspiration for many different design directions and ideas.

**Creative criteria:**

1. Each solution should incorporate at least one image (no type-only solutions, unless the type itself becomes an image).

2. Solutions can be black/white or color.

3. The full title/subtitle and full author’s name must be included on each solution.

4. Solutions should be diverse in both concept and execution.

5. Use a variety of methods to generate your images: abstraction, photography, xerography, collage, etc. Whenever possible you should generate the images you use, with any ‘found’ images being less dominant. No stock photography.

6. No illustration. Meaning: no images hand-drawn by you. However you should experiment with a wide range of image generation; for example pin-hole cameras, sun prints, photograms, stencils, etc. One specialized image-generating technique should not be dominant in your final set of covers.

7. Both the image content and the graphic treatment of images should be used to communicate a message, rather than just arbitrarily applied.

**Final presentation:**

The final product will be an 8.5 x 11” wire-o bound binder of all of your book covers (at full size), along with a larger sheet showing all cover designs as a series of thumbnails. This will be handed in at the end of the quarter. Details will be explained later in the class.