

Lecture 02:

Role Of Book Cover Design

Book cover is the **first impression** that a book creates on its potential readers. A book cover design is one of the most important aspects of marketing a books. If the cover is unprofessional you will guaranteedly loose sales, so one must use a professional book cover designer for their book cover.

Make a note about the points your cover design should have and then have these points in front of you as a blueprint, when you review submission of your book cover. There are many book cover designs that don't convey the right message. Books with creative graphics, eye-catching font style and attractive covers gain more sales.

Cover is an important marketing tool for you book, so do not leave the design to the last minute! Be bold! The design should draw people in, providing enough intrigue and charm that they just have to buy it... now!

Catch The Buyer's Attention

Although there are many books hitting the market but a striking cover can make the difference between a hit and a flop, making experienced book cover designers in this field highly sought-after. Your cover must give away just enough to persuade the reader, and capture the story inside, without revealing too much. Book cover design must communicate that the pages within are worth a buyer's time and attention.

Keeping The Binding Together

When placed on a bookshelf, the spine is all a reader can see, so continuation of a creative and good quality cover design is important here. Binding keeps the edges intact in a book so try to have the binding as good as possible.

Carry The Books Information

In book design, clarity about books information is prime concern. Whether you've crafted a work of fiction, a Children's book, or an educational treatise into health and happiness; give a glimpse about key information contained in the book by delivering a cover that gives an apprehension into the nature of your core message.

The cover of your book should deliver layout of your story. Treat your book cover like a living thing and allow it to speak for itself. The best book covers have one incredible piece of information that attracts the buyer.

Typography

It is defined as a style or appearance of printed matter or simply the art of working with text to make written language legible, readable and appealing when displayed. It is everywhere we look, on the books we read, on the website we visit, even in everyday life on street signs, product stickers.

The typography you choose for your book's title and the author's name can grow to become a huge brand in the eyes of their readers because readers usually buy a book because they are familiar with, and trust, the name on its cover. Your typography technique must support both what the title communicate, as well as the tone of the story itself.

Fonts can be casual, neutral, exotic and graphic, that is why it's important to think about your message and pick a font that fits best. Well crafted text can make a difference between ordinary book cover and the best selling one. Avoid font explosions and special styling. Usually a cover should not use more than two fonts.

Images

Images must act like Teasers to your cover design and not like spoilers. A well thought-out cover design tells a lot to a person about the book without revealing every detail. Images are more than just decoration. They draw reader's attention by telling the story of the book without them even needing to turn the first page.

Compelling visuals can help you make a connect with the audience and make a strong impression before they even read a single word about the book. As a graphic designer, you want your image to give away just enough to entice the reader, and capture the story inside, without revealing too much. The imagery you choose can be a great way to connect the reader with the book on an emotional level.

