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## Book cover design tips pdf

Adapted cover image from the mockup image of the book by Chinnapong Contributor Designing your first bookcover? Looking to pick up some coverage design hints? Here you will learn five pro tips for creating covers that look fantastic and are technically too flawless. From creating a hierarchy for typography to creating an immersive design, as well as preparing your cover for print or digital publishing, you won't want to miss these essential tips and tricks. Pro Tip #1: Prioritizing type or image on the front cover Readers are now more likely to find their next book on sites like Amazon or Wordery rather than in a physical bookstore. So it's more important than ever to make a particular eye-catching coating design even to the size of the thumbnails. To make sure the cover competes with others on the Amazon Books homepage, it's a good idea to prioritize either typography or graphics for your design. An equal balance of text and image can create a pretty nice cover, but the visual impact will be diluted when it is online alongside dozens of other titles. In this example covers the design, which I create in Adobe InDesign, I chose to make printing the main objective of the design. The patterned background (using this hand-painted vector image) gives the color, texture and interest of the cover and creates a mosaic effect in trends. Pro #2 tip: Create a cover typographical hierarchy Create a hierarchy (or order) of text elements on the cover will help a potential reader quickly see important information about the book and help promote a balanced and attractive look. Unless the author is particularly well known (see J. K. Rowling, Stephen King, Margaret Atwood, etc.), the author's name should always be secondary to the title of the book on the front cover. Consider type sizing (with the title to the largest size, the second largest author, and third-party reviews or quotes in the hierarchy), weight and style (for example, setting titles in a bold weight or quotes in a italic style) and also the color (the goal for a type color that effectively contrasts with the background). To emphasize the contrast of text on a busy background, as in the example below, you can apply a glow effect outside the text. In InDesign, select the text frame and go to Objects > Effects > Outer Glow, set blending mode to Normal for a real-to-color effect, Screen for lighting effect, or Multiply for a darker effect. Also consider the type of characters you want to use on the cover. Whether you opt for a more traditional serif, a modernist sans serif, or a unique display font, the font you choose can give readers a feel for the genre of the book, as well as improve the visibility and impact of the cover design. For example, a condensed sans serif might be an excellent choice for an action-packed thriller, but a highly visible sans serif will also help the design stand out among the competition. For this coating design we used a font, Reforma, set in a bold weight for the title, and a clean, easy to read sans serif, Gilroy, for the smaller text size on the design. Pro #3 tip: Create an immersive wrapping design When a reader picks up a print book in a bookstore, their interaction with the book doesn't stop by itself on the front cover. While the front cover should draw the viewer into picking up the book in the first place, the individual is then likely to flip the card over to check the blurb on the back. With this in mind, it is important to give almost as much thought to the reverse of the cover design as the face. A wraparound coating design, in which some or all of the graphics on the front cover are continued over the spine and on the back cover, is a quick, easy, and effective way to give the cover design a professional look. It also helps to continue the narrative of the front cover on the back. In the artwork for this cover, I copied over the hand-painted background from front to back to create continuity throughout the design. Blurb text is layered above the tip with a dark outer glow effect (in InDesign, go to Object > Effects > Outer Glow) applied to the text frame to create contrast and ensure that the text is legible. Also note that a potential reader can't even engage with the front cover initially if the title is stacked on a shelf. Therefore, it is important to also give some thought to the design of the spine. You can continue the background pattern on the backbone, apply a color pop (as in the example below), or add an illustration to create interest even when the book is delayed. Pro Tip #4: Be sure to include essential artwork coating Once you've created a compelling wraparound design for your cover, it's important to also include a few essential extras on your design that will make the cover salable. If you create a publisher's cover, they may want to include their logo on the backbone and back cover, as well as include a website. The author may also want to include their own website and/or a portrait photo on the back of the cover (or on the inside of the dust jacket for hardcover books). If you're creating coverage for a print book to sell in bookstores, you'll also need to include a barcode on the back of the cover. This is normally placed in the lower left or bottom right of the back cover. The barcode will include the book's ISBN number and price information. Pro #5 tip: Prepare your cover for export If you create a cover for a printed book, the setup and export process for the cover artwork will quite different from the export of a design for a digital eBook (. EPUB). While an eBook cover can be exported as a single . JPEG or . PNG image of the front cover alone, a print cover will require a little more thought and attention. The following things should be included when creating, completing, and exporting a print cover: Include a cut (usually at a minimum width of 0.125 in) in) perimeter of the entire packing cover. The color mode of the cap should be set to CMYK (not RGB). In InDesign, you can set this from the New Document window (File > New Document >) by selecting Print from the options at the top of the window. The cover should include the front cover, spine, and back cover as a single page. The illustration must be exported as a press-quality PDF. In InDesign, go to File > Export and choose Adobe PDF from the Format menu at the bottom of the Export window. In the Export Adobe PDF window that then opens, select [Press Quality] from the Preset menu at the top. Make sure you check Use document clipping settings in the Marks and Cutting Edges options before you press Export. Looking for more book design tips? Learn to create a step-by-step book cover with this comprehensive Adobe InDesign tutorial. Want more book design tips? Check out these articles: If you don't end up reading Cover Design Secrets or watching video tutorials, here are my TOP TEN TIPS on the design book cover that will help you create your own bestselling book covering patterns while avoiding rookie design mistakes.1 Focus on emotion, not detail. The authors are too caught up in the exact details of the book, and they want their cover to match. But readers who haven't read the book still don't care about those details. It is much better to use a strong, powerful cover that gets them reading the book than to use one less powerful, but more accurate.2 Find the best picture you can. Start with a beautiful image, and the rest will be much easier. Get an image that represents the emotional experience your book promises – if it's a thriller, the image should be dark and scary; if a love story, it should be light and romantic.3 Use the right colors. You can easily change the color scheme of any image by adding a color wash or gradient over the top – easy to do in Photoshop or with my online design tool. Each color evokes certain universal emotions, which is why certain genres will usually use their own palette. Make good images and make them even stronger by adding strong colors.4 Use contrast. Use a lot of contrast between light and dark, but also color contrasts - take a look at a color wheel to see color opposites that harmonize well. Green and red and hard to pull out without looking for Christmas - but teal and orange are always winners, and purple and yellow can work as well. Red only works well with whites and blacks. You can use a vignette effect around the edges to get that extra pop. Avoid bevelling and shadow drops. The #1 indicator of a non-professional cap is the heavy effects of shadow or shadows on text. Amateur designers usually add it because they don't know otherwise to make their text stand out against background art. First of all, the cover text doesn't have to be as bold as you think it should be. Professional book patterns have text with natural contrast, but still with patches where the text can not be Clear. It's all right, it's all right. It must be legible as a thumbnail is a myth - the cover will also be displayed online even by its title in clear print. Having an impact cap is more important than having text that is easy to read.6 Choose your accent. A lot of authors are not sure whether to emphasize the title of their series, the title of the book or the name of the author. You can't stress everything. Almost always, stress the title and have the title of the series very small. You can't give readers so much information that you are distracted from images – because the image is what should be causing that gut emotional reaction. Hook their interest first, then they will click on your thumb to read all the details. But they won't try to figure out if your cover hasn't already caught their hearts in some way.7 Don't convince them to buy. Book awards or #1 bestseller or sale help close the deal, but only if the reader is already interested. At first glance, readers won't care about that. All they want to know is, what's the genre, what's it about, is it like other books that I liked? You can immediately communicate with art and fonts yourself. Don't let other things get in your way and break the link. The cover job is to get click - to hook their attention so they want to learn more. You can't design everything, all the information, all of a sudden, and you shouldn't try to. (The cover job is not to sell the book; people who make purchasing decisions based on information – the cover job is to attract readers to an emotional level. You want them to feel something.8 Don't be interesting. A lot of authors think it has to be novel, different or interesting to stand out or surprise readers. For almost all genres, that's a big mistake. Readers have developed gender expectations; I've gotten used to how books in their favorite genres are supposed to look. For non-fiction, it's OK to have a very interesting central picture, but that's because it's expected for this genre. If you're famous and have a million people ready to buy your book, you can do whatever you want with the cover. But for the rest of us, the cover is advertising - it's probably the first and only thing potential readers will ever see of your book; and if it's not good enough to punch them in the stomach or shoot at their heartstrings, they won't even read the summary. Don't take risky risks. Make the cover tell readers very clear lym's gender, setting and major conflict.9 No collages. The authors usually think in terms of a scene – so they ask designers to make them this specific episode of the book. That's really hard to pull out with stock photography and Photoshop, and it'll probably look bad. It is also hard to fit Exactly. Don't cram in 5 characters all doing something with their unique superpowers and pets and clothing, being chased by their nemesis. It is almost always better to go simple with one or two main main (or none) with a main background behind them for the setting. Remember, it is always better to have a strong emotional impact than to be fair.10 Should you use stock photo? In my opinion, yes, always, because it is usually of good quality. Illustration or art does not work well, except for non-fiction, children's books or chicken. The danger is that other authors are going to use the same photo – that's true, but in my experience it's better to use a great photo that sells more books than it is to use something unique but weak. Just search the top 40 or so in your categories to make sure that no one else is using the photo you chose. Also, you shouldn't really use a stock photo exactly so, with no change, especially if it's something special like a vampire picture. Especially if it's amazing, a lot of other people are going to use it. It is better to find a pattern and turn them into a vampire with Photoshop (you can hire someone to do that for you). If there's too much to remember, here's a simple checklist. Check.