

**113 Project: Book Jacket Redesign**

Choose a book with a poor cover design and redesign a book jacket.

	<b>Exemplary</b>	<b>Satisfactory</b>	<b>Unsatisfactory</b>	<b>Faculty Comments</b>
<b>Objectives Paper 10 points</b>	Paper shows exceptional effort, is complete and clearly written. <ul style="list-style-type: none"><li>• a synopsis of the book</li><li>• reviews and/or quotes about the book</li><li>• title, author, publisher</li><li>• author bio</li><li>• choose three words to describe the feeling of the design</li><li>• list your color scheme, explain your choices</li></ul>	Research shows sufficient effort, is complete and clearly written. <ul style="list-style-type: none"><li>• a synopsis of the book</li><li>• reviews and/or quotes about the book</li><li>• title, author, publisher</li><li>• author bio</li><li>• choose three words to describe the feeling of the design</li><li>• list your color scheme, explain your choices</li></ul>	Research shows little or no thought, is not complete and not clearly written. <ul style="list-style-type: none"><li>• a synopsis of the book</li><li>• reviews and/or quotes about the book</li><li>• title, author, publisher</li><li>• author bio</li><li>• choose three words to describe the feeling of the design</li><li>• list your color scheme, explain your choices</li></ul>	
<b>Type Examples 10 points</b>	Type examples show exceptional effort in choosing fonts and clarity in explaining the chosen font(s). Student went beyond the Minimum of TEN different typefaces that express the feeling of the book.	Type examples show sufficient effort in choosing fonts and explaining the chosen font(s). Student chose the Minimum of TEN different typefaces that express the feeling of the book.	Type examples show little effort in choosing fonts and weak or no explanation of the chosen font(s). Student did not submit the Minimum of TEN different typefaces that express the feeling of the book or fonts were not submitted.	
<b>Critique of original book design 10 points</b>	Design critique of the book shows exceptional effort and is clearly written. Student uses design terms to discuss typeface, images, color, contrast, positive and negative space.	Design critique of the book shows sufficient effort and is clearly written. Student uses design terms to discuss typeface, images, color, contrast, positive and negative space.	Design critique of the book shows little or no effort and is not clearly written. Student does not use design terms to discuss typeface, images, color, contrast, positive and negative space.	
<b>Type Design 30 points</b>	Project shows exceptional effort in choosing appropriate font, point size, line spacing, weight and column width. Placement of type within the design shows exceptional effort and a complete understanding of type design.	Project shows sufficient effort in choosing appropriate font, point size, line spacing, weight and column width. Placement of type within the design shows sufficient effort and some knowledge of type design.	Project shows some effort in choosing appropriate font, point size, line spacing, weight and column width. Placement of type within the design shows little understanding of type design and/or little effort.	
<b>Creative Grid Layout 25 points</b>	Layout is creative and uses grid to develop interesting white space. Design shows exceptional understanding and use of grid.	Layout uses a grid to develop interesting white space and shows a good understanding of grid use in the layout process.	Layout is not creative and does not use a grid to develop interesting white space and shows a very basic or no understanding of grid use in the layout process.	
<b>General 15 points</b>	Three DIFFERENT thumbnails with grids. Correct size for all parts of cover jacket. Images are not used.		The following items are missing or incomplete. Three DIFFERENT thumbnails with grids. Correct size for all parts of cover jacket. Images are not used.	