

Tips for Successful Book Covers

1. **Know your market.** Use imagery and style that your market can relate too. You want to create a cover design that stylistically fits the genera, but stands out from competing titles.
2. **Research.** Check out book covers within and without your genera. Visit a book store or go on line to Amazon.com. Observe how type and images are used. Why are some covers more appealing than others? Adapt what you like to your own cover.
3. **Color.** We respond to color or the lack of it before reading a book title. Color sets the mood of a book. Think about how you want to effect the viewer of your book cover.
4. **Legibility.** Primary to a successful cover design is a legibility title. To that end use large type and good color contrast. Use script type faces with caution as they are hard to read.
5. **Title scaling.** For long titles or words it maybe helpful to condense them horizontally. This will result in tall skinny type that still can be set large. Keep the letterspacing open to maintain legibility.
6. **Title placement.** Typically a title is placed in the top 1/3 of the cover. It should not be obscured by a busy or a low contrasting background. If this is a issue, try placing a solid colored rectangle behind the tile.
7. **Reverse type.** Be cautious using white or reverse type at a small point size. The ink on solid backgrounds will spread and tend to fill in type under 12 points—particularly with a serif type face.
8. **Images.** Drawings and photographs may be found on the internet. Some are free and others you pay a fee for usage. Most sources allow free downloads of low resolution images for comping purposes. This makes it handy to try them in a layout be for you buy.
9. **Images placement.** The main element of a image should be visible below the title and not interfere with the subtitle. The image may be framed within the cover or bleed off of the cover. A image can wrap around the spine and onto the back cover.
10. **Subtitle placement.** The subtitle follows the title and can be positioned left, right or centered. It's placement is most often dictated by the image or graphic used. If necessary, it can be broken up to form more than a single line.
11. **Endorsements/quotes.** If you have a quote from a well known person, it may be advantageous to place it on the front cover. It is typical to place it at the very top or bottom of the front cover. It can be high lighted by placing it within a color filled box.
12. **Protective Coating.** The best protection for a printed cover from wear is a film laminate. The laminate is applied to the cover before it is glued and trimmed. It is available in gloss or matt finish. The gloss gives a crisp shinny finish. The matt gives a soft look with a silky feel to it.

Tips courtesy of www.bookgraphics.com

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