

project 2: book series

our second project will be the design of book covers for a series of books. you will be creating a new series of books published by the New American Library. The idea of this is to pick out a number of books from different eras of American history and package them as a set. the complete set of books will have a visual identity, but each historical period will also have an identity and so, too, the individual books. you are to develop 8 book covers – two each from the four eras. the designs should be individualized but it should have design elements which tie it to the larger set. the set, series and individual book should have a discernible identity, but the weight of each of those is up to you. for instance, you may see the series identity as the most important aspect and make the individual books and the larger set identity secondary – and so on with any other combination.

the cover design includes both the front and back covers and the spine. the spine dimensions should be normalized to a width of 9 picas. the front cover should contain the logos, title, author and artwork. the spine usually has title, author and main logo. the rear should have a short paragraph about the work, additional artwork

you may use any colors or images you feel are appropriate to characterize the book or series. the primary goal is to create a cogent system that consistently organizes the series.

book series

american romanticism

the last of the mohicans – james fenimore cooper
the song of hiawatha – henry wadsworth longfellow
moby dick – herman melville
a history of new-york – washington irving
the scarlet letter – nathaniel hawthorne

harlem renaissance

home to harlem – claude mckay
the blacker the berry – wallace thurman
cane – jean toomer
not without laughter – langston hughes
plum bun – lessie redmon fauset

the beat generation

the dharma bums – jack kerouac
on the road – jack kerouac
howl – allen ginsburg
starting from san francisco – lawrence ferlinghetti
junky – william burroughs

reagan-era

bonfire of the vanities – tom wolfe
less than zero – brett easton ellis
bright lights, big city – jay mcinerney
slaves of new york – tama janowitz
sad movies – mark lindquist

calendar

03/30 book series intro
05/04 books due printed