

# PROJECT 4: FAIRY TALE COVER

Concepts are the heart for any creative projects whether it is a logo design project or an illustration. Concepts are especially important when creating a book cover. The cover of a book is extremely important part of stimulating sales of books. People really do judge a book by its cover. You need to sum up a complex story with one image. Your stylistic decisions are also important in setting the tone. A successful book cover must draw a potential reader in and make them want to find out more.

For this project, you will be creating a book cover for a fairy tale. I am open to any fairy tale you would like to choose from any culture. I would point out that while many fairy tales tend to be very sweet in their portrayal today but were originally very dark stories. After you choose your fairy tale, you will create one illustration that represents the story. The challenge is to create an illustration that gives a viewer an idea of what the story is about in one image. You will need to include the text for the title and author in the final file, but the focus should be on the illustration.



## INSTRUCTIONS

1. Brainstorm about possible fairy tales you might want to use. Is there a fairy tale you particularly connect to or enjoy? Read up about the fairy tale to make sure you have a clear summary of the story. I recommend you create a pinterest board or similar mood board to gather images for inspiration and reference.
2. Begin to create sketches of your cover. You need to make at least four sketches of ideas for the project. They do not all need to be for the same story. You may wish to explore ideas for several stories. Think about the style of your illustration and how it impacts the message you are trying to convey about the story. Begin thinking about how you will use type and color in the final cover. The illustration is the focus, but the type is also important.
3. Review your sketches with me. Decide on which sketch you would like to pursue in digital format.
4. Scan your sketch to use as reference when creating your digital file.
5. Create a new file in Adobe Illustrator or Adobe Photoshop. The file should have an artboard that is 6" x 9". Be sure to set up your color palette in Illustrator/Photoshop to make it easier for you to work. Create your illustration in digital form. If using Illustrator, I recommend that you put the type on its own separate layer.
6. When completed, print out the artboard with crop marks. Cut the page to size. Mount your project on black foam core that is cut to 8" x 11". The project should have a 1" border around it.
7. Place a label on the back as per the syllabus and a cover.

## SUBMISSION GUIDELINES

Project will be presented in mounted form. The final project will be 6" x 9". It should be mounted on a 8" x 11" piece of black foam core. You should mount each solution with a 1" margin all around. Be sure to put a label on the back with all info as specified in the syllabus and a cover to protect it. Remember that craft counts in your final grade.

Digital copies of your files should be uploaded to class shares inside a folder called Project 4. The file should be called:

lastname\_art133\_project4.ai



## DUE DATES

**Project should be submitted at the start of class on March 3.**

We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

## QUESTIONS

Katie Krcmarik  
P: 248-321-3434 (cell)  
kkrcmarik@hotmail.com

## Office Hours:

Monday: 5:00 - 6:30 pm  
Tuesday: 6:00 - 6:30 pm  
Thursday: 6:00 - 6:30 pm