

Book Jacket Assignment

What kind of information is included on a book jacket?

The saying goes, “Never judge a book by its cover.” But, book covers serve a very important role in marketing a book for sale. Publishers carefully select cover images in order to entice readers to pick up a book and buy it. The book jacket also includes an enticing synopsis of the book (much like a movie trailer) that gives the reader enough information without giving too much away. The book jacket will also include a brief biography about the author to give even more information about the person behind the book as well as quotes from key publications in order to convince the reader that the book is worth reading.

5 Tips for Creating an Effective Book Cover

- An effective book cover reveals key elements about character, setting, theme, conflict, symbols, and more. Focus on the most appealing element of the book and find an eye-catching way to represent it on the cover.
- Think like a reader. What would a reader pick up? What does the reader want to see? Put it on the cover. The audience is the most important factor when creating an effective book cover. Different audiences will respond to different images and fonts.
- Avoid stereotypical images, words, and phrases. For example, if a book is about how to budget money, a cliché image would be a piggy bank. Think of a different way to catch the reader’s attention that is unique and original.
- Portray the main message of the book in a concise and distinctive way through a combination of words and images.
- Set a clear, powerful, and relevant tone through colors, font choices, diction, and imagery. For example, a book about World War II will have a different tone than a book about the history of bubble gum, and the tone of the cover should convey that tone in an effective way.

Task

For the assignment, you will create a book jacket for a book of your choice (at your appropriate reading level). You will include:

1. An effective cover that conveys key elements through images, words and tone. Create a cover that is different from the original cover. Make a purposeful decision about fonts. Colors, words, and images that appeal to the book’s specific audience.
2. A synopsis of the book on the inside flap that teases the reader to want to read more. Synopsis needs to be written by you. Summarize the beginning of the story. What is the situation? What is the conflict? What is the setting?
3. A biography of the author on the back of the jacket. Write your own brief biography of the author to include any details from the author’s life relevant to the story and/or any other significant works by the same author.
4. Quotes from publications to market the book. Research 1-2 quotations from real life publications about the book and include these in effective places on the book jacket.

Your book jacket should fit onto your book. You will wrap your book jacket around your book to submit for grading. The book jacket should be polished, professional product. The text should be typed, and images should be high-quality.

Rubic

CATEGORY	PRO PRESENTATION	GOOD WORK	NEEDS REVISION
COVER	The cover contains the required elements and effectively targets the appropriate audience through images, words, color, and tone.	The cover contains the required elements and targets the appropriate audience. However, the cover may be more stereotypical or not strongly convey the tone of the book.	The cover does not contain the required elements. It might just be a random picture or just the book title. The cover may not be appropriate for the audience or convey the correct tone for the book.
SYNOPSIS	The book jacket contains a synopsis of the book on the inside flap that effectively summarizes the beginning elements of the book and teases the audience to want to read more. The synopsis is a polished product with no major errors in grammar or mechanics.	The book jacket contains a synopsis of the book on the inside flap, but the synopsis may not be very thorough, or it may give too much information away. The synopsis may contain minor errors in grammar and mechanics.	The synopsis may be missing entirely, or it may summarize the entire book. The synopsis may contain rampant errors that make it difficult to comprehend.
AUTHOR BIOGRAPHY	The book jacket contains an author biography on the back. The biography is an effective and original piece of writing that reveals key details from the author's life. The biography is a polished product with no major errors in grammar or mechanics.	The book jacket contains an author biography on the back cover. The biography is an original piece of writing that reveals key details from the author's life. The biography may contain minor errors in grammar and mechanics.	The author biography may be missing entirely or may be copied from another source. The author biography may contain rampant errors that make it difficult to comprehend.
PUBLICATION QUOTES	The book jacket contains 1-2 quotations from professional publications about the book that are effectively and purposefully placed in order to market the book. The quotations are errorfree.	The book jacket contains 1-2 quotations from professional publications about the book. The quotations may contain minor errors or may not be as effectively placed on the jacket for marketing purposes.	The quotations may be missing or may not come from real life publications.
AESTHETICS EXECUTION	The book jacket is a professional and polished product with high quality images and uses effective fonts, words, colors, and pictures to convey a powerful message about the book. The book jacket is appropriate for the audience and effectively convinces the reader to buy it.	The book jacket is a professional and polished product but may contain minor errors in layout or may not be as effective in marketing the book as the top category due to minor errors or less effective images, fonts, texts, and/or tone.	The book jacket contains major errors and is not professional or polished product.