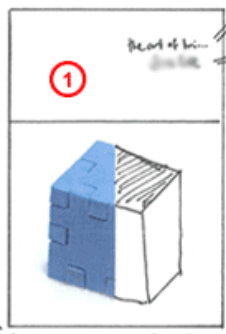


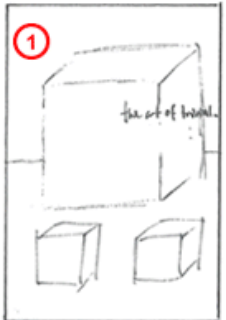
Design sketches – “the art of trivial things – by [redacted]”

4 CONCEPTS

RATIO - DIFFERENTIATES BETWEEN HEADLINE AREA AND THE BODY.



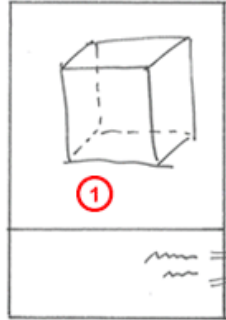
• Provides the reader an idea of the quality of the image and how it looks compared to an actual photograph. It also gets across the message that this is an art/sketch look.



• A sense of flow in the design, the type does not look out of place or too bold, it blends in the design. Also quite a common design for a book cover so it does not look too out of place when placed alongside other books.

• TYPOGRAPHY / FONTS.
 the art of trivial things - Myriad Pro
 the art of trivial things - Segoe UI Light
 the art of trivial things - Euphemia
 the art of trivial things - Tu Cen MT.

• One of the most important things on a cover of a book is its font for titles. I had a look at my client's drawings and saw that, her designs/sketches were very clean, simple and neat. In order to match that I choose fonts that were simple, recognisable and minimalist.

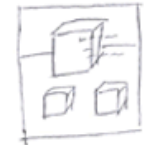


RATIO - ENOUGH ROOM TO SHOWCASE ART AND GIVES TITLE BLOCK BREATHING SPACE.



• Due to the fact that this is not such a cliché or traditional design gives the correct impression that this is not a novel but an artbook. This is quite an adventurous design as the images in the collage may be too small to view in a thumbnail.

2 DEVELOPMENT - BASED ON 1ST CONCEPT.

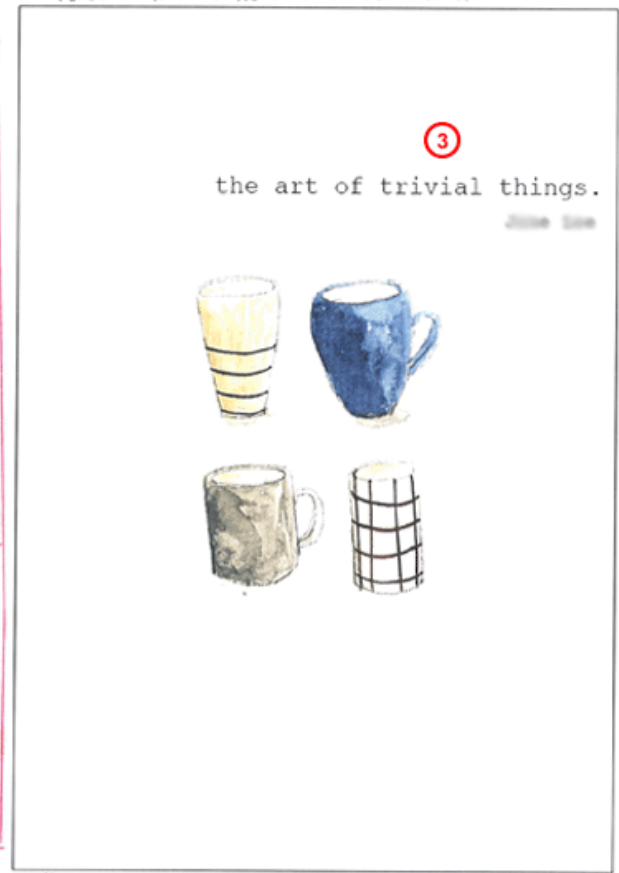


• BASED ON THE FEEDBACK I RECEIVED, I THINK THAT THIS WAS THE DESIGN THAT THE STAKEHOLDER WAS PLEASED WITH HENCE I DECIDED TO FURTHER DEVELOP THIS USING A HIGH FIDELITY TYPE DRAWING.

STAKEHOLDER COMMENTS

• Likes how the design turned out but now that they looked at it in a properly readable way the design looks too plain. To stray away from the stereotypical designs, I would like to make adjustments to make the text block beneath the cups and centered and hopefully it does not look too standard.

from 3/1/07



• Font: COURIER NEW
 by title
 4.5pt Author Name
 Courier New was a font that was chosen specifically by my stakeholder who identified it as their favourite font. It is quite a classic and vintage font that is well suited for the themes that are included in this book.

OVERALL COMMENTS & OPINION.

The theme of the cover is simplicity and minimalism. The hand drawn image used as the cover image of the book shows four cups with a unique design - also corresponds with the theme of the whole book - trivial things. Cups represent a trivial object and gives the viewers an idea of what kind of things are going to be in the book - like a blank.

DEVELOPMENT - BASED ON 2ND CONCEPT



"An artbook cover based on artwork displayed at an art gallery. Fits in with the theme and gives the correct impression." - From Stakeholder feedback

STAKEHOLDER COMMENTS

4 Didn't like the modelling outcome. Looked good as a concept but once transferred onto a high quality design it does not look as good as I expected to be. It is unique but it is not aesthetically striking enough to be put on as a book cover. The overall impression the design gives is unappealing.
 Jane 2/10/17



OVERALL COMMENTS & OPINION

The initial concept looked great but after transferring it into a high quality model, I found that it was not that fitting to put on an artbook cover. Aesthetically I don't think it looks that great. However I am a bit disappointed with how this turned out as this was probably the most unique design I had for all the concepts.

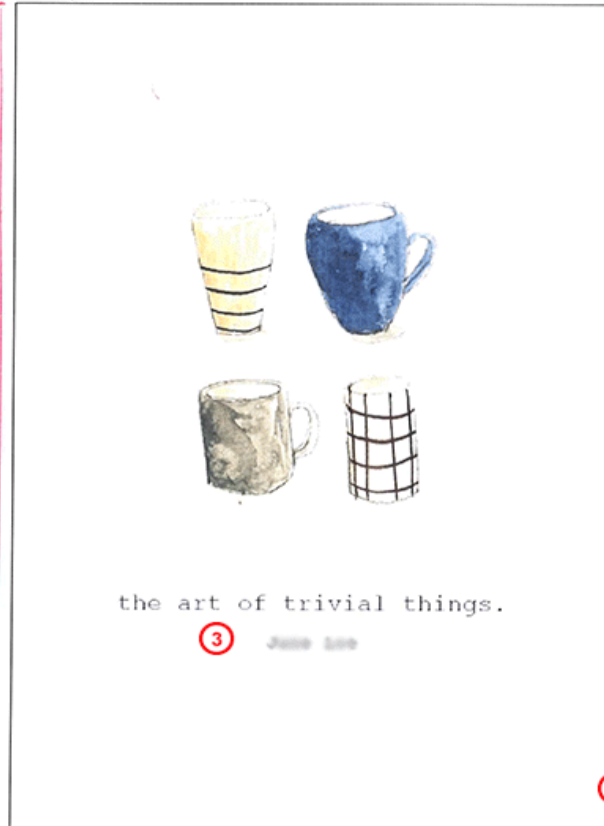
IMPROVED COVER DESIGN - FINAL DEVELOPMENT/FINAL DESIGN

- ↳ Based on previous designs, refined using the stakeholder feedback comments. (Drawn primarily from concept 1).
- ↳ Designed to serve the purpose of being the front cover of the book.

STAKEHOLDER FEEDBACK

This was a modification of a design I was quite satisfied with. I think that it is simple yet effective and looks very aesthetically appealing. Although it is quite a common design it still draws the reader's attention and looks great.

Jane 2/10/17



Sample of artwork as a type of showcase to display to the reader about the type of art that is found in this book. Also serves aesthetic purpose.

4 Font is Cover Now. Simple yet aesthetically appealing font was approved by the stakeholder. Suits the neat nature of the artwork.

OVERALL COMMENTS & OPINION

I think it is a very effective design - its minimalist approach makes the cover look visually appealing and is easy on the eyes. It is conventional but not too common and draws inspiration from the designs of professional book cover designs for the similar theme. A very fitting design in terms of visual appeal and suitability.