Lesson Overview

Individual Responsibilities
In this unit, you will create a book cover for a new edition of an existing book. You will also write an introduction for your particular edition of the book.

Group Responsibilities
Working in small groups, you will create a new publishing company. You company must have a clearly outlined set of goals — this could be publishing classic novels, appealing to a certain demographic group, publishing books that address similar issues, or publishing literature in a specific genre (for example, poems, short stories, or mystery novels). Although you will each be designing an edition of a different book, you will rely on your teammates to keep your edition on-brand for the audience your company is trying to reach.

Learning Objectives
As a team and individually, you will consider all aspects of cover design and book marketing, including:
• defining your target audience;
• developing a strategy to reach that audience;
• writing a company mission statement and individual book proposal;
• designing imagery and paratext for your book; and
• reflecting on what your design reveals about the book, as well as its intended audience.