Unit Project

Overview
Working individually, you will conceptualize and design your own cover (both front and back) for a new edition of a book of your choice. It may be the book you proposed in the feeder two assignment, or a new text. For the cover layout and design, you will use InDesign, which we will learn together as a class. Your cover design and paratext should be thoughtfully crafted to appeal to a specific audience of readers.

Book Cover
Your book cover must include the following elements:
- Title and author name;
- A front cover image; and
- Paratext that represents the book’s contents to your particular audience. In addition to a description of the book and/or a plot summary, this may also include quotes from reviewers, author biographies, or other related material you believe would appeal to your audience of readers.

Introduction
To accompany your book cover design, you will write a two-page introduction to your book. Your introduction should engage with both the original book and at least two secondary sources written about the book. These sources may include articles from a scholarly journal, biographies of the author, other related nonfiction books, archival materials, or popular articles (from a newspaper, magazine, blog, etc.). Successful introductions will convey a clear understanding of the target readership of your particular edition of the book, as well as the target readership of the publishing house more broadly.

Be sure to include the book cover design in your conversation. Consider its relevance to the themes of the book, its appeal to your chosen audience, and how the specific design choices you made (the images, color scheme, fonts, and other elements from the Visual Analysis Worksheet) relate to the text. You might explain this connection by engaging with primary and secondary sources or with textual analysis.

Proper MLA citation should be used, and all sources must be compiled in a Works Cited page.