**Creating a Book jacket**

**Task:** Create a book jacket for you novel that will encourage **your chosen TARGET AUDIENCE** to read your novel.

**What does a book jacket look like?**

* The jacket covers the front and back of the novel.
* The jacket is 5.5 inches by 8.5 inches (a regular blank piece of paper folded in half ☺).

**What do I need to think about when I am creating the FRONT COVER?**

**Every front cover should include:**

* the title,
* the author’s name
* **an image that is striking** enough to attract your target audience/readers

**A good image will give hints about SOME of the following things:**

* **Plot-** What is the story about?
* **Genre**- Is it mystery, a romance, a ghost story, etc?
* **Target audience**- Different design styles appeal to different groups of people. Are you trying to attract children, adults, males, females, history buffs or technology lovers? ***This is a key component of your evaluation***
* **Important topics or ideas**- What ideas, issues, or conflicts does the author want the reader to think about? For example, some novels are about unrequited love, war, high school cliques, betrayal, coming of age, family, etc. How could you make these themes clear in an image?
* **Character-** Who is the main character? What do they look like? What sort of personality do they have? What are their dominant emotions throughout the story? What relationships are important to them throughout the story? Think about how the facial expressions, gesture and body position of a character can be used to give us information about their personality and feelings.
* **Setting-** The setting of the book includes three things- the time period in which the book is set (e.g. the stone age, the 18th century, the future), the physical locations (e.g. Italy, a town by the sea, on the moon) and the cultural setting (e.g. set on an army base, at a hospital, in a Buddhist monastery)

**Obviously your front cover can’t give information about everything on the checklist (think of what’s most important to your novel).**

**See also: Design Help sheet available in your *online* folder**

**What do I need to think about when I am creating the BACK COVER?**

The back cover contains the book blur. A blurb is a **SHORT** **PARAGRAPH** on the back of a book that tells a reader what the book is about (an extremely short plot summary). If a potential reader has not lost interest by the time they have looked at your cover they will usually read the blurb. This is the deal maker (or breaker) that will result in the book either being bought or rejected. **DON’T FORGET** to keep your target audience in mind in this section as well! Here are some hints to help you write a catchy blurb.

* **What is life like for the main characters at the start of the book?**

There is generally a summary of the first few chaptersthat is about one sentence long. This explains the back story for the main character/s (what they and their life are currently like and/or a little of their history). It uses a few well-chosen words to give an idea of who they are.

* **What happens for their life to change?**

The event that causes someone to change or take action is called a catalyst (ex. meeting a new person, winning the lottery, discovering a secret).

* **What problems do the main characters face?**

What is the main conflict in the novel or what is the inciting incident. Is the conflict an external or internal conflict?

* **Why is it worth reading?**

Blurbs often contain sentences that praise the writer.

If it is a new writer, this is often done by comparing them to other famous writers.

If the writer has been published before, it is often that their book is the best example of a certain genre in many years.

If the writer is already famous, the praise often links their new book to their most famous books.

Sometimes blurbs mention awards that the book has been awarded.

Sometimes the blurb starts with a quote from the book which is very powerful and links to a key theme in the novel.

**You will also need to hand in a photocopied version of your novel’s blurb (you will have to photocopy the back of your novel). This is to prevent plagiarism.**

The back cover also usually has a bar code, price, and an ISBN number; your back cover should include these as well.

**A great way to improve your knowledge of book blurbs is to read some!! Go to a library, a bookstore, or at home and read some blurbs. This will show you different ways you can ORGANIZE your blurb. HINT: keep the blurb simple.**

**Additional Requirements**

*Inside* **FRONT** cover

* A one **paragraph** explanation of your cover. Explain the symbols, positioning, colour scheme, etc. (**see** Design Help Sheet available in your online folder). Also, explain how your cover appeals to your ***TARGET AUDIENCE***.

*Inside* **BACK** cover

* ONE INFORMAL paragraph.
* 48 out 50 students rated their novel 8 or higher, that’s BANANAS! That means 96% of the students has a positive reading experience.
* In this section, you are tell me your rating of your novel and explain why you gave it that rating. Use evidence from the novel (examples will do) to support your claims. See your notes from the beginning, middle, and final 30/50 pages to help you with this section

**How many pages are involved?**

* **ONE** (8½ x 11 page folded in half giving you FOUR panels).
* Front cover page has your visual (the cover you have created)
* *Inside* FRONT cover (paragraph explaining the above visual)
* *Inside* BACK cover (paragraph discussing your reading experience)
* Back page has the blurb paragraph

**Evaluation**

**MEDIA**  components will include: quality of front cover, creativity, ability to attract target

audience, symbolism, layout, etc.

**WRITING** components will include: clarity, spelling, grammar, depth of ideas/connections,

meeting all requirements, quality of blurb

<http://hillmanm.ism-online.org/2010/08/25/mini-book-assignment-help-and-worksheets/>

Book Cover Rubric

Mr. Ahumada

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Achievement  Chart | Weight  Assigned | Level 4 | Level 3 | Level 2 | Level 1 | Below L.1 |
| **Knowledge and**  **Understanding**  **(writing)**  🡪 Focus and target audience  🡪 Book blurb  🡪 knowledge of novel  🡪 Description of visual | /10 | Work has a strong, clear, and unified focus. Work is presents ideas that are well-thought-out, insightful, lucid, and thought provoking with a high degree of sophistication. | Work has a clear and unified focus and purpose.  Work presents ideas that show considerable insights. Ideas are appropriate and relevant. | Work has some clarity of focus and purpose.  Work presents some ideas that are appropriate and relevant. | Work has limited clarity of focus and purpose.  Work presents limited ideas that are appropriate and relevant. | Work has no trace of a unified focus and purpose.  Work presents minimal ideas and information |
| **Thinking and Inquiry (media)**  🡪 Quality of images  🡪 Connections between images and text  🡪 Appeal to target audience | /10m | Work shows a high degree of risk taking to include unexpected or unconventional features.  Images show excellent insight into the text. Cover effectively attracts target audience. | Work shows considerable risks to include unexpected or unconventional features.  Images show good insight into the text. Cover attracts target audience. | Work shows some risks to include unexpected or unconventional features. Images show some insight into the text. Cover somewhat appeals to target audience | Work shows a limited degree of risk taking to include unexpected or unconventional features.  Images show little insight into the text. Cover minimally appeals to target audience. | Work shows a minimal degree of risk taking to include unexpected or unconventional features.  Images show no insight into the text. Cover does not appeal to target audience. |
| **Communication**  **(media)**  🡪 Aesthetic qualities of visual design | /10m | Excellent use of colour, and thorough consideration of layout is shown | Good use of colour, and considerable consideration of layout is shown | Satisfactory use of colour, and some consideration of layout is shown | Little use of colour, and minor consideration of layout is shown | No use of colour, and minor consideration of layout is shown |
| **Application**  **(writing)**  🡪Explanatory paragraph  🡪 Grammar, spelling, syntax, etc. | /10 | Writing shows excellent INSIGHT, unity, fluidity, and coherence. Applies grammar, spelling, and punctuation with a high degree of accuracy and effectiveness. | Writing shows good unity, insight, fluidity, and coherence. Applies grammar, spelling, and punctuation with considerable accuracy and effectiveness. | Writing shows some unity, insight, fluidity, and coherence. Applies grammar, spelling, and punctuation with some accuracy and effectiveness. | Writing shows little unity, insight, fluidity, and coherence. Applies grammar, spelling, and punctuation with limited accuracy and effectiveness. | Writing shows minimal unity, insight, fluidity, and coherence. Applies grammar, spelling, and punctuation with very little accuracy and effectiveness. |

TOTAL writing /20 media /20

Comments: