

Inside Illustration: Publishing - Covers

Effective research w/ Jennifer N. R. Smith: 30 April 2024

We encourage you to select one of the following briefs and produce rough sketches prior to this *Inside Illustration* course session. Towards the end of the session you can receive and provide peer-to-peer constructive feedback on the roughs in small breakout groups with other attendees.

After the session, should you choose to take any roughs through to final artwork, please upload it to your AOI Folio and let us know via email: derek@theaoi.com

Deadline for final artwork: 30 May 2024

We will feature a selection of finished artworks in a curated Folio, which the AOI will showcase via our socials and newsletter.

Feel free to also tag [@theaoi](https://twitter.com/theaoi) into roughs and/or final artwork posts on your socials.

We're looking forward to seeing what you create!

Briefs set by illustrator [Jennifer N. R. Smith](#). Please watch the briefing video [here](#).

Brief 1:

Redesign an existing non-fiction book cover. This could be a favourite book of yours, or one that covers topics you've an interest in. It isn't necessary to have read the book, as there is rarely the time or expectation to do so when you are commissioned for a cover job. Illustrators use research skills instead. Aim to choose a book that is highly regarded, and a conversation starter if an art director wanted to set up a meeting.

If you don't want to do type on your cover rough, it's fine to leave an appropriate space.

The cover will be a B-format paperback - 129 x 198mm.

Suggested titles:

Adventures of a Young Naturalist, by David Attenborough (auto-biography/nature)

Silent Spring, by Rachel Carson (environmental science),

I Contain Multitudes by Ed Yong (science/microbiology)

A Brief History of Time by Stephen Hawking (science/physics)

I Know Why the Cage Bird Sings by Maya Angelou (auto-biography)

We Should All be Feminists by Chimamanda Ngozi Adichie (politics)

Ways of Seeing by John Berger (art criticism)

Atomic Habits by James Clear (self-help)

SPQR: A History of Ancient Rome by Mary Beard (history)

Black and British by David Olusoga (history).

{Brief 2 on the next page}

Brief 2:

This brief is based on a real recent commission for Jennifer. A small educational publisher wants to break into the general interest market by improving the designs of their covers – your task is to get this book looking fresh for the market.

If you don't want to do type on your cover rough, it's fine to leave an appropriate space.

Title: Forestology

Subtitle: Reclaiming and rewilding the forests of Earth.

Author: Theresa Myjam

Format/trim: 138mm x 222 mm Hardback, spine est. 23mm.

Look/feel: Scientific, approachable

Audience: General interest in science/natural history. Buys wildlife books.

Key messages:

Forests are complex systems, ecologically and socially.

Discusses the challenges and solutions in forest restoration.

Discusses the promising blend of cutting-edge science and indigenous ancestral knowledge

Highlights humanity's social relationship to forests.

Summary:

As millions of hectares of forests are cleared worldwide, the imperative to restore them becomes increasingly urgent. Without intervention, a staggering 95% of Earth's land could face degradation by 2050.

This illuminating book serves as a guide through the complexities of forest restoration, emphasising the need for a nuanced approach. It advocates for the integration of the latest scientific advancements, Indigenous leadership, and a holistic understanding of the interconnectedness of life within these vital ecosystems.

**Summary edited with permission from Pelagic Publishing
- based off Treewilding by Jake M. Robinson.**