



Greetings and welcome to the process of book cover design!

Our goal at UNC Press is to make the cover design for your book as memorable as possible by creating an unforgettable visual representation of your manuscript. We want your input because you know the manuscript best, and we want you to be enthusiastic about promoting the final product. Equally, we want your book to stand out from the crowd, appeal to your audience, and motivate book buyers and sellers.

Because of this complexity of needs, book cover design is a highly specialized field within publishing. Our experienced and award-winning book designers have been specifically trained for just this purpose and spend days or even weeks working on your book's cover design. Before beginning our work on your cover, the designer and I have

- ▶ read the reader's reports
- ▶ discussed your completed "Cover Design Questionnaire" form (next page)
- ▶ researched other book covers in your genre and market
- ▶ conferred with the sponsoring editor, marketing manager, and publicist about your book's specific needs
- ▶ conducted hours of research for just the right imagery and typography for your book

I then work closely with the designer and our internal editorial, sales, and marketing teams to craft, review, and revise the resulting cover design sketches until we collectively decide on the most suitable and striking solution.

When your book's cover design is ready, the sponsoring editor and I will email the composition as a PDF to you with comments for review. This cover design has been thoroughly researched and designed to be bookshelf and website ready when you receive it. However, since you are the authority on your manuscript, we are open to receiving your feedback if you feel something is incorrect or has been unconsidered. We seriously consider reasonable requests and will integrate feedback if it is constructive and improves the design and marketability of the book.

We strongly encourage you to refrain from asking for guidance from sources lacking book publishing experience or from anyone who has not read your manuscript or book proposal. Lastly, if you choose to share the final approved cover design on social media, we ask that you include the preorder link from our website. We have found that social media is an incredibly powerful tool for book sales, and revealing the cover online should be utilized as a marketing opportunity to initiate presales with your direct audience.

Thank you for reading this letter and taking the time to fill out and return the following form. I look forward to receiving your responses and collaborating on the design of your book.

Lindsay Starr, Art Director
The University of North Carolina Press
lindsay.starr@uncpress.org

GENERAL TIMELINE FOR BOOK DESIGN PROCESS

Title of your book is finalized.

Sponsoring editor and/or art director will contact you to discuss the completed "Cover Design Questionnaire" (next page) and your ideas for the cover design.

Our design, editorial, sales, and marketing teams work collectively to produce a cover design solution that we feel best represents your book in the marketplace.

The art director and sponsoring editor will share our final solution with you for review by email.

You are welcome to submit constructive and respectful feedback regarding the book cover design.

While we seriously consider your requests and may be able to integrate your suggestions, we also will make final decisions based on our professional expertise and budgetary constraints.

Only after the cover design has been finalized are you free to share with your social media networks, preferably including the preorder URL link.



COVER DESIGN QUESTIONNAIRE

Want to fill out this form online? [CLICK HERE!](#)

DIRECTIONS

Use this form to share ideas about your cover design with our internal team of design, marketing, and publicity professionals.

We encourage you to be as thorough as possible with your responses.

Please fill out the form completely and promptly return it to your sponsoring editor with any supporting materials (.pdfs, .jpgs, and .tifs accepted) to ensure the timely design of your book cover.

YOUR NAME _____

BOOK TITLE _____

DATE _____

1. Which kind of treatment do you envision for your book cover?

Visual examples are provided on the following page. **Check all that may apply.*

☐ Photographic ☐ Typographic ☐ Illustrative ☐ Collage

2. Are there specific photographs or illustrations you would like considered for use in the cover design? If so, please explain what makes them appropriate and indicate whether you already have permission to use them on the cover:

3. Are there any colors, imagery, or clichés that should be avoided when designing the cover? Please explain:

4. Please list three to five buzzwords, adjectives, or phrases that accurately reflect the tone and content of your book. This will help the designer when selecting color and typography.

5. List up to three covers you like from comparable existing books and explain why. Feel free to copy and paste here book titles and/or links to web pages.

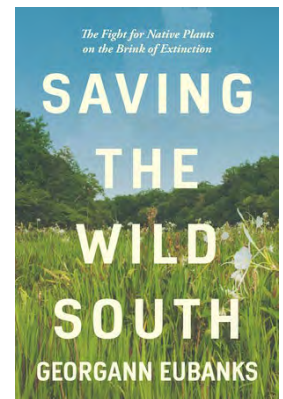
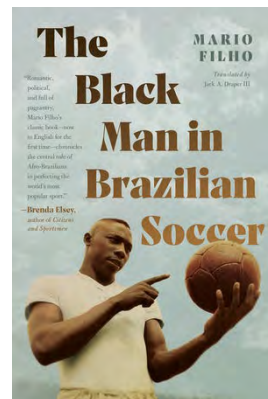
GENERAL COVER DESIGN CATEGORIES



* These cover designs from the UNC Press catalog are presented for reference only.

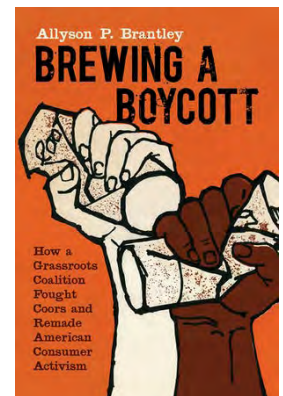
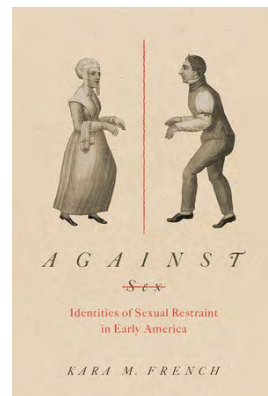
Photographic

This kind of design solution centers around a single compelling photograph and is great at evoking emotion and nostalgia.



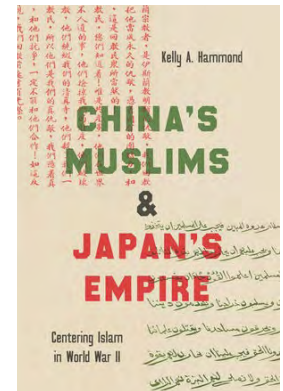
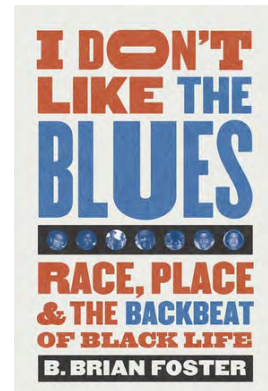
Illustrative

Illustration comes in a variety of styles. From old engravings to contemporary digital art, illustration is a good way to reference a specific time or event.



Typographic

No photos or illustrations—no problem! Vernacular and stylized typography can say so much more than the words themselves.



Collage

A timeless approach that combines multiple photographs or illustrations into a singular composition.

