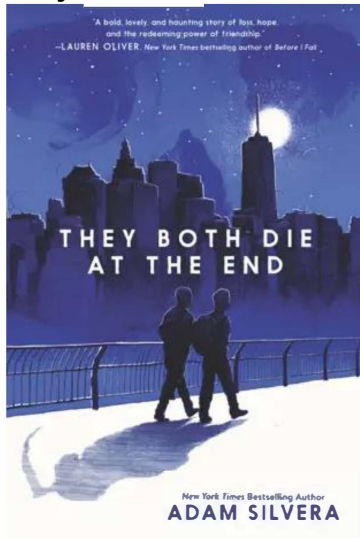


Process Book - Project 3

Book:

They Both Die at the End by Adam Silvera



#10 in the Young Adult Paperback Category



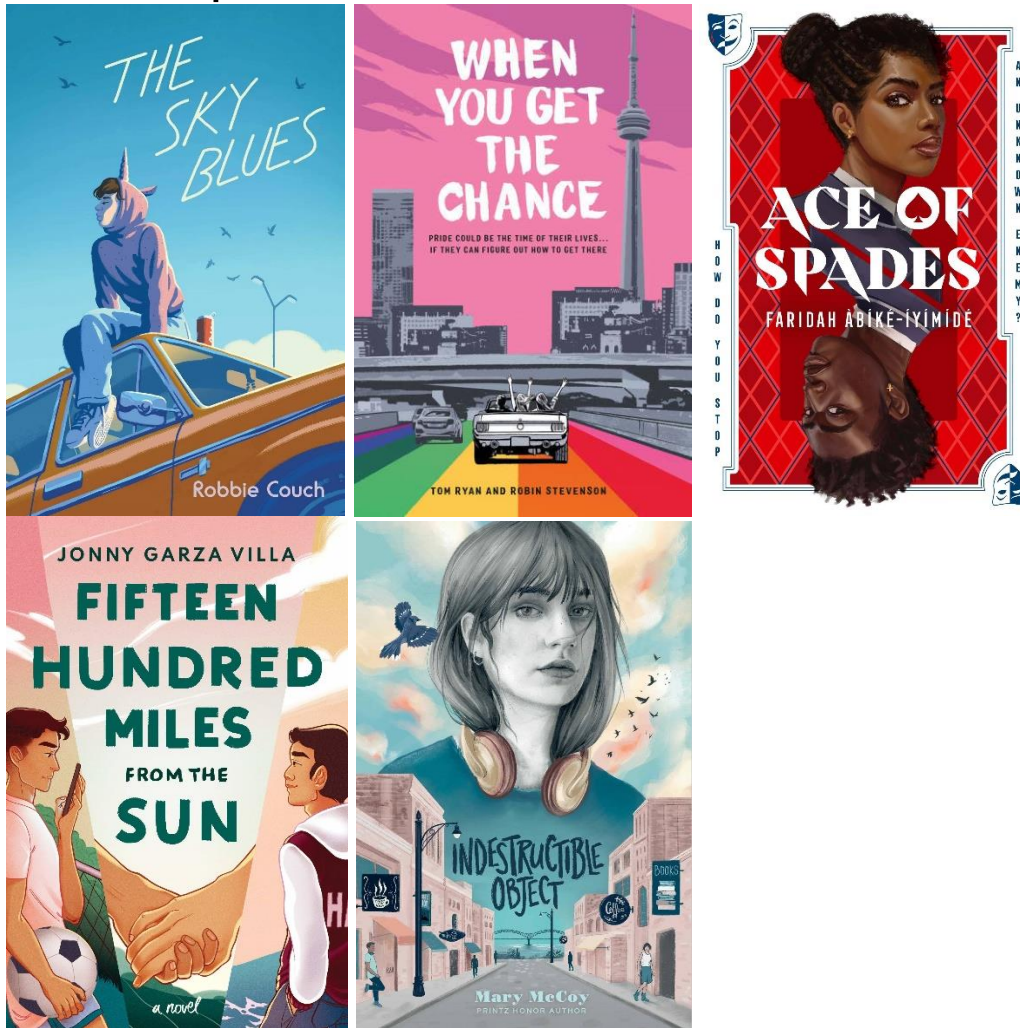
Original Cover Text:

Title: *They Both Die at the End*

Testimonial: "A bold, lovely, and haunting story of loss, hope, and the redeeming power of friendship." — Lauren Oliver, New York Times bestselling author of *Before I Fall*

Author: New York Times Bestselling Author - Adam Silvera

Research - Inspiration:



All covers for inspiration found on <https://www.buzzfeed.com/rachelstrolle/spring-2021-young-adult-lgbtq-books>

The covers on the list all shared an illustrated style, leaning mostly towards lighter pastel colors (with some deviations)

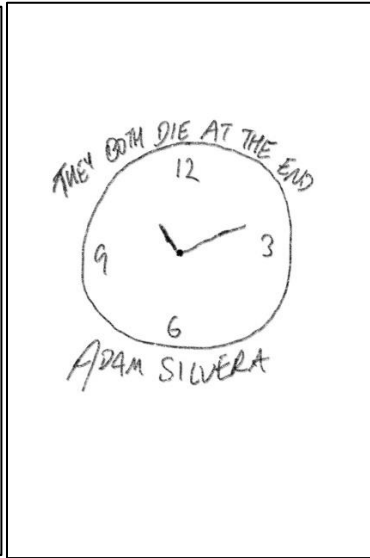
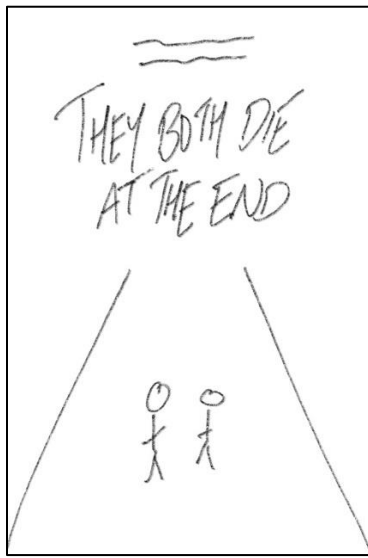
Research – Target Demographic:

- *Who buys a book from this category?*
Young adults who identify as queer/someone within the LGBTQ+ spectrum
- *What is the average age of this person?*
18-25
- *Why does this person read this type of book?*
Queer relationships are underrepresented in media, so it would make sense for queer individuals to seek out content that showcases people and characters like them. For this book specifically, just looking at the cover, maybe the title caught their eye? The phrase "They Both Die at the End" reads like a YouTube title, so perhaps this would intrigue a prospective reader in the same way a video title like that could intrigue a potential viewer.

Research – Thoughts:

- There's a chance to play into the whole "they both die at the end" thing, could make the cover red? Could be considered dangerous or romantic depending on interpretation
- There's like a built-in timer; could use a clock, hourglass, alarm, etc.
- Lean towards the illustrated style if possible within Photoshop
- Have two people walking together like it's the "end of the road?"

Thumbnails/Sketches (images):



Thumbnails/Sketches (Descriptions):

1. two people walking together towards the end of the road (end of the road being death)*
2. a clock pointed at 11:11 signaling the end
3. two people, one on either side, but they're fading as they get closer to the center
4. two people holding hands over an old, decaying background? *
5. "two guys sitting [together] on an edge or something" *

Color Studies:



Because of the illustrated style of a lot of the covers I found, I thought doing a gradient map gimmick of some kind would make sense. In other words, making the whole image a certain color could be effective.

- red for romance but also danger? imminent death and whatnot
- pink also for romance and sweetness and such

blue for the peace and comfort of having someone by you even when you know the end is near

Cover Text:

Title: They Both Die at the End

Testimonial: "A bold. lovely. and haunting story of loss, hope, and the redeeming power of friendship." — Lauren Oliver, New York Times bestselling author of *Before I Fall*

Author: *New York Times* Bestselling Author - Adam Silvera

This is all the original cover text (so same as that first section).

DK BRUSH CRUSH
THEY BOTH DIE AT THE END

DK WOOLWICH
THEY BOTH DIE AT THE END

DK LONGREACH
THEY BOTH DIE AT THE END

GOTHIKS
THEY BOTH DIE AT THE END

The DK fonts and Gothiks have this certain handmade/round quality to them that I believe fits the style of other books in the target demographic.

Collecting Images:

Rough 1:



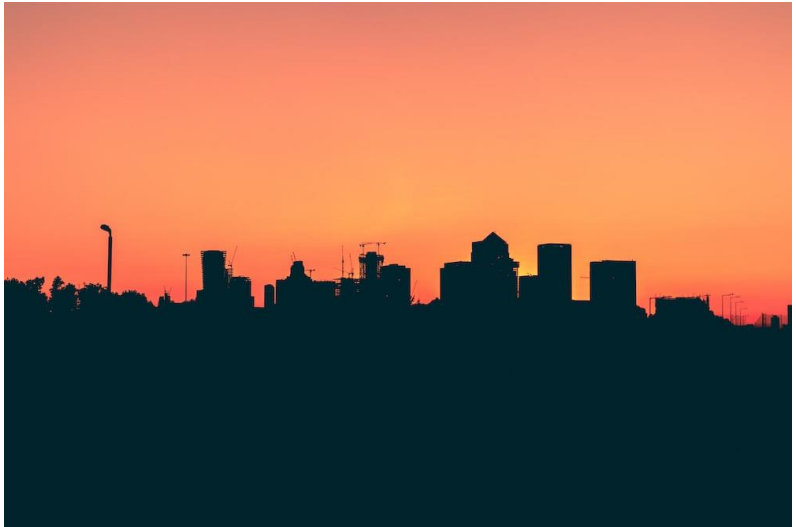
1. <https://unsplash.com/photos/street-photography-of-two-men-walking-in-front-of-water-fountain-ZQU9Q1xidQs>
2. <https://unsplash.com/photos/lone-road-going-to-mountains-A-NVHPka9Rk>
3. <https://www.pexels.com/photo/wall-clock-at-5-50-707582/>

Rough 2:



1. <https://www.pexels.com/photo/person-holding-hands-1784272/>
2. <https://www.pexels.com/photo/city-buildings-at-night-379894/>
3. <https://www.pexels.com/photo/gray-clouds-414659/>

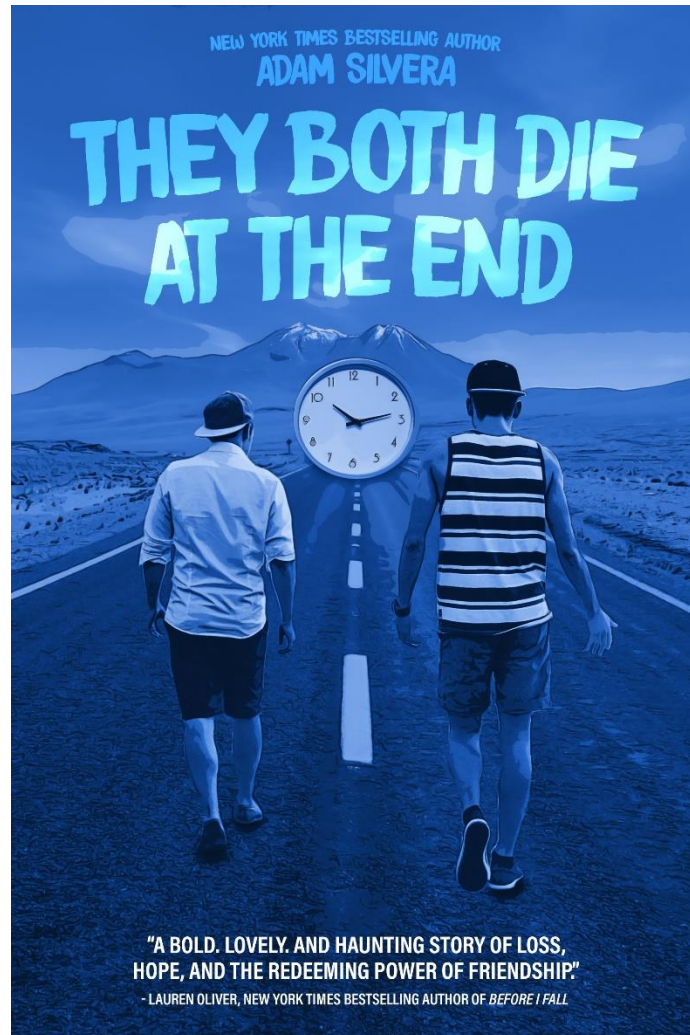
Rough 3:



1. <https://www.pexels.com/photo/two-men-sitting-down-1998270/>
2. <https://unsplash.com/photos/silhouette-of-high-rise-buildings-under-orange-sky-vcNPMwS08UI>
3. <https://www.pexels.com/photo/white-skull-on-white-wooden-table-5095880/>

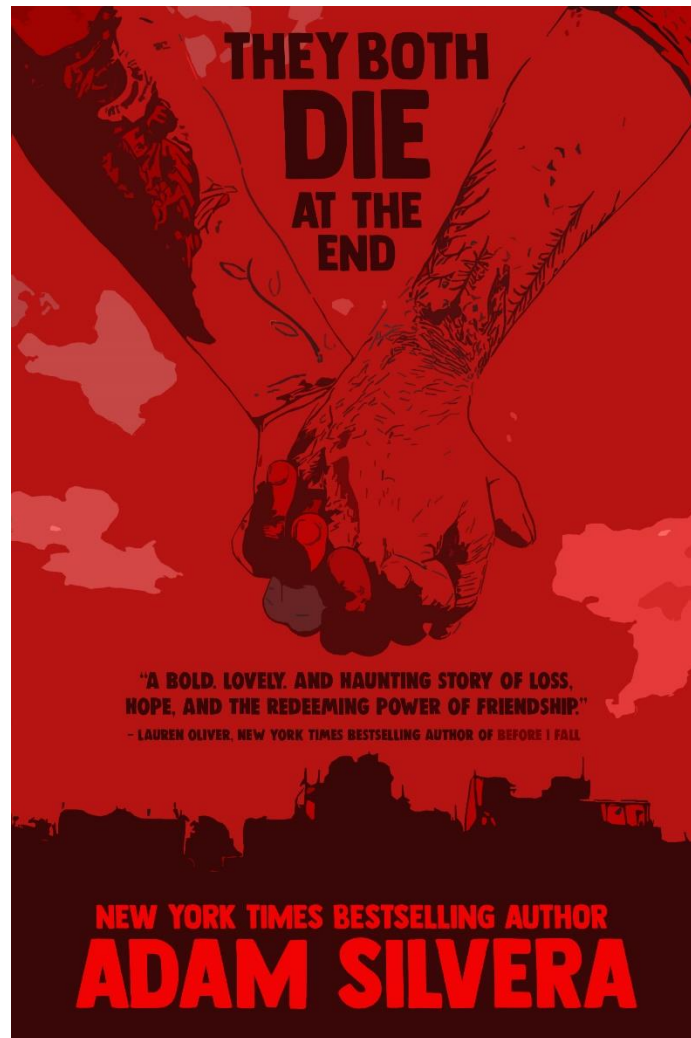
Digital Roughs:

Rough 1:



Two guys walking toward the end of the road with a clock (loosely) pointing at 11:11 as to signal their inevitable death

Rough 2:



Two people holding hands with smoke in the background as if the world around them is coming down and death is coming (the filters I put on here might change how effective is so if I go back to this one, I'll have to mess with that)

The dangerous red combined with the title reminds me of YouTube videos and "clickbait" or finding a way to draw the viewer in on the surface to get them to watch the video (or in this case read the book)

Rough 3:



Two guys sitting on some railing or the edge of something contemplating what to do with the time they have left with a skull sitting right by them