

PROJECT 3:
Book Cover
Process Book

BOOK:
BECOMING THE BOOGEYMAN
by
Richard Chizmar

ART 251 - Comm. Design 1

1. Choose an existing book from a Category. Include a screenshot of the website to show the book featured on the New York Times Best Sellers List. Read a Synopsis of the book. (Note: clicking the Buy button gives you access to the sellers where you can read the synopsis of the book.) You will redesign this Book Cover using the specs given here: 6”x9” Portrait (vertical orientation) 300 dpi CMYK Use a minimum of 3 and up to 10 images (at least 2 should be photos) Note: I will allow an image to count as a photo if you use the Brush/Mixer Brush or Filter techniques Use the Text from the existing cover: Series Title (if there is one), Book Title, Author’s name, Subtitle or Tagline and Publisher (if there is one) List the Text information in your PB

I’ve chosen “Becoming the Boogeyman” by Richard Chizmar, which is a sequel to his previous novel “Chasing the Boogeyman.” It was just released on the 10th of October, so it’s very new, but still has made it onto the New York Times Bestsellers list. It’s currently sitting at #14 on the Hardcover Fiction list.

According to a summary of the book listed on Barnes and Noble’s website, “Becoming the Boogeyman” is about a journalist/horror writer’s experience being thrown back into a murder spree thought to be ended in the previous book. He forces himself to continue the investigation despite the strains being put on his marriage and sanity. I believe it also touches on modern society’s slight obsession with true crime and horror.

2. Begin Research:

13 2 WEEKS ON THE LIST
SECOND ACT
by Danielle Steel | Delacorte

The former head of a Hollywood studio thinks the unfinished novel written by a woman he hired to get his affairs in order could be adapted for the screen.

BUY



14 NEW THIS WEEK
BECOMING THE BOOGEYMAN
by Richard Chizmar | Gallery

In a sequel to “Chasing the Boogeyman,” society’s true crime obsession is further explored using meta-fiction devices.

BUY



15 9 WEEKS ON THE LIST
THE HEAVEN & EARTH GROCERY STORE
by James McBride | Riverhead

Secrets held by the residents of a dilapidated neighborhood come to life when a skeleton is found at the bottom of a well.

BUY



<https://www.nytimes.com/books/best-sellers/hardcover-fiction/>

Find a minimum of 5 examples of similar/inspirational designs for your project. These can be scanned (if from printed sources) or digitally captured (screen grab) for inclusion in the PB document. Include a URL or Information where the example came from with each design.

Note: these images are not pictures that relate to your topic. Inspiration is a finished art piece, crafted in a way that intrigues you to create your piece.

Research your audience and answer the following questions in your PB:

Who buys a book from this Category?

What is the average age of this person?

Why does this person read this type of book?

Record your thoughts, ideas and/or words about the book and the audience in the PB

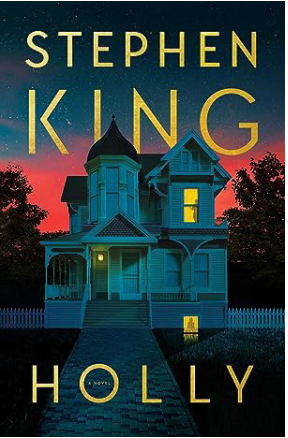
This book definitely falls within the horror and mystery categories. Anyone who enjoys those two categories (and true crime) in book, film, or TV form, would be a good candidate to buy and read this book.

I believe the audience for this book roughly spans from teenagers to elders, but I’m sure the average age is in the early 20’s. The author is a frequent collaborator of Stephen King, who has positively reviewed the book. The older generations are very familiar with Stephen King, and for that reason I’m including them in the audience range.

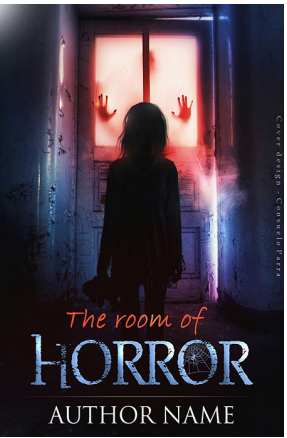
People read these types of books because they find the story interesting, and it gives them a chance to think and analyze the writing. Some people like to read stories like this to get a little fright/rush of adrenaline; they enjoy the suspense.

In one of the summaries I read, it mentions how when a bunch the victims from this “boogeyman” are found, one of their ears are cut off, and that the killer is wearing a burlap sack around their head. I might try to incorporate that into the image if possible. This is just a thought at this point.

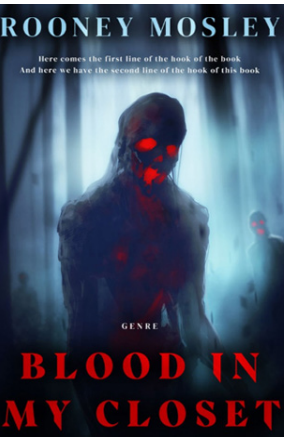
In my inspiration/research images, I tried to pick pieces that showed a range of colors. For horror/mystery, you typically think of dark, muted hues. But I think that you can still give off that eerie feel while still including colors.



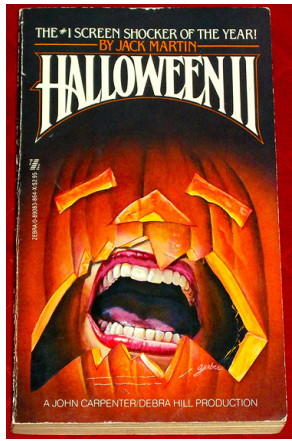
<https://www.amazon.com/dp/1668016133?tag=NYTBSREV-20>



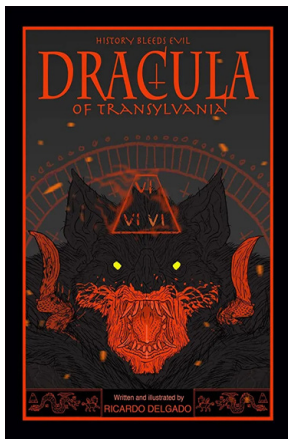
<https://thebookcoverdesigner.com/premade-book-covers/the-room-of-horror/>



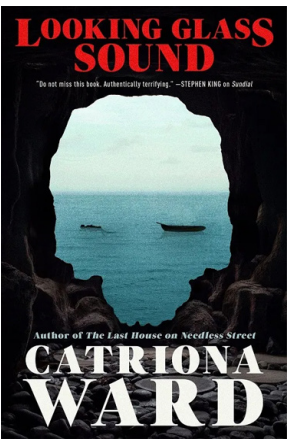
<https://bookcoverzone.com/premade-book-covers/Mirage/12211>



<http://www.i-mockery.com/blabber/?s=nightmares>



<https://www.cemeterydance.com/extras/review-dracula-of-transylvania/>



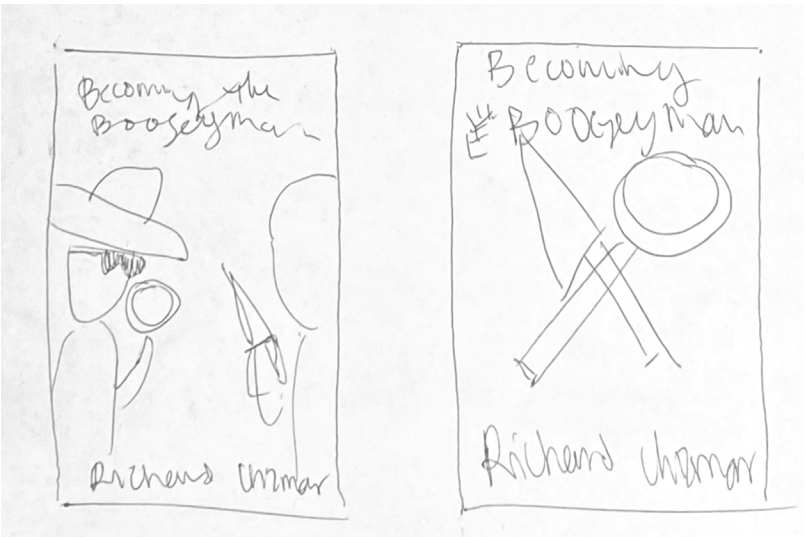
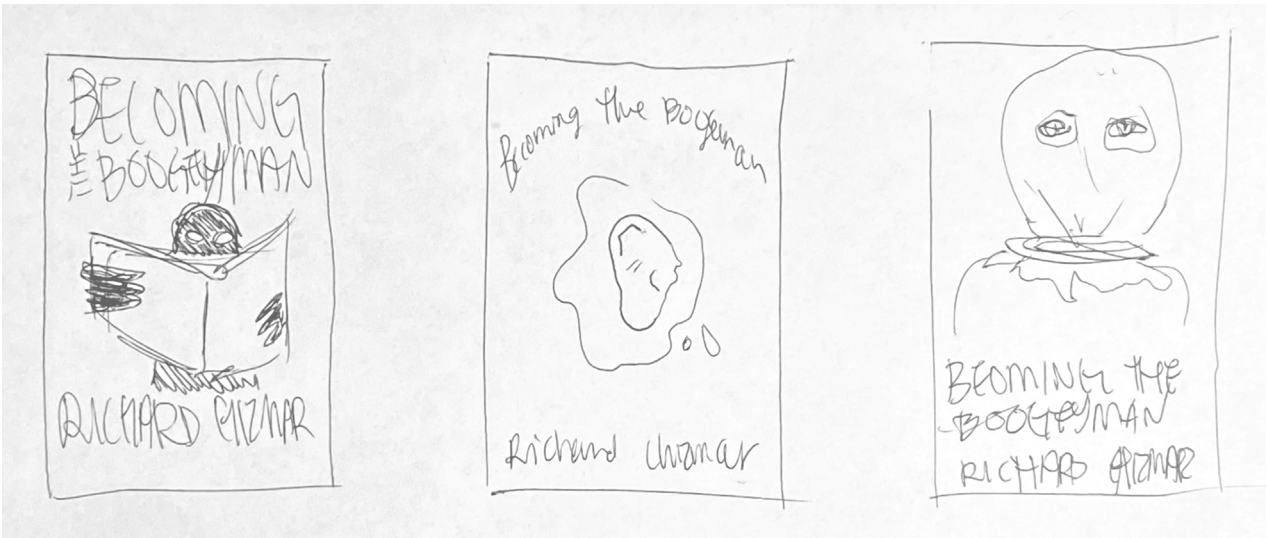
<https://booksbonesbuffy.com/2022/10/18/20-horror-books-to-read-in-2023/>

3. Thumbnails: 30-second drawings (by hand) that show your conversion of the research items into visual trials, moving toward a solution.

The finished size will be 6"x9" Portrait (vertical orientation). Work at a smaller size, but proportionally to create these thumbnails.

Do at least 5 thumbnail sketches. You will need to scan these pages from your sketchbook for placement in the electronic document (PDF).

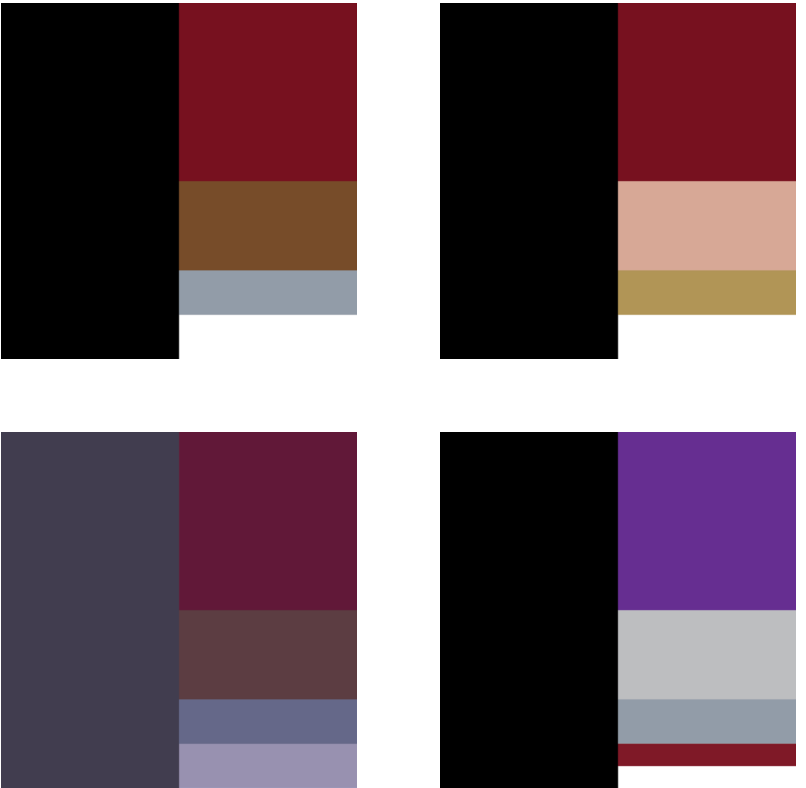
For my five thumbnails, I did a different sort of positioning with the text for each design. In the first, there's a shadowy figure (holding) holding a book. This is a reference to the main character (not killer) in the book being an author/journalist, and a reference to the plot wherein the killer from this book mimics the actions from the killer from the last via the fictional book within the story. The second one has a severed ear in a pool of blood; the killer removes one ear from each victim. The third is supposed to be the killer; he has a burlap sack over his head and only the eyes are visible. The fourth one has the detective/journalist's .shape on the left, facing the shape of the killer on the right. The last thumbnail shows a knife and a magnifying glass intersecting in the middle.



4. Color Studies

Explore different color combinations and record these in your Research document. (Example: You can make collections of Swatches in Photoshop, then take a screen grab and paste it into your document.) Explore color for tone, mood and focal point creation

Although I think I'm going to try to incorporate some color, I do think that the background should still be black or a dark color at the least. It just fits in with the whole theme. The red would represent blood, the browns could represent the skin of the ear or the burlap, and the grays would be the magnifying glass or knife. The purple is just an alternate color.



5. Collect Images

Choose images that will help the reader understand your book

Theme: dark and moody, light-hearted and fun, exotic, steamy, etc.

The protagonist: you’ve seen those romance covers. The protagonist works. Action hero, female detective, urban heroine, fantasy hero...

Genre: study covers in your genre. See how bestsellers work the book covers. Capture the tone of your genre.

Consider taking the photos yourself - OR - Use these links to Photo Resources, or Public Domain Photo Resources. Find high res images you want to use to convey your idea.

(You may not use images found through Google or Pinterest.)

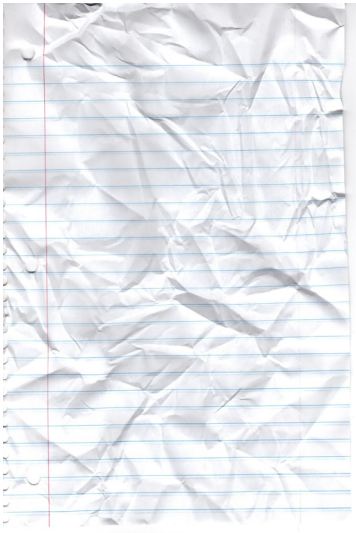
Document where you acquired each image in your Process Book

Use a minimum of 3 and up to 10 images (at least 2 should be photos)

Images don’t need to be the same size. Use Design Principles to scale and use perspective appropriately.



<https://www.pexels.com/photo/kitchen-knife-on-white-surface-4226864/>



My own scan



<https://www.istockphoto.com/photo/human-ear-closeup-gm502148428-81732111?phrase=ear>



My own photo



<https://www.istockphoto.com/photo/bloody-handprint-gm133955528-18293855?phrase=handprint>



My own illustration made from scan

7. Text for your Design

Include the Title, Author and Subtitle or Tagline (if one exists)

Use a different Typeface from the original cover design, that you think fits the mood of the book

Consider altering the Typeface (in Photoshop) to further communicate the message

In my inspiration covers, there’s both serif and sans-serif typefaces. I think both look appropriate in this situation, so I’ve picked two sans and one serif. I’ll have to play around with the tracking of each one because the placement all comes down to the design. I know that most book like this usually have larger text for the title and author’s name, so I’m going to be making the text as big and as bold as possible without taking over the entire image.

BECOMING THE BOOGEYMAN
RICHARD CHIZMAR

Britannic Bold

BECOMING THE BOOGEYMAN
RICHARD CHIZMAR

Agency FB Bold

BECOMING THE BOOGEYMAN
RICHARD CHIZMAR

Aleo Bold

8. Rough Drafts (create in Photoshop):
Create a canvas in Photoshop that is 6"x9", Portrait, at 300 dpi - CMYK
Create 3 or more roughs of your idea in Photoshop

The first rough draft was inspired by my last thumbnail. It represents the journalist/detective and the killer. The paper in the background unites them both; the journalist wrote the story that the killer read and reenacted. The second draft was a more detailed version of my second thumbnail. I thought it would be interesting to have the "the" turned sideways, and to play around with the tracking. I like the text layout of this composition better than the previous. My third rough draft doesn't actually come from my thumbnails, but is still interesting. My intention with this piece was to have the killer's bloody handprint overtop of a sheet from the writer's notes or journal. Obviously there is no words written, but I might rework it to add handwriting if this is the draft I pick.

