PORTFOLIO WORKSHEET

Instructor: Richard Lewis

Student:

Thematic Motif (please describe the tone and execution for your portfolio theme):

BOOK ELEMENTS

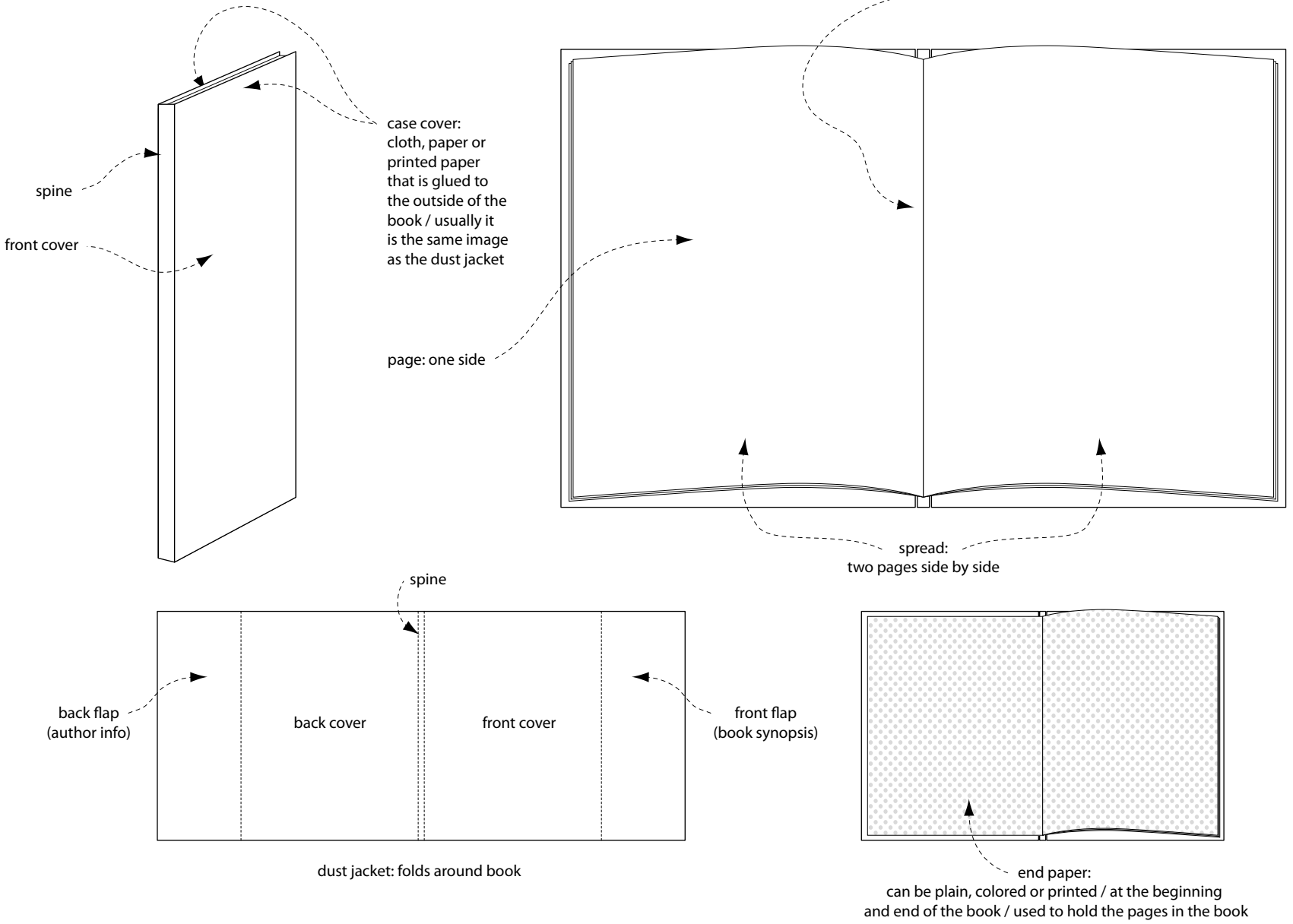
Gutter:
This is the fold in the center of the book. It is the element that needs the most consideration when designing images for a book. Avoid placing important elements in or near the gutter. Elements placed too close to the gutter may disappear after the book is bound.

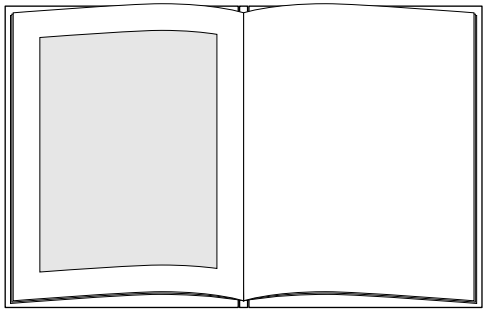
End paper:
The paper at the beginning and end of a book. It is often a different color. The end paper has 2 functions. The first is to attach the cover to the pages. The end paper is glued to the hard board of the cover and the edge of page 1 to hold the pages in the book. The second it is use aesthetically as a transition into the book. The end paper may be illustrated, textured, or colored.

Spine:
The spine is on the outside of the book and lists the author, title and publisher. For most books the spine is all that is showing on a bookshelf. Don't overlook its importance.

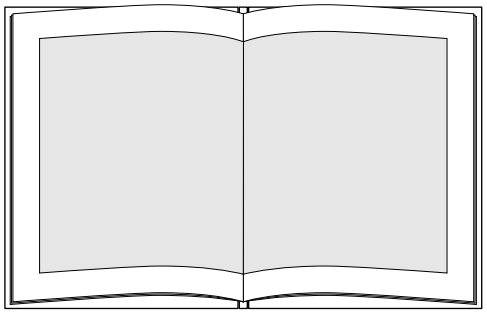
Case cover:
The case cover is the artwork that is glued to the outside of the book; Also known as an image-wrap. It is usually the same artwork as the dust jacket.

Dust jacket:
Wraps around the book with flaps that have a synopsis of the book and an author biography.

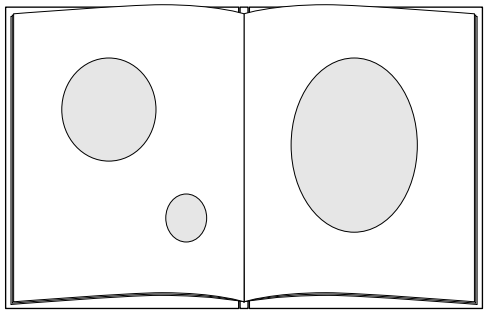

spine
front cover
case cover:
cloth, paper or
printed paper
that is glued to
the outside of the
book / usually it
is the same image
as the dust jacket
gutter: the center or fold
page: one side
spread:
two pages side by side
spine
back flap
(author info)
back cover
front cover
front flap
(book synopsis)
dust jacket: folds around book
end paper:
can be plain, colored or printed / at the beginning
and end of the book / used to hold the pages in the book



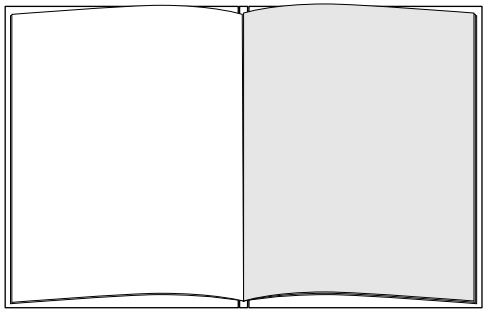
full page with border



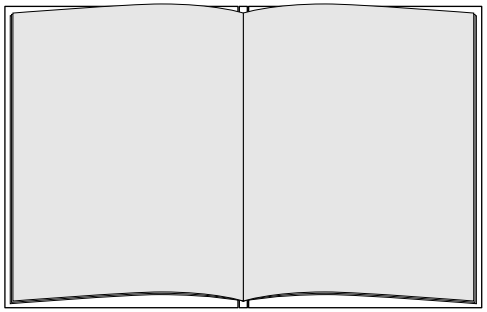
full spread with border



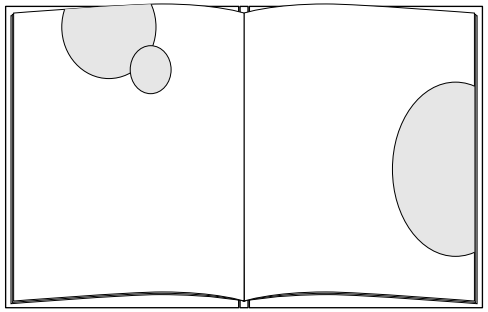
vignetts or spot illustrations



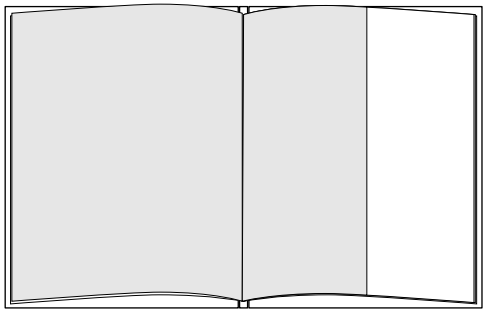
full page full bleed



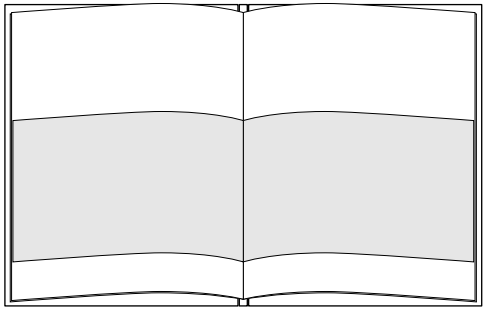
full spread full bleed



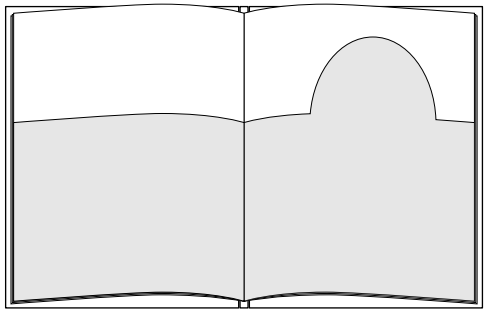
vignetts or spot illustrations that bleed



divided vertically

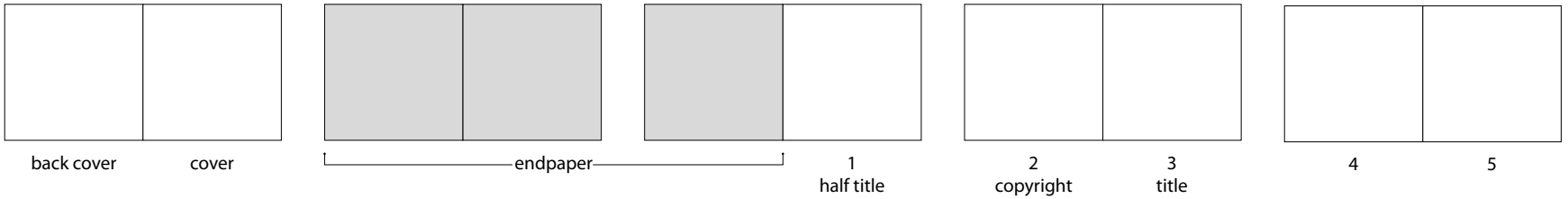


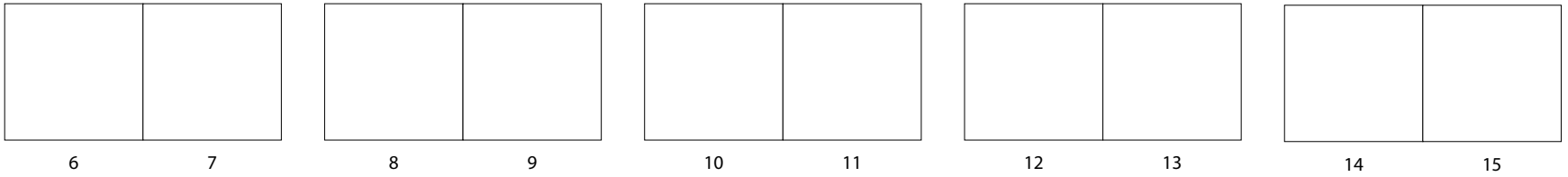
divided horizontally

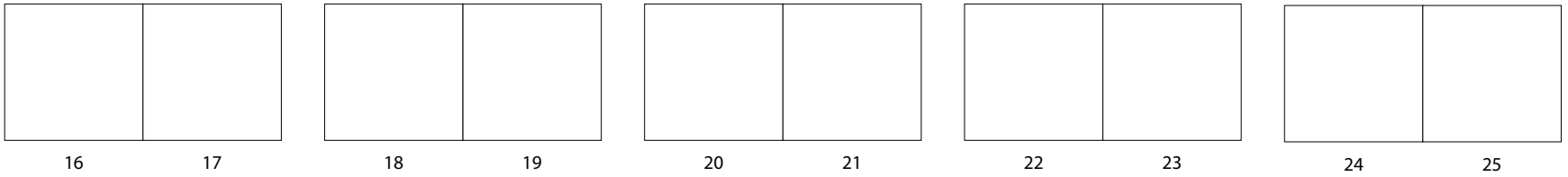


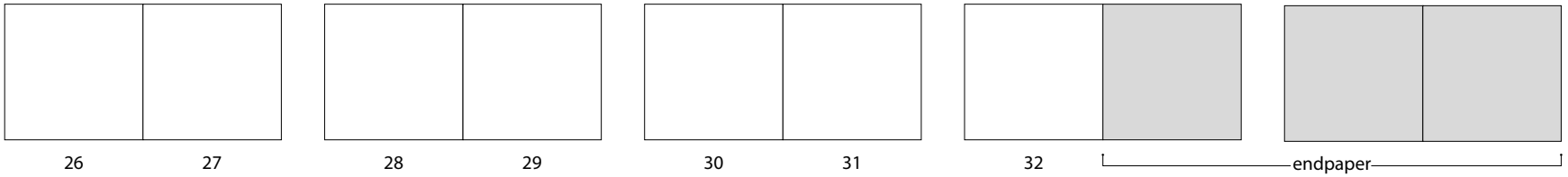
divided with an element breaking out

Portfolio Books 101 square storyboard: 32 pages + endpaper

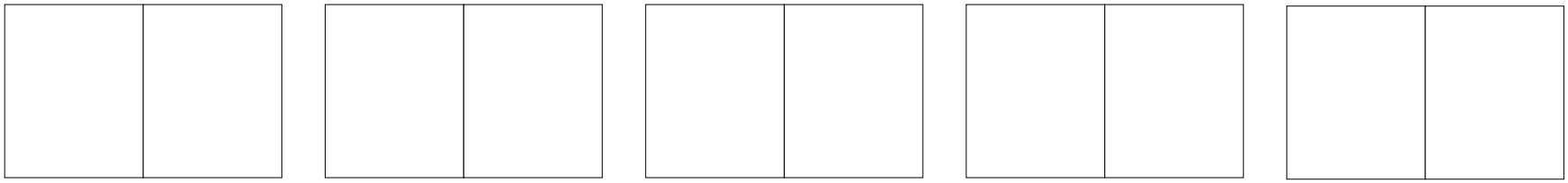


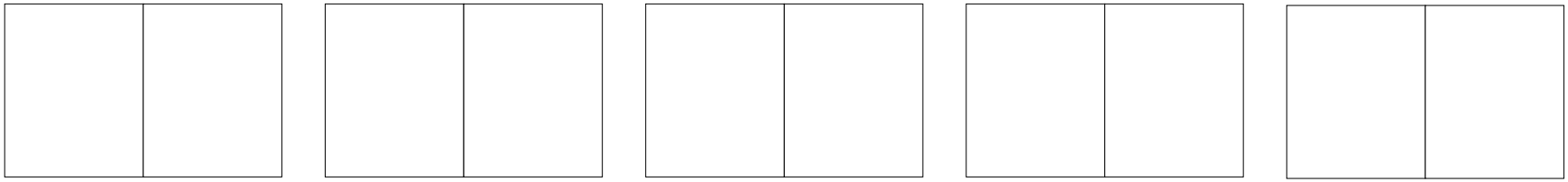


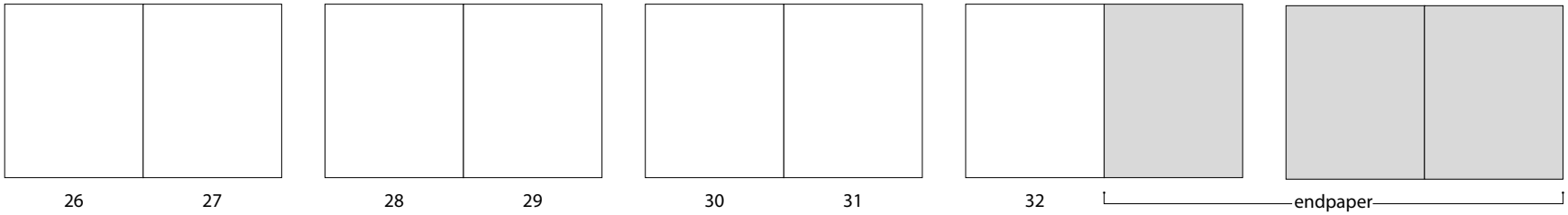
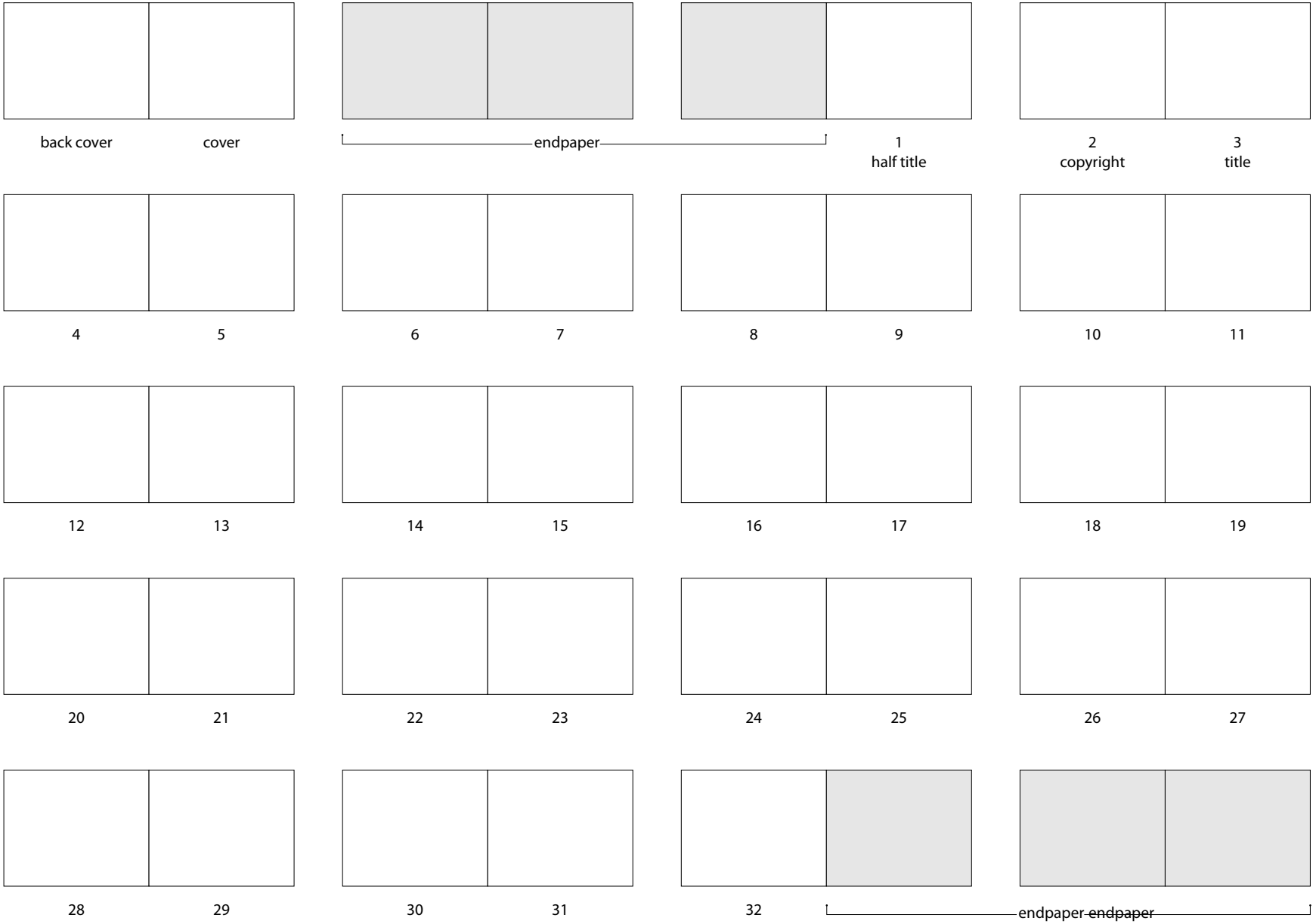




Portfolio Books 101 tall storyboard: 32 pages + endpaper







Portfolio Books 101 wide storyboard: 32 pages + endpaper