

# 2012 New Mexico/Arizona Book Cover Design Criteria

BOOK # \_\_\_\_\_

Rate each question on a scale of 1 to 10 (1-3 poor, 4-7 good, 8-10 excellent)

## **Readability**

Is the design easy to read? Is there enough contrast?

Score \_\_\_\_\_

## **Use of Color**

Are the colors attractive? Are contrasting colors used effectively?

Score \_\_\_\_\_

## **Originality**

Is the design original (did designer use some thought or creativity)?  
Does it fit the product?

Score \_\_\_\_\_

## **Salability**

Does the design sell the book? Is it appealing?

Score \_\_\_\_\_

## **Audience**

Does the design match the intended audience for the book?

Score \_\_\_\_\_

## **Organization/Design**

Is the design eye-catching? Is it easy to understand? Does the design promote eye flow? Does it use any devices that slow the flow?

Score \_\_\_\_\_

## **Title/Information**

Does the cover show the essence of the message? Does the title get attention? Is title easy to understand? Can it be read from a distance?

Score \_\_\_\_\_

## **Typography**

Is the type easy to read? Is type pleasing to the eye? Is type style appropriate for the work?

Score \_\_\_\_\_

## **Back cover/Spine**

Are the back cover and spine legible and easy to read? Does the back cover text inform or invite the reader into the book?

Score \_\_\_\_\_

## **Essential cover elements**

Are ISBN, price, publisher information, and barcode in the cover design?

Score \_\_\_\_\_

COMMENTS FOR THIS AUTHOR: (provide constructive suggestions):