

Considerations for Working with a Cover Artist

L.J. Melvin lottiejaymelvin@gmail.com www.lottiejaymelvin.com

Dimensions of the book - this will affect the composition of the artwork. It is important for the artist to know what space they are working with.

Dimensions of the spine (this only applies to print) - the page number will determine the width of the spine. It will also be different between hard cover and paperback.

Whether the book will be printed or e-book only. - if it is printed, the artist will need to include bleeds and take into account how the colors will change between digital and print.

If the art will be used for other things, (posters, social media posts, merch, etc.) - different media will need different files. Printing a large poster will need a large file and high-resolution file, but some social media will only accept smaller files. Expect to pay for more of the artist's time for these needs.

Expect to negotiate and sign a contract with clear dates and expectations for deliverables for initial concept, approval of concept, approval of final design(s) and delivery of final design(s).

Budget and timeline: An artist may need several weeks. A reasonable minimum budget for original art for one cover would be \$500 and maybe \$1000 or more depending on complexity or formatting for different media.

Make sure you give the artist several means of communicating with you that you check frequently. If the artist cannot get questions answered promptly, it will delay the delivery.

COVER ART PRELIMINARY WORKSHEET

What is your book's genre?

Will it be a series?

How many volumes?

How many words?

How many pages?

Provide a (very short!) summary of the plot.

Create a vision board, Pinterest collage, or collection of stock photos that communicate ideas and feelings pertinent to your book.

What is the mood you wish your book cover to convey? What is the one word you want the potential reader to think of when they look at your book cover?

Choose a visually evocative action scene from your book. Describe it in a few sentences.

Who are the characters in that scene? How is each character related to the others?

Which character is the focal point? How do they feel in that captured moment?

TECHNICAL DETAILS

Hardback Paperback E-book

Dimensions: 5x8 6x9 Other: _____

Trim or Bleed

Other artwork needs:

Banner Poster Business cards Bookmarks Bookplates

Character profiles Social media banner or avatar Merch – pins, t-shirts, stickers

Logo Other _____

Budget:

Timeline: Final due date: