**Kiril Vyukhin – Unit 42: Graphic Design for Advertisement**

This topic, I was tasked at creating a book cover for two different books – one being a typography-based book cover. I began this assignment by researching book covers already created by previous graphic designers. I this research, I discovered the importance of layout, colour and typograph along with imagery. Each played an important part in building the picture for the viewer and catch the attention of people walking past possibly looking and what to buy on bookshelves. These book covers also tell a story or use something within the story of the book to portray at the front. Typography also mattered not only in the use but the style such as if it was a ‘Sans’ or ‘Sans Serif’ font. Once my research for previously designed book was complete, I began researching for my own books of choice.

My first book was ‘Tom Clancy’s The Hunt for Red October” which is a book about an American ex-military named ‘Jack Ryan’ who is now an analyst for the CIA, being caught on an interesting fight between the Russians and Americans. The story follows him and how the situation is handled. I began by researching Tom Clancy’s book and what were the key objects, words and imagery within the story that I could possibly use on my design. With this, I began sketching ideas in my book, playing around with layout, type and imagery. I decided to heavily use the idea of the radar, as this is a “Hunt” and a radar heavily suggests this. I decided to use the dark colour in the background to create the illusion of darkness - as in the story the Red October is a submarine which is hidden below the Atlantic sea. The use of red is because of the Soviet USSR using red as their primary colour. I added a line within the radar and a dot to create the illusion of the radar currently only finding one submarine - the Red October. Following this I began working with the placement of the typography. I attempted to include the 'Hammer & Sickle' within the radar but I believe it did not work out and so therefore I removed it.

After deciding the placement of the text, I played around (and kept) the idea of having the text slowly fade away as with the radar. As a final step, I also added the 'Hammer & Sickle' into the name to further the idea of the Soviet submarine and with this I had created the final product of a book cover for the book.

For my second book, I chose ‘The Maze Runner’ which is a book among a series of science fiction novels written by James Dashner. I, once again, begun by researching previous book covers designed by graphic designs. I found that the defining key ‘object’ in these books is the maze that the characters must make their way out of and so I knew that this would have to be what I would need on my front cover. However, this time, I was tasked to create a book cover that was typography based. So, I began sketching ideas for the typographic title of the book. I ran through many ideas, using the idea of the 'maze' for all of the book covers. Using sketches, I picked a font suited for the idea of the 'Maze' shape and after these sketches, I began replicating it in Illustrator. I began with the logotype on the third page which has the name "MAZE RUNNER" as 'walls' which are opened in the middle as the book's describe with pillars seen above - hinting the maze. Upon reflection when recreating it in Illustrator, I did not like the outcome as I was not able to picture anything else to work with this and although I like the concept, I was unable to further this idea. I then ran with the idea of using the name and playing with rectangles that would be pulled and loop, to create the idea of a maze - similar to what I was doing with the sketches. Once finished with the maze idea and shapes, I was able to pick a colour scheme that worked - using the colour green as the main colour as the maze is described to be overgrown and covered in vines, this was the colour I had chosen to work as the colour scheme of the book cover. And with this, I was able to finish up the book cover with the finishing touch being the text on the back and a barcode. This created the second, typography-based, book cover for the book 'The Maze Runner'.

Overall, I am happy with both book cover outcomes and I believe I have met the brief set for both book covers. Each is able to show the story within the book – without giving too much away. I personally like the modern look I have given both books and my favourite is definitely the ‘Hunt for Red October’ out of the two. If I were able to improve anything, I would go for the Maze Runner book and possibly try out other colour schemes or even rework the maze to maybe change the look. Despite this, I enjoy the outcome of both and I’m happy that they met the brief set.