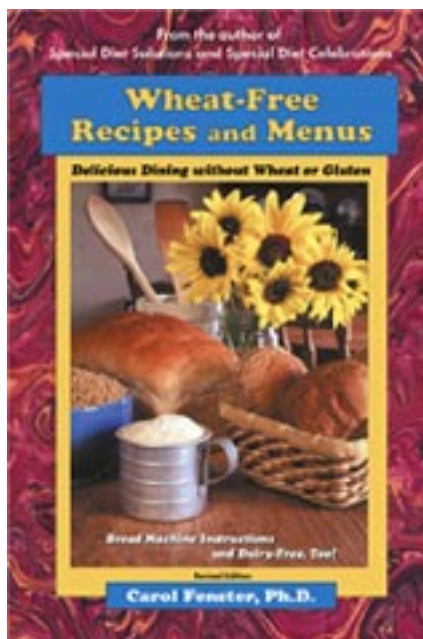


Graphics Image Builder

Great advice on how to improve your corporate identity, marketing materials, and product design.



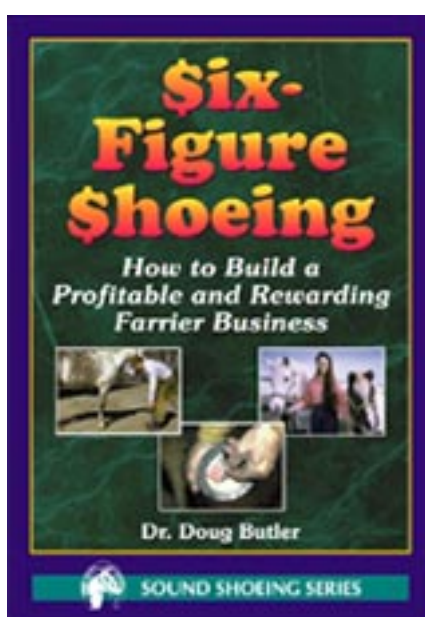
1st Place—Cookbook



2nd Place—Cookbook



3rd Place—Humor



3rd Place—How-To

This Month's Topic: Eye Appeal is Buy Appeal – Designing Books that Fly Off the Shelf

At the 2002 awards ceremony for the Colorado Independent Publishers Association (CIPA), MacGraphics Services stood out as cover designer for the four award-winning books pictured here. This gives me the opportunity to share a few secrets of successful cover design with you.

Remember, book cover design is a form of packaging . . . and good packaging attracts buyers to products. That's why successful organizations spend millions researching and developing the best product packaging possible.

Whatever your product, its packaging needs to say, "Look at me. Pick me up. Buy me now." Book covers especially require instant eye appeal. Good designers achieve this by:

- Using bold graphics and colors
- Exploring imagery to depict the book's personality
- Designing simply and elegantly . . . without clutter
- Creating a perfect "fit" for the market niche
- Ensuring distinctiveness among same-category books

The cover itself requires:

- Ability to communicate contents clearly
- An easy-to-read font and high-contrast colors
- Title readability when the cover size is reduced for an ad

I invite you to click [HERE](#) to see more book cover samples.

Advice from a successful publisher . . .

"In every purchase decision from books to houses, *Eye Appeal is Buy Appeal* and Karen's work has certainly sprinkled some magic dust on the covers of both books I had her design.

"The first, a CIPA 'EVVY' award-winner, sold out its initial 1,000 hardback copy run in a mere five weeks. My second book, a more serious life skills guide, sold out in just over two months. I attribute much of both books' success to the eye-catching and colorful designs Karen artfully integrates into each collaborative effort.

"Every author looking for an eye-catching cover design should carefully consider her portfolio before making the often *make or break* selection of the artist who will best capture the spirit of their work and translate it into a best selling design.

"Don't neglect this *important* step in producing your book. Hire a professional cover designer. The cover sells more than the text does. Pay for a pro. Hiring a skilled designer is money well-invested."

— Ted Simendinger,
author of *Critters, Fish and Other Troublemakers*
and *Rich Without Money*

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Brought to you monthly
by Karen Saunders
of MacGraphics Services

Karen Saunders specializes in designing ads, logos, one-sheets, book covers, and marketing materials that win awards. A professional graphic artist for two decades, Karen answers your artistic and technical questions through this monthly ezine. Visit www.macgraphics.net to see samples of her work, or call Karen directly at 303-680-2330 to discuss your project.

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