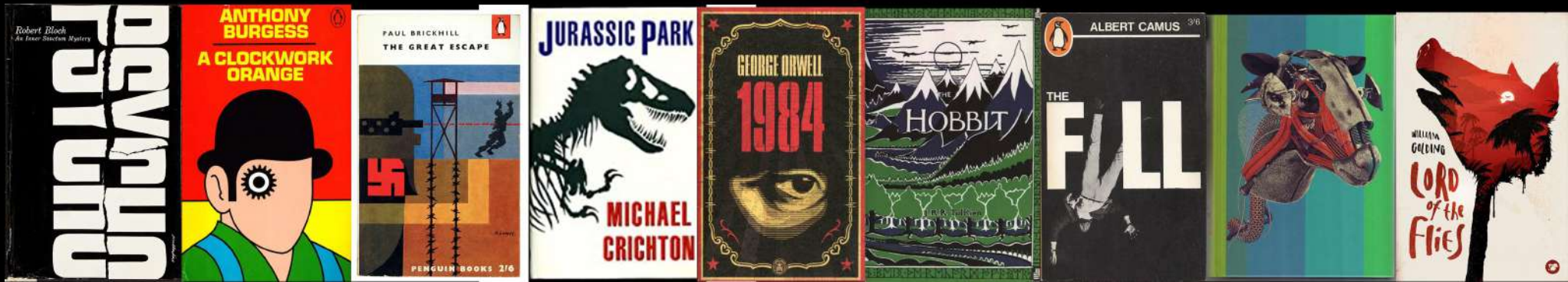
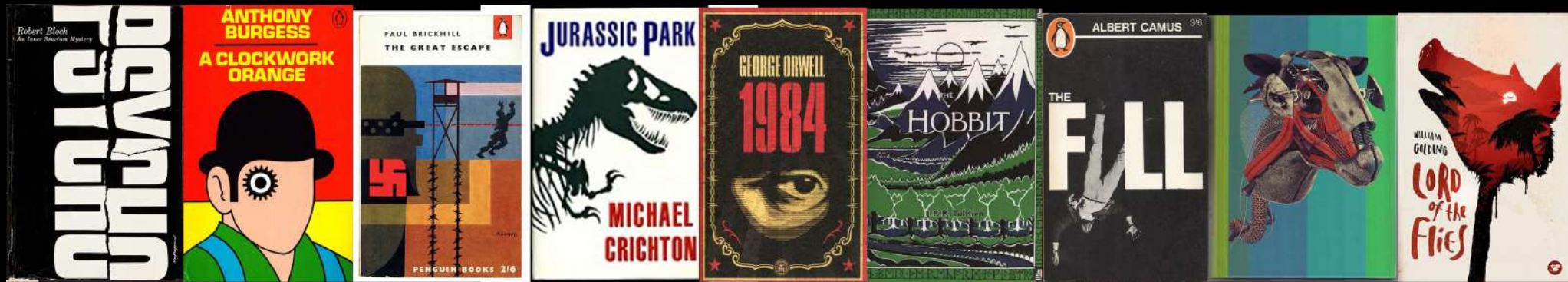
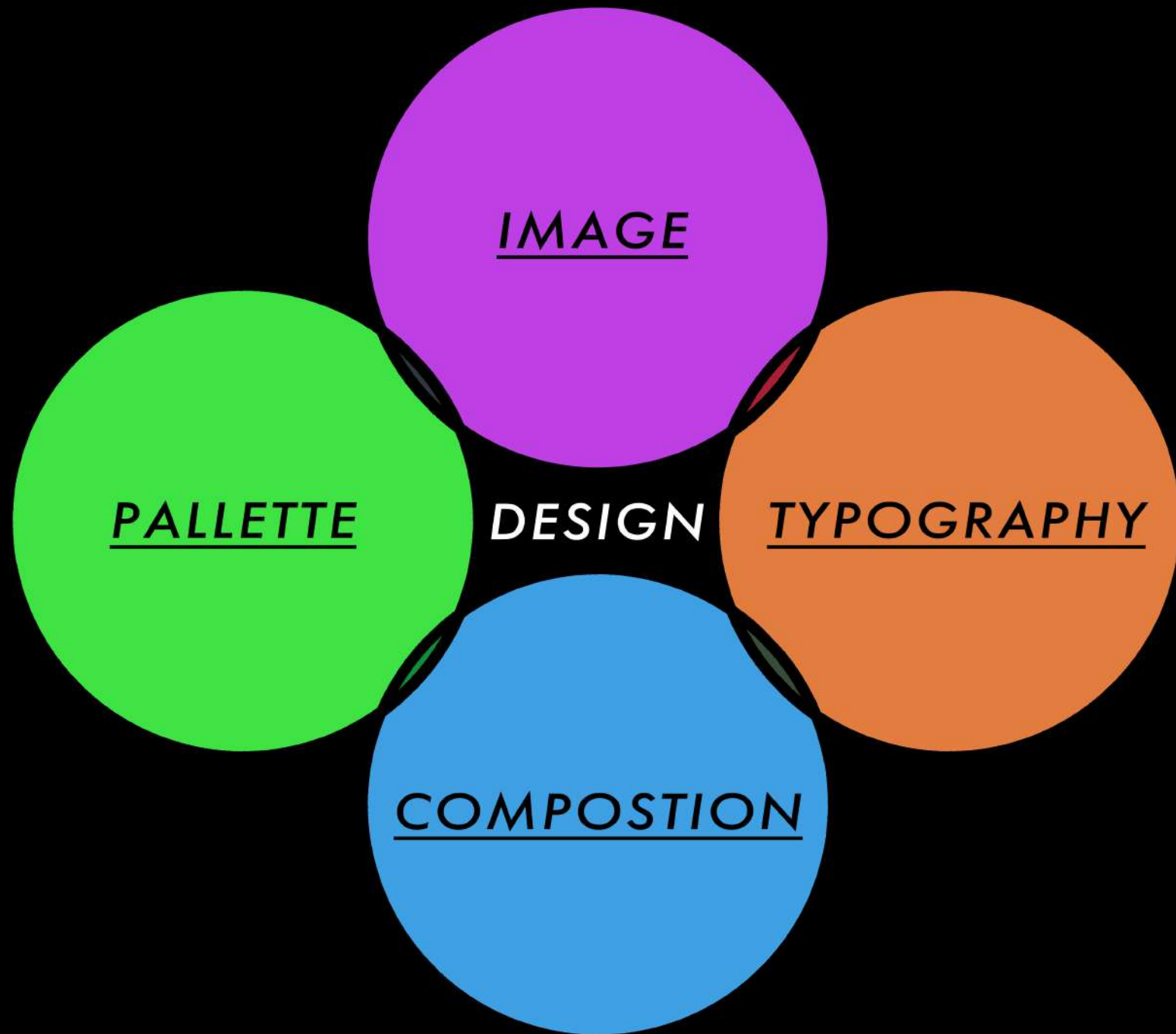


What Makes a Good Cover Design?



- Key themes of the book used in a imaginative and engaging way.
- Attractive design that draws in the audience.
- Unique and not seen before.
- Most Importnatly, designer needs to read the book.





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The Night Manager

John le Carré



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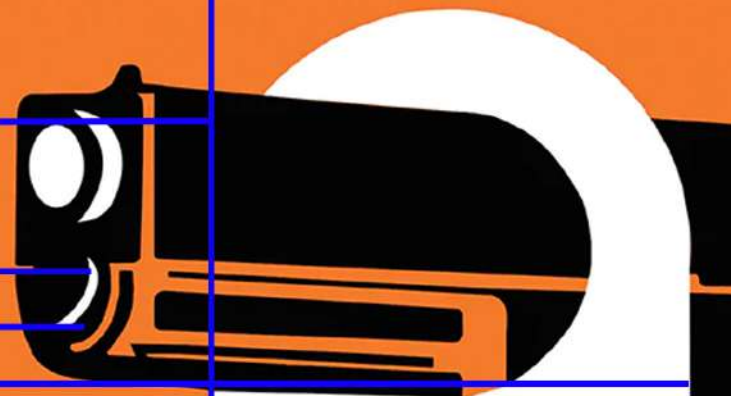
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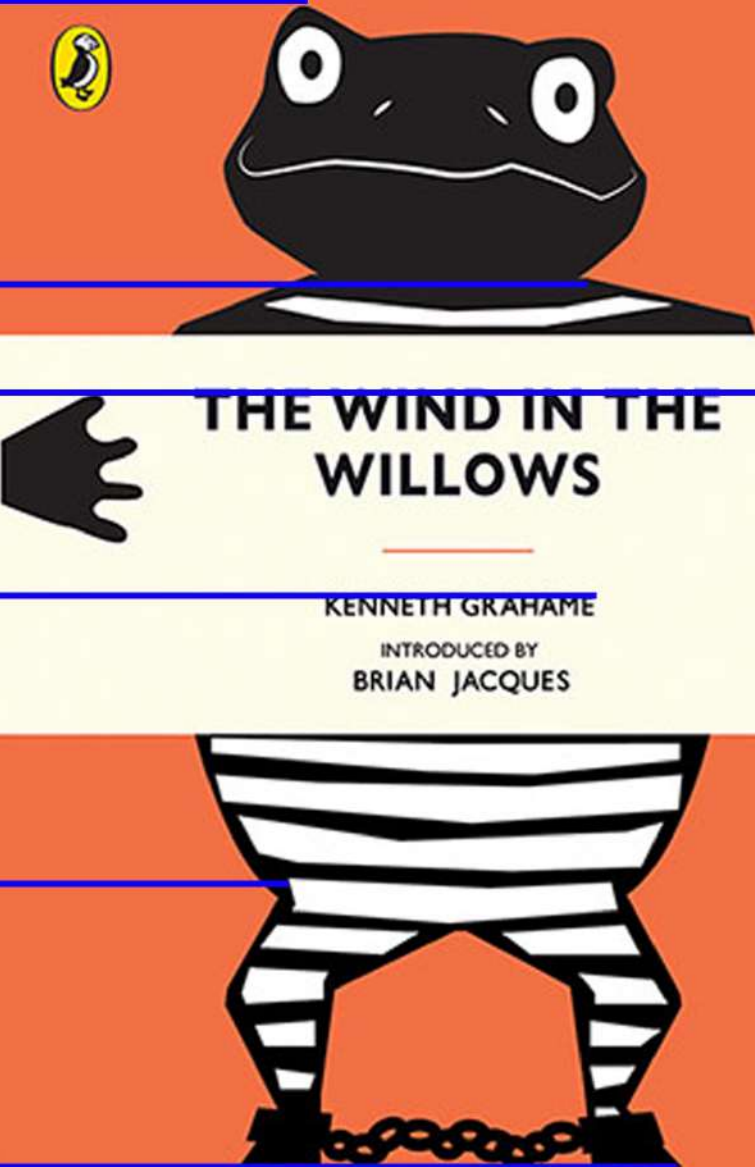


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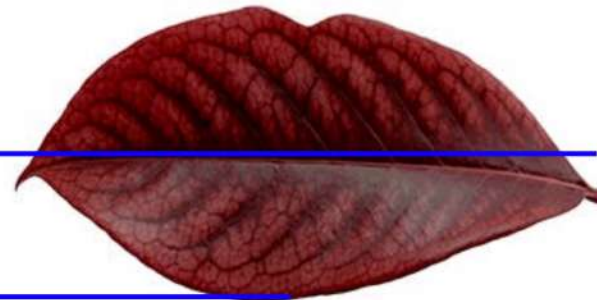
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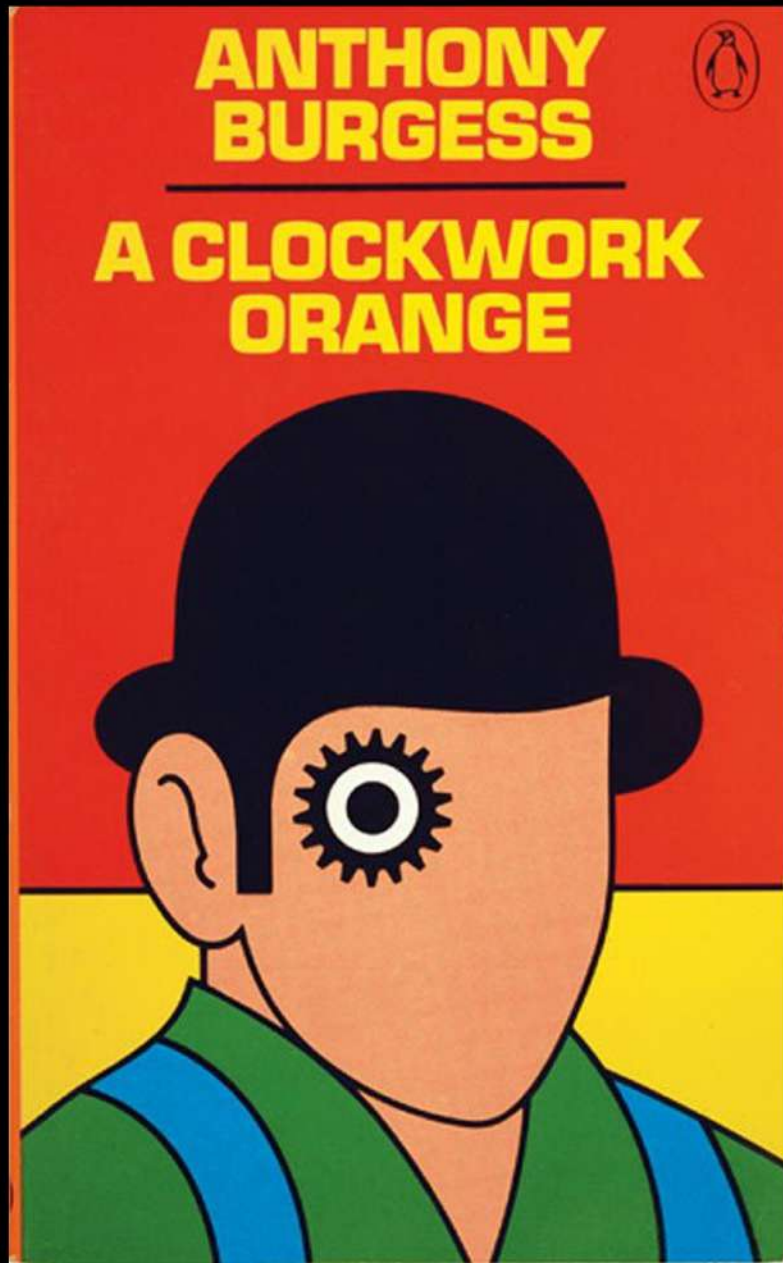
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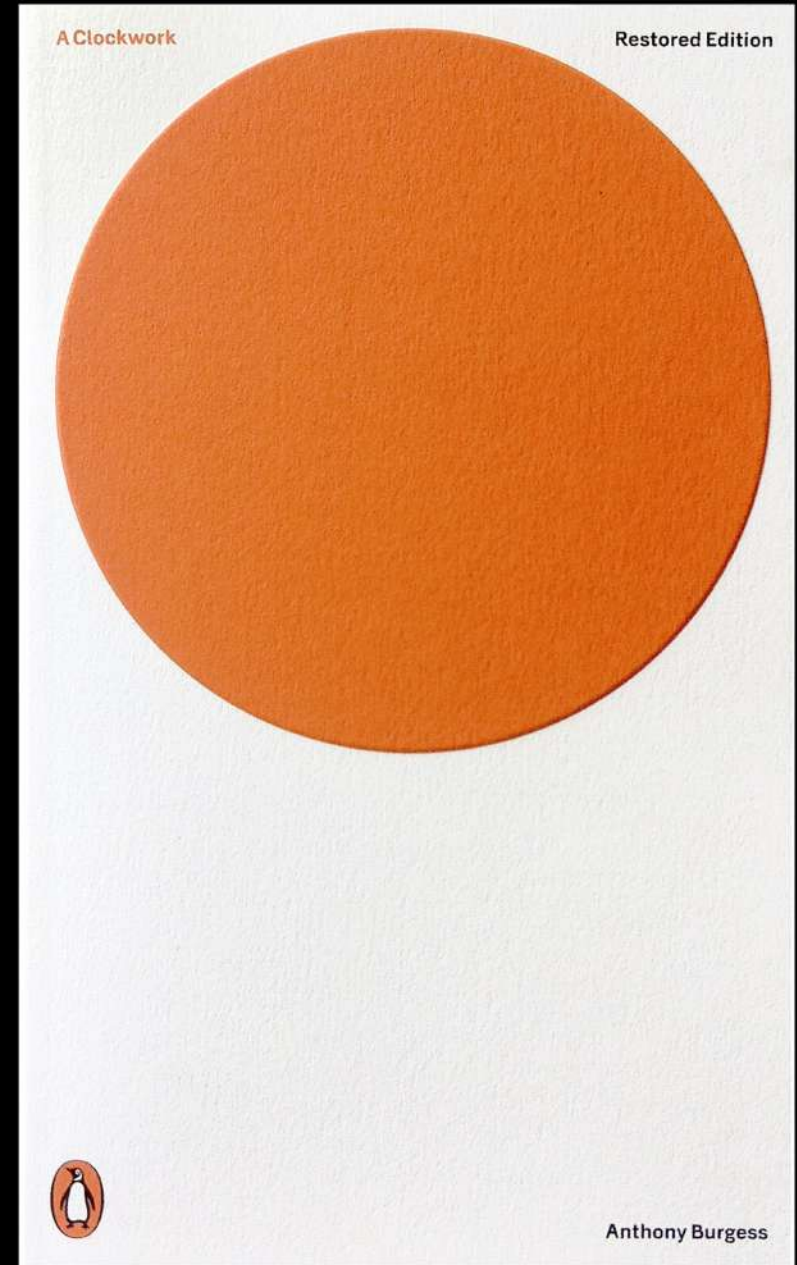
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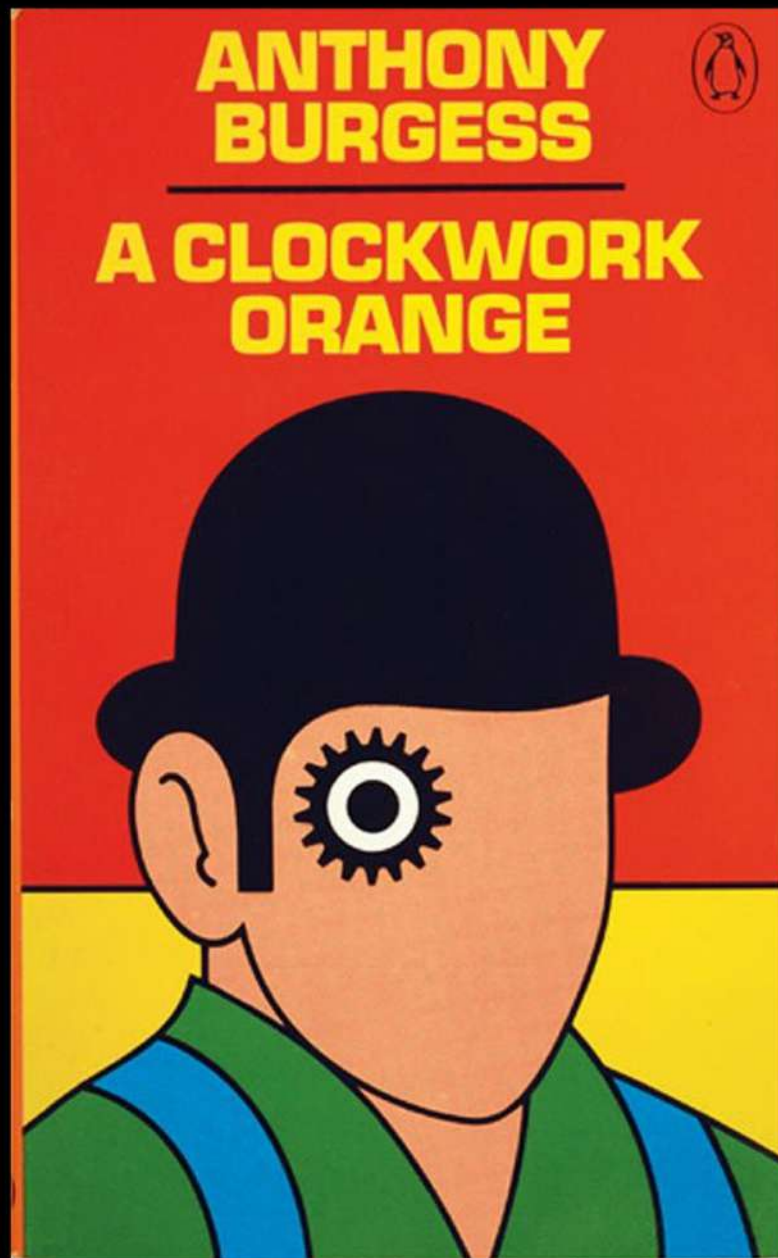
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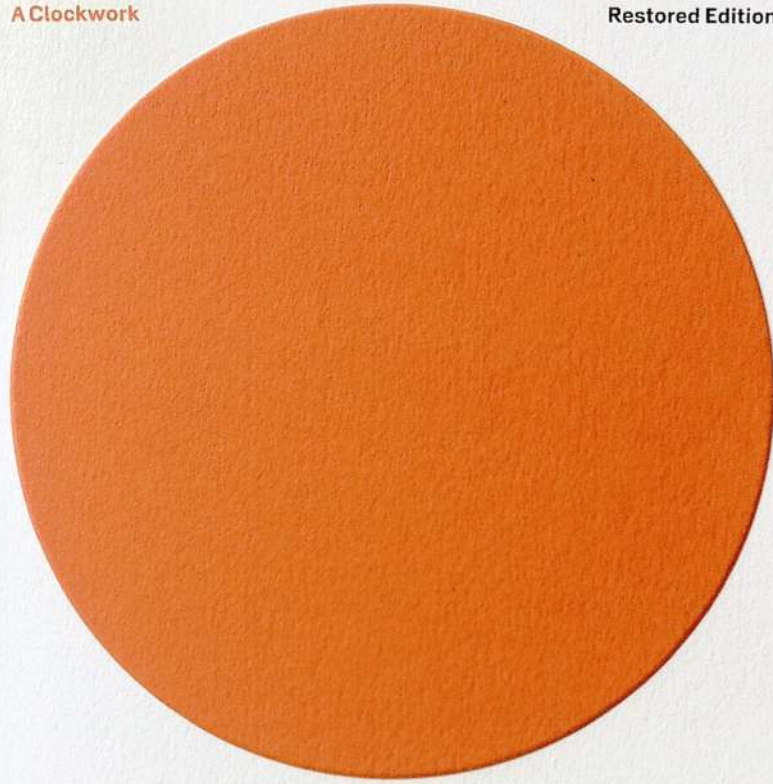
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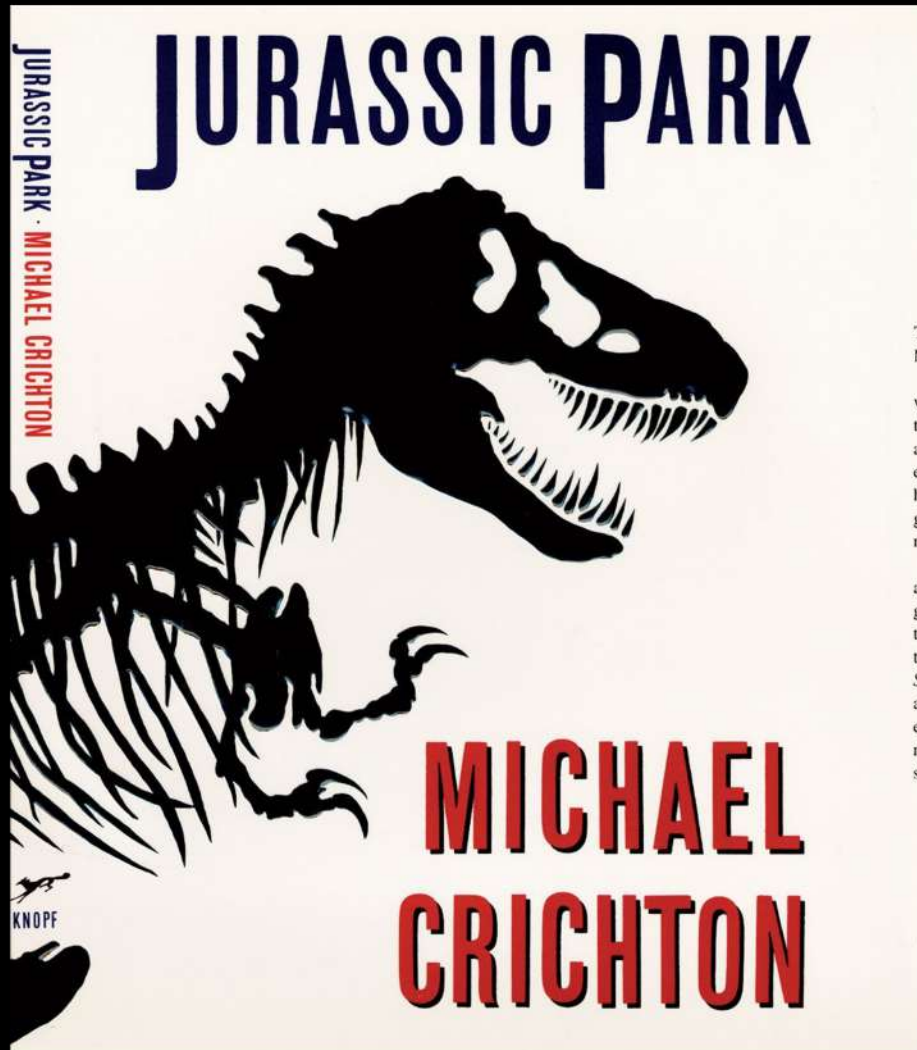
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Written and Designed by Chip Kidd | With an introduction by John Updike

CONTRIBUTIONS BY DAVID SEDARIS, DONNA TARTT, ELMOORE LEONARD, HARUKI MURAKAMI,

JAMES ELARDY, AND CHRIS WARE, AMONG OTHERS



Chip Kidd had designed over 1500 book covers and jackets.

- The designers responsibility is to the reader, publisher, and the author.

-Need to be a translator of the story.

- A good visual first impression, with the solution being found by reading the book.

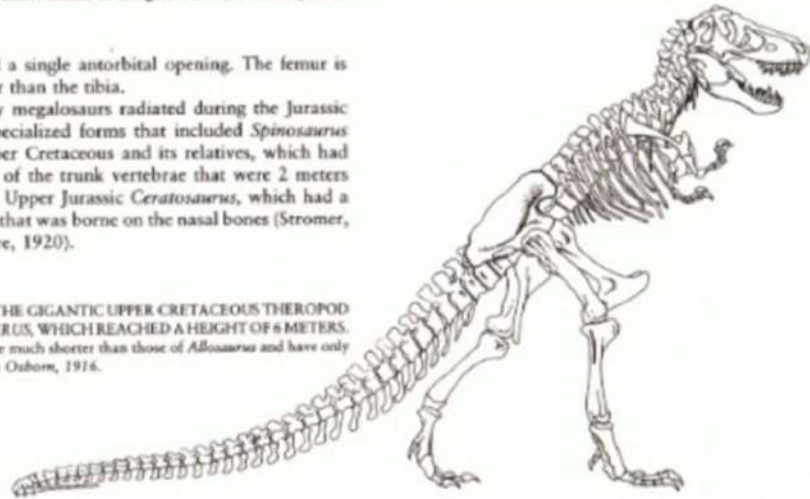


FIG. 8-14. SKULL OF *ALLOSAURUS*: (a) lateral, (b) dorsal, and (c) ventral views. Abbreviations as in Figure 8-3. From Maden, 1976.

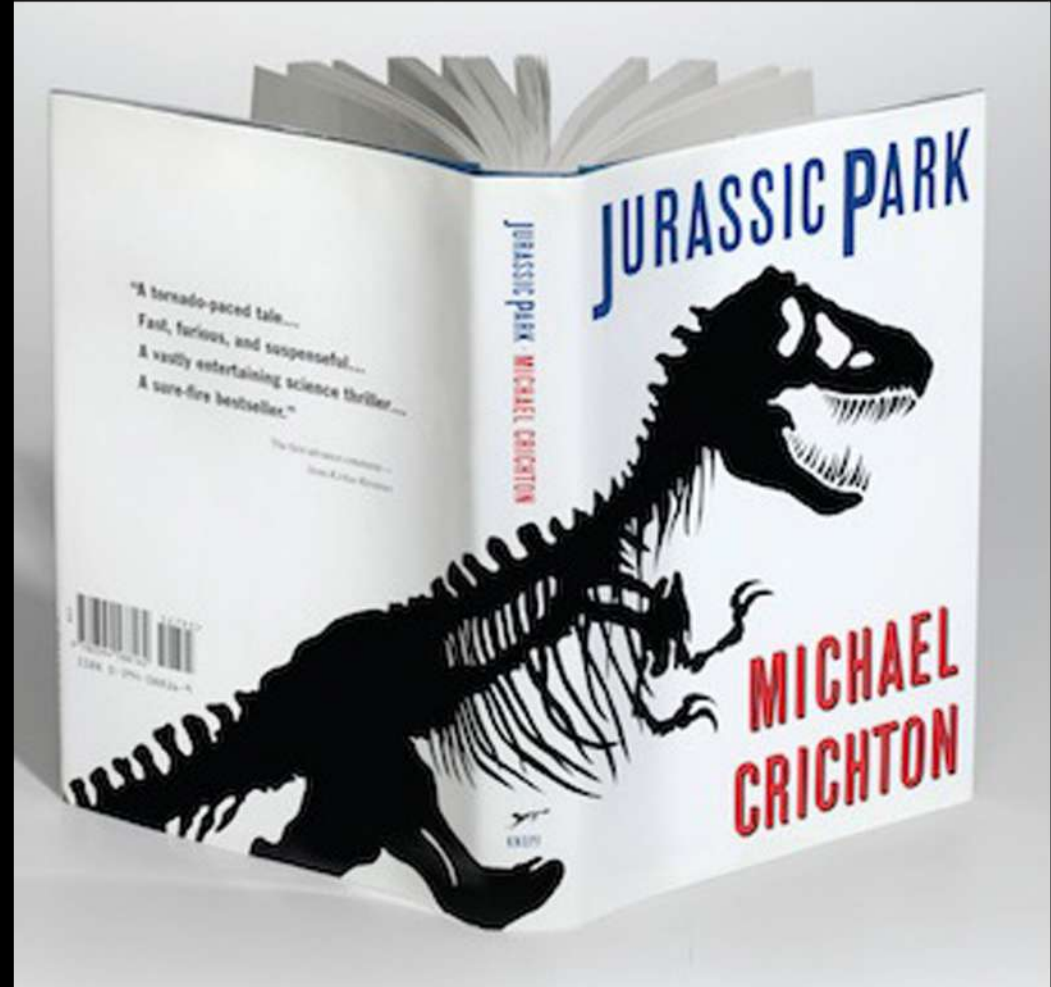
ae and a single antorbital opening. The femur is longer than the tibia.

The early megalosaurs radiated during the Jurassic to specialized forms that included *Spinosaurus* of the Upper Cretaceous and its relatives, which had spines of the trunk vertebrae that were 2 meters long and the Upper Jurassic *Ceratosaurus*, which had a "horn" that was borne on the nasal bones (Stromer, Gilmore, 1920).

FIG. 8-15. THE GIGANTIC UPPER CRETACEOUS THEROPOD *SPINOSAURUS*, WHICH REACHED A HEIGHT OF 6 METERS. Its limbs are much shorter than those of *Allosaurus* and have only three toes. From Osborn, 1916.



teeth, which form a sharp sagittal crest between the upper





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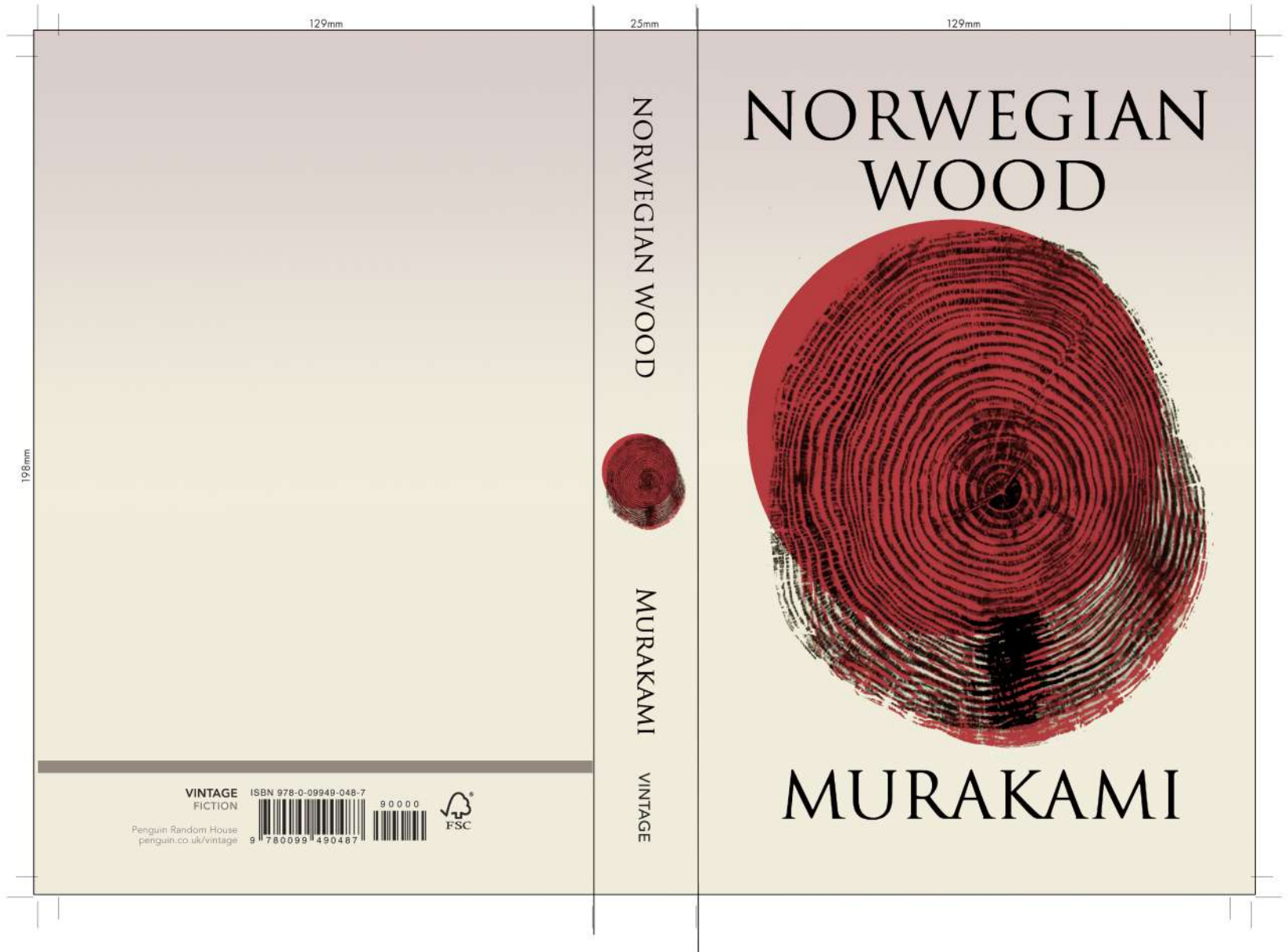
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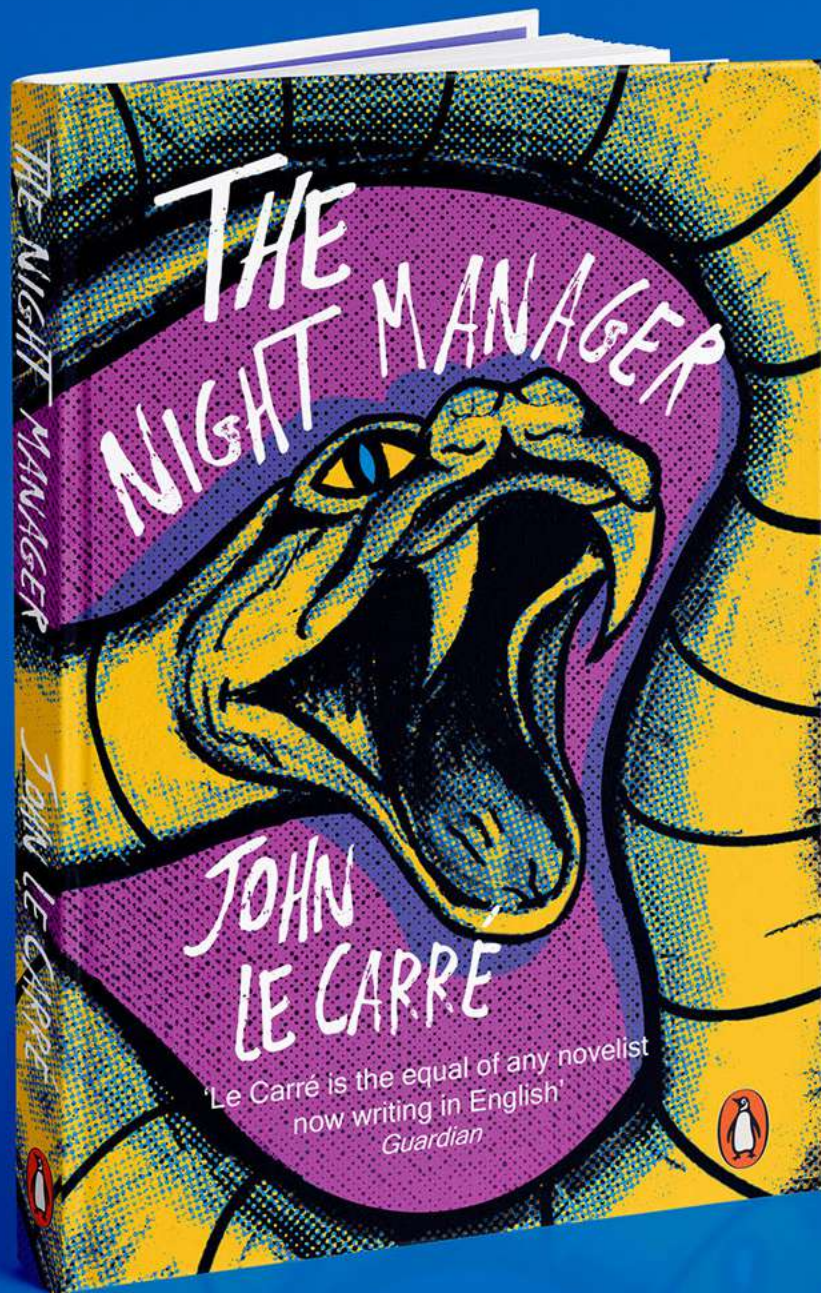
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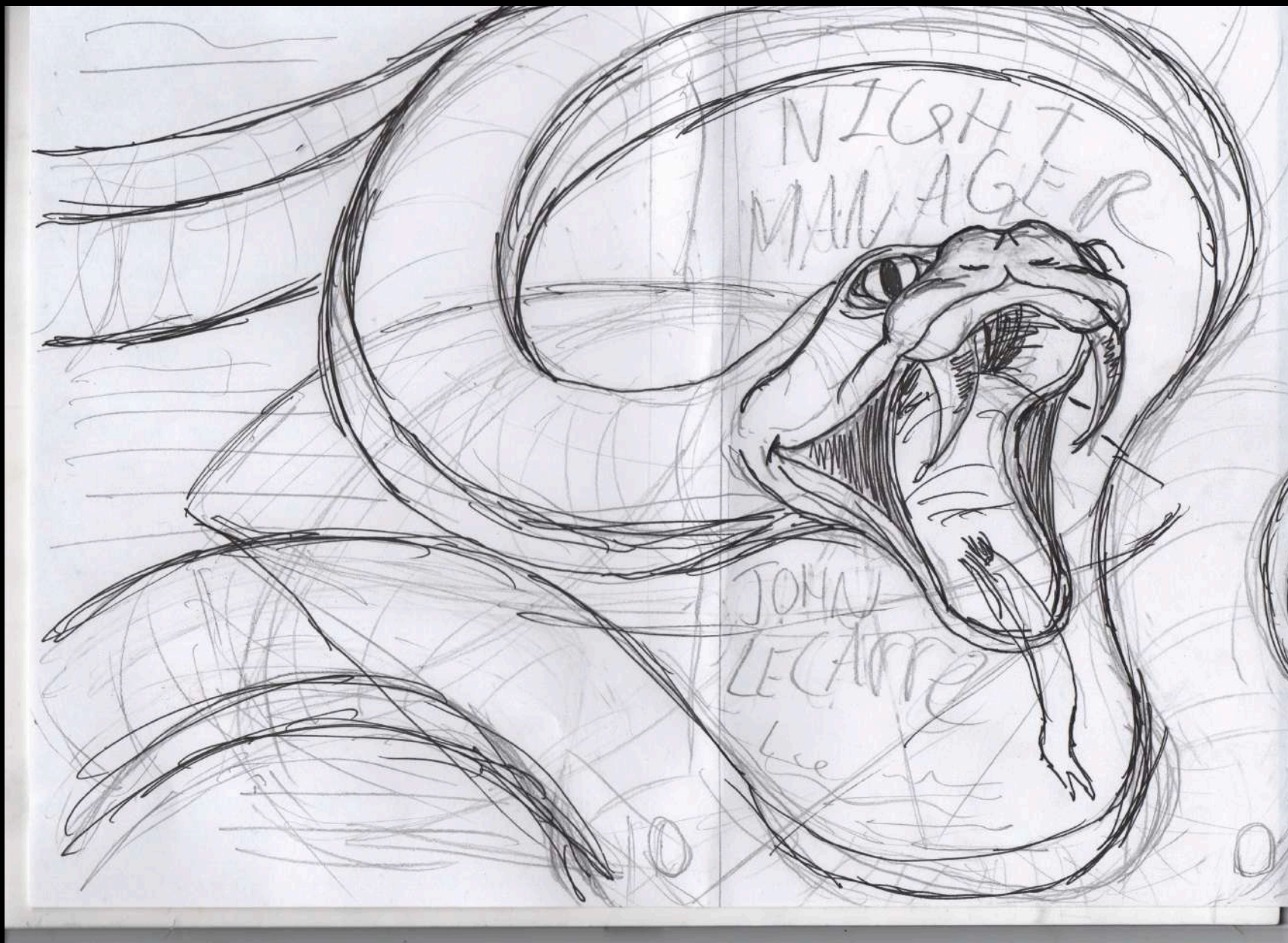


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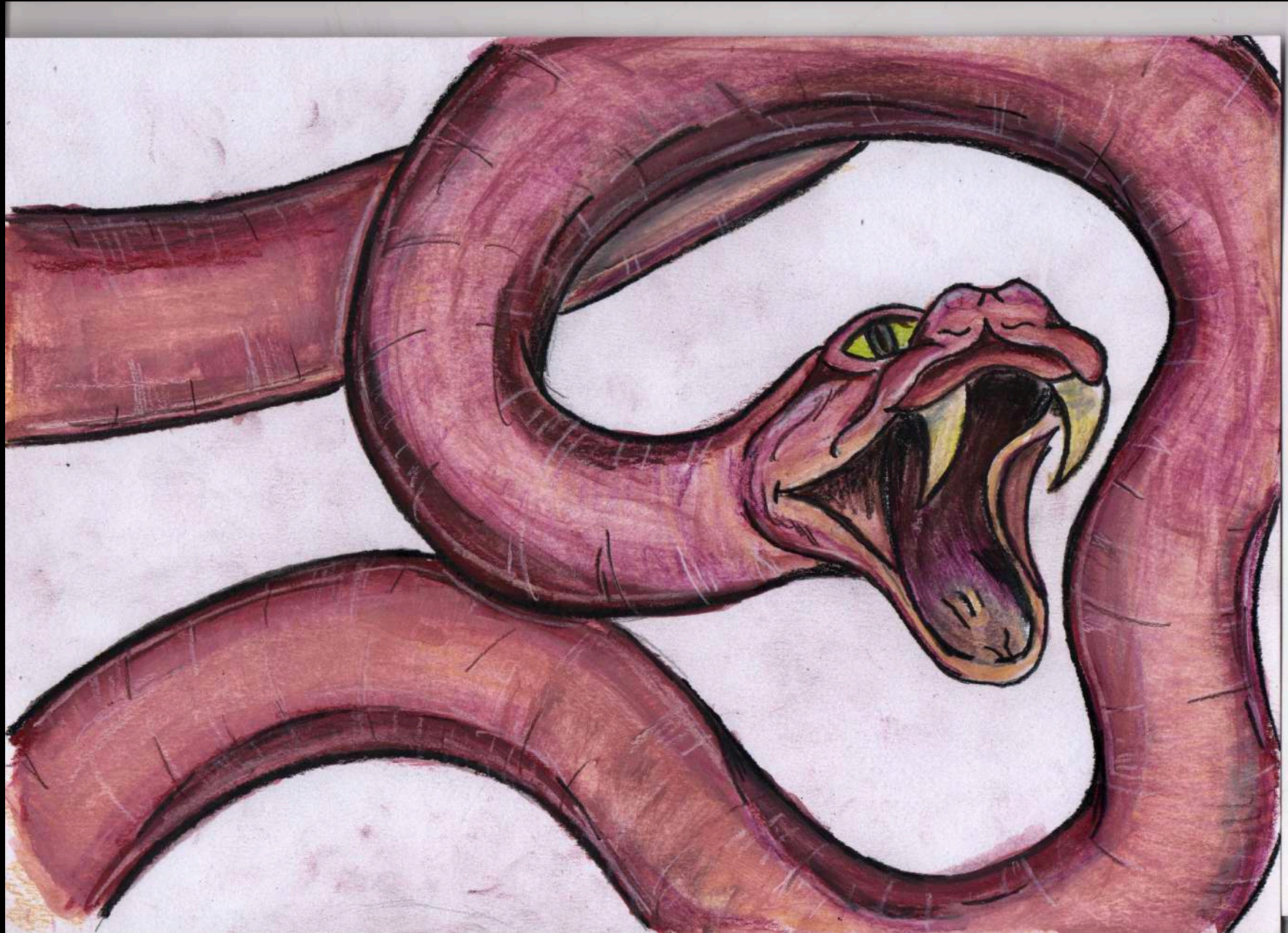
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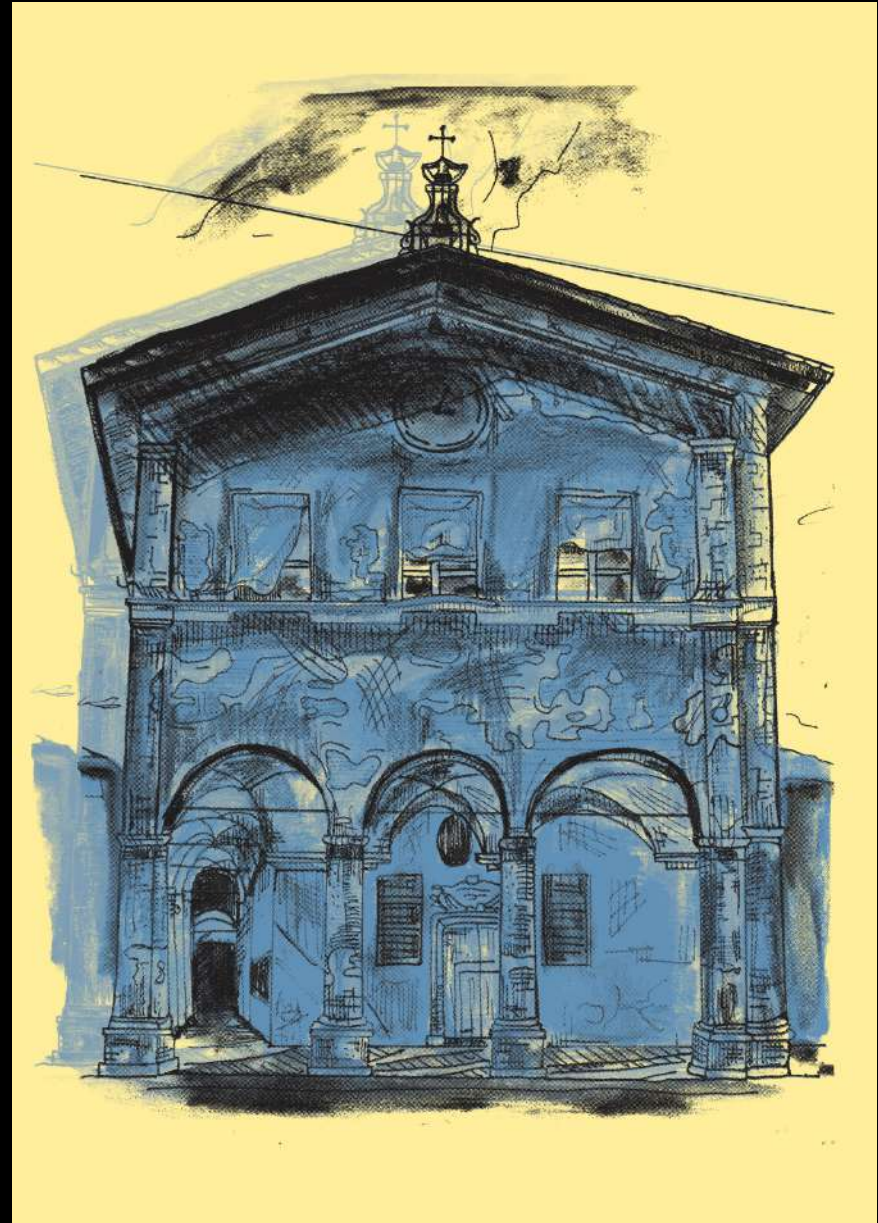
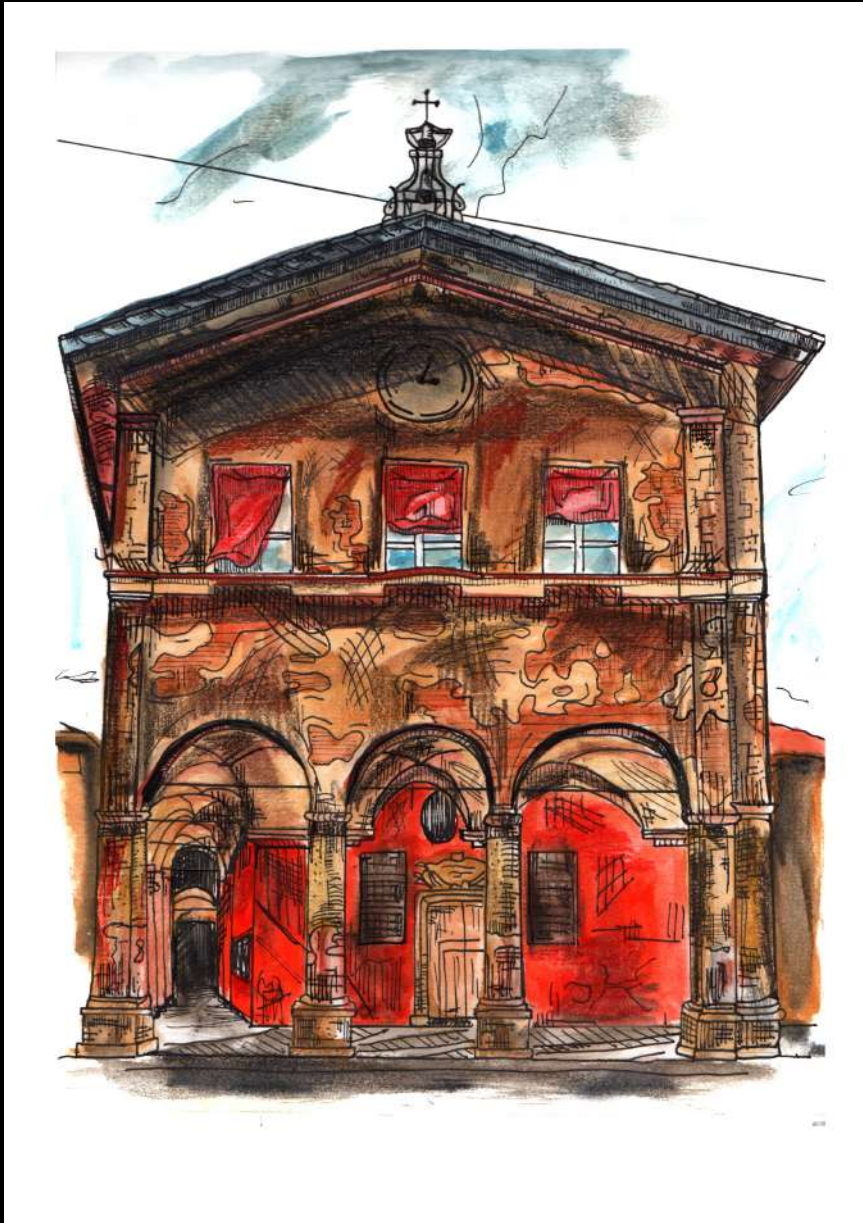
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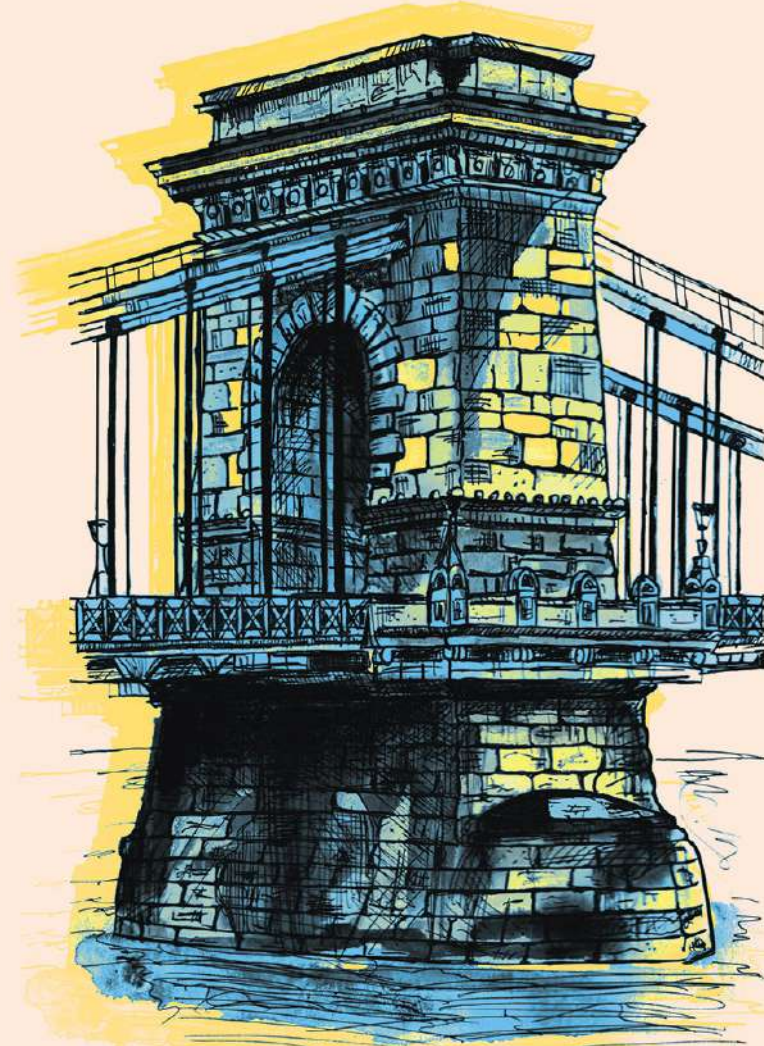
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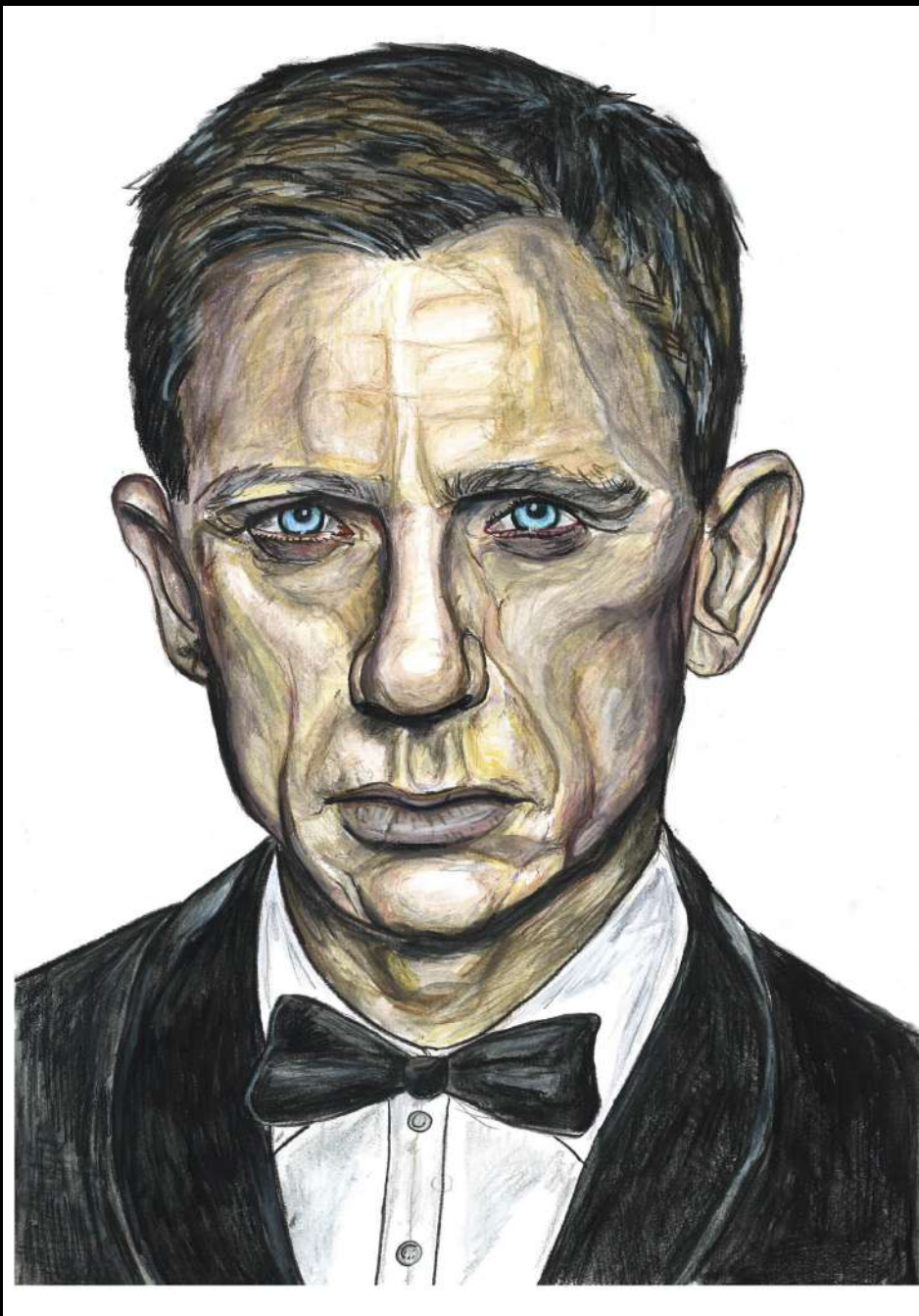


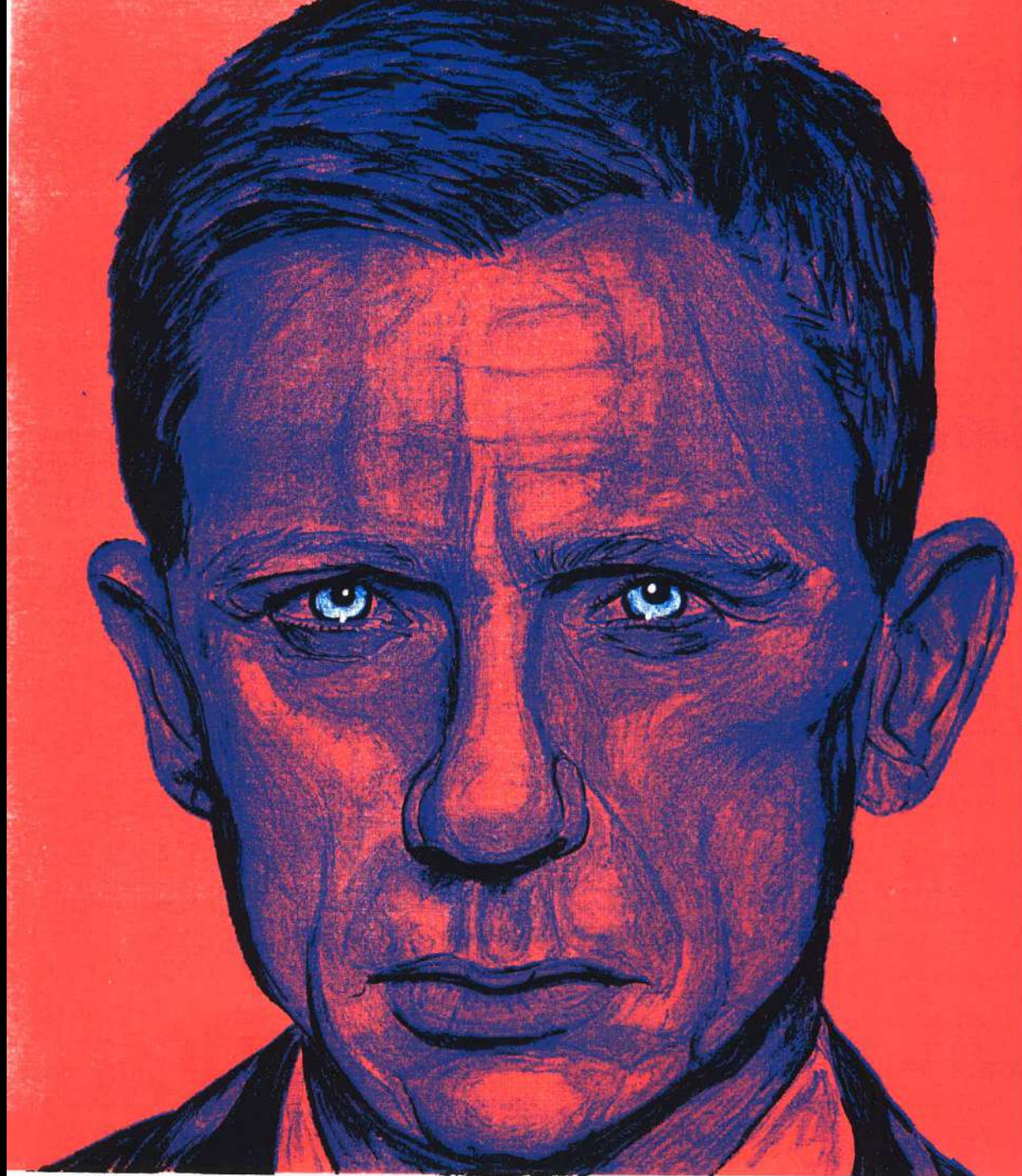
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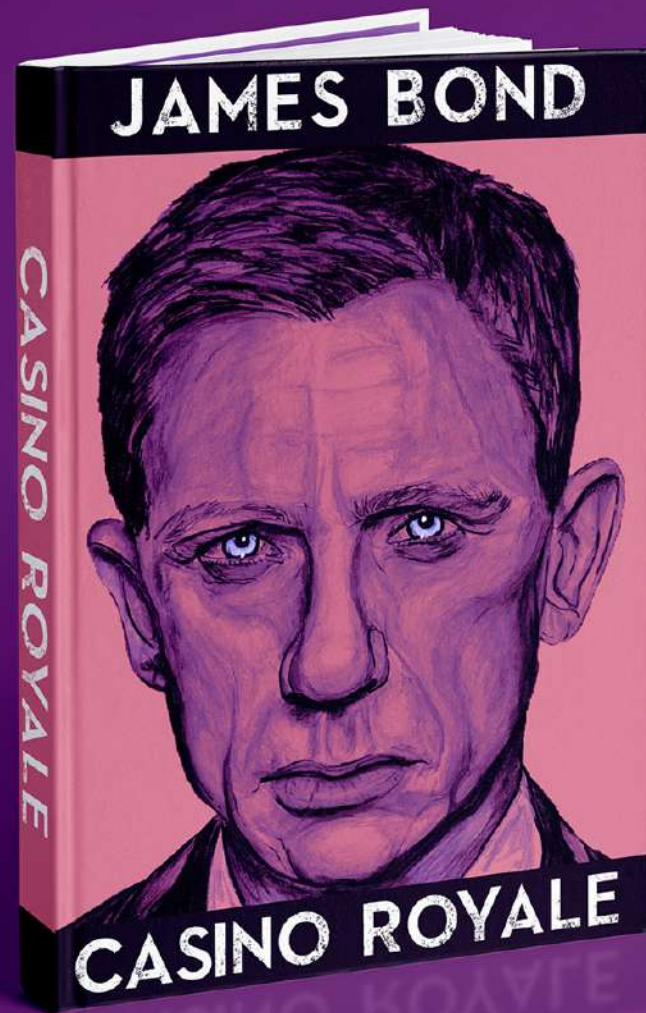
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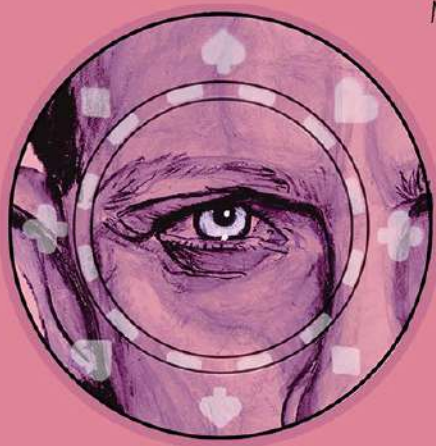
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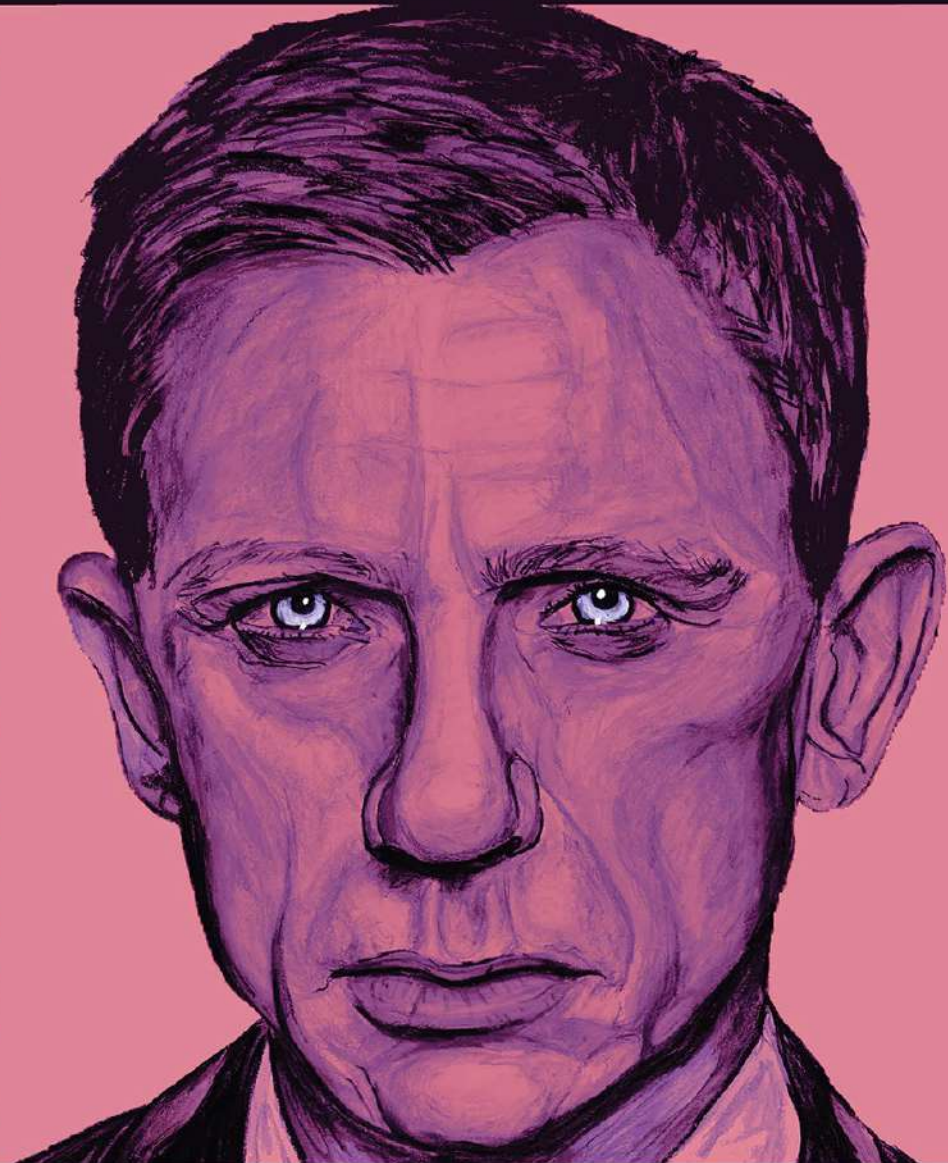
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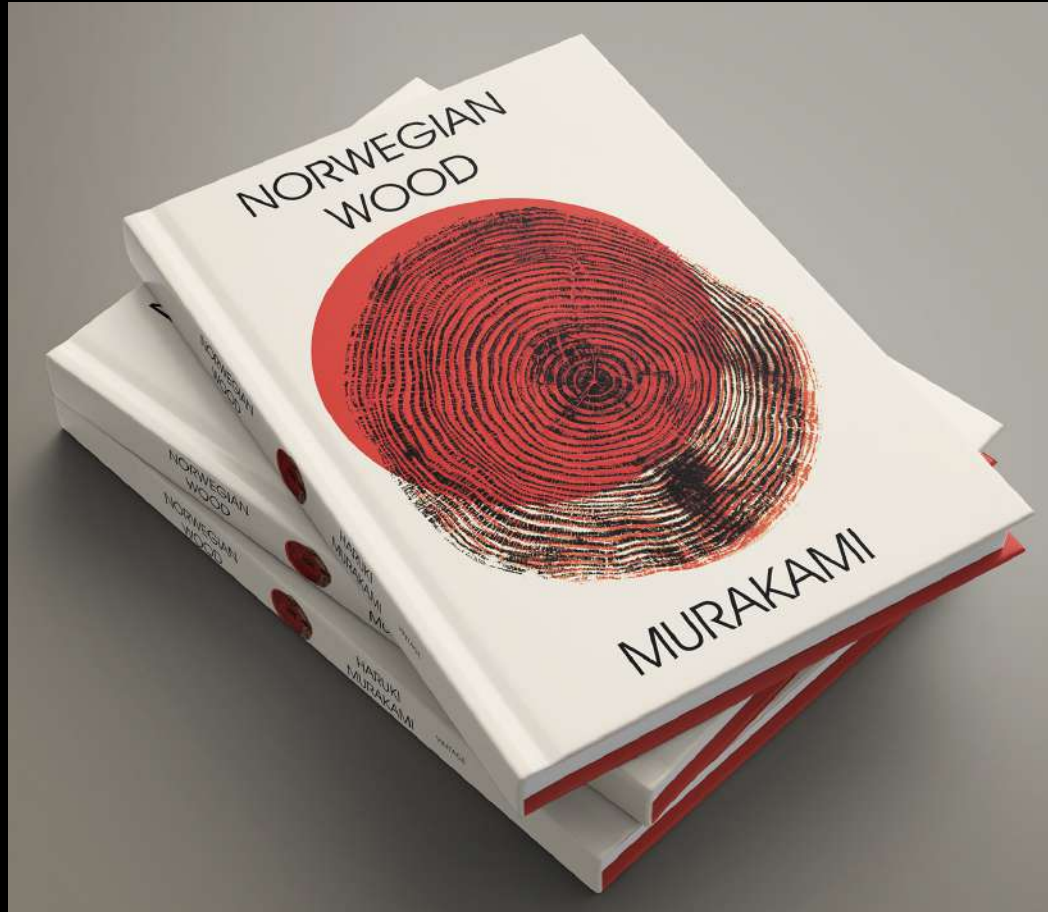
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