

Design Brief

Title: I Know Why You Run
Author: Khyiah Angel
Category: Young Adult
Age: 14+
Pages: 250 (approx.)
Size: 5.25 x 8
Binding: Paperback

Cover Specs

Resolution: 300 ppi
Colour Space: CMKY
LPI (lines per inch): 180

Bleed: 0.125" (3mm) all sides
Type Safety: 0.25" (6mm) recommended minimum on all sides
Spine Type Safety: 0.0625" (2mm) left/right sides
Duplex inside spine safety: spine width must be left blank +additional 0.0625" (2mm) on each side of spine

About the book

I Know Why You Run is a psychological thriller for young adults. It is a multimodal novel. This means that there are elements in the novel that tell part of the story in short stylised film clips accessed by the reader using Augmented Reality (AR). These AR features will be identified as images on the page, called markers. There will need to be a marker on the cover indicating that the book is a multimodal novel (mBook). This will probably be a badge-style image (to be determined).

The story follows three narrative arcs of protagonist Ben: the present, the immediate past, and the distant past. These narrative arcs intersect at various points in the book. Ben's present experience is plagued by a series of text messages saying *I Know Why You Run* and Instagram videos of the anti-social behaviour occurring in his immediate past (drinking, arguing and fighting, treating friends dismissively/disrespectfully). He is forced to confront his behaviour in the present and address issues from the distant past in order to deal with the torment he is suffering at the hands of his stalker/s.

Themes in the novel include: cyberbullying, mental health, family violence, antisocial behaviour, grief.

About the Audience

The audience is teenagers in high School and their teachers. The target market is schools as the book is mapped to syllabus outcomes. A website where teachers will find teaching materials and students can upload multimodal content they have created themselves to add

to the story will accompany the book. The cover will form an important part of this branding.

About the design

The book cover needs to be bold and attention grabbing. It needs to command the attention of both boys and girls (and their teachers) so that they are spurred to scan the cover to access the video content.

The cover should communicate the feel of the plot without giving anything away. A tone of suspense, trepidation, fear may be created, though take care not to move into horror-type feel; the book is not horror. The images supplied are original photos of the scene where significant parts of the story take place, as well as the young man who played the main character in the video sequences. The cover will need to be completely original so the preference is to use the supplied photos rather than generic stock images that are in the public domain. Having said that, if you are able to generate original design without the photos and it is totally awesome, then that may be acceptable.

Use of the photos can be done creatively. There is no requirement to use them in their raw state. Parts of the photos may be used and manipulated to suit your specific creative intent.

The cover should include:

- **Front:** title and author name
- **Spine:** title, author name, publisher logo
- **Back:** Blurb, barcode, publisher logo

The cover is for paperback and ebook, the above spec relate to paperback, the colourspace for eBook needs to be RGB.

The cover will be put into an IngramSpark template so I will need the source file as well.

For further questions/clarifications, please don't hesitate to ask.