

# Memo

To: Dr. Londie Martin

From: Alisa Jackson

Date: February 26, 2024

Subject: Memoir Book Jacket Design

## ***Section 1. Introduction and Purpose***

- This document is my presentation of my memoir book jacket design created for the purpose of publishing my memoir.
- The intended purpose of the book jacket is to have a unique design that reflects my authenticity, and that will draw my potential readers to want to delve deeper into the book because of the information provided on the book jacket. This book jacket is a vital part of the success of the book because it will be used in promotions all over the world to promote the memoir. The design will be used on flyers, websites, billboards, and banners.
- The primary users of this document will be my publisher, graphic designers creating promotion materials, magazines for promotion, book signing venues, and myself. The book jacket should accurately represent my bubbly, warm, and vivid personality. It should of course represent my brand and be both feminine and strong. The targeted audience for this memoir is people in general who have lost themselves in society trying to duplicate others. The targeted audience is also for people who have battled with rejection, and because of there uniqueness, they felt like outcast. It is also for women who have worn so many hats that they lost themselves in them all. Through my journey back to self and authenticity they will find themselves
- The other client to consider in the usability of this design is the publishing company.
- The readers will see the product in all publication arenas and social media platforms.

- ***Section 2. Description of the Users/Readers***

- The demographic for this memoir will fit people in general between the ages of 16-100. People bound by rejection, who hide their authentic selves with imitations of those around them, whom they deem to be better, more beautiful, more successful... The book is not gender based. However because I am female, it should draw mostly a female audience or it could even draw male audiences seeking to understand women like myself.

- I used alternative text to assist readers with disabilities envision the various parts of the book jacket. Through the use of alternative text in Word I was able to create a visual of the letters, pictures, and soft color palette used.
- This book is not gender based, I will share from the perspective of me finding and embracing my uniqueness. This could fit anyone.
- I think they should expect the product to not only be aesthetically pleasing, but also grammatically correct and all elements to connect and flow together in harmony.

### ***Section 3. Description of the Context and Design Constraints***

- The context through which the book jacket would be used definitely effected the design of the document. I remember getting my second book published and we made some adjustments to the content, which required the person that designed the book cover to have to make adjustments before the book could be sent to printing. Having the right look overall was essential for this project. The more professional a project looks the more people are intrigued to know more.
- I don't foresee any constraints other than possible publisher quirks.
- I do not have any contextual challenges at this time because I believe the topic is relevant to what I see so many going through in the world I function in most of the time. The issue of getting lost in others identity is prevalent for both male and female.

### ***Section 4. Design Rationale***

The document design choices for the final version were a mixture of Pinks, black fonts and silhouettes, strong lettering and a popping pink background with some soft pastel illusions. These choices are consistent with my overall brand for my ministry and show. The excellent presentation let readers know we put a lot of thought into every part of the book, from the outside in.

- Media choice- vary depending on the specified audience.
- Size- The size will possible vary depending on the type of book(hard or soft back) and size of the book.
- Color-The colors will always remain the same - shades of pinks and black.
- Typography- Lovely, Arinmo, and Gagalin
- The elements were strategically placed to make the overall design cohesive.
- Selection of graphics was a compilation of backgrounds and letterings and silhouettes acquired through Canva. There are no copyright issues.

### ***Section 5. Design Evolution and Reflection***

I was very excited about the rough draft. I believe I provided many of the necessary elements for the book jacket. However, I took the suggestions of my group to fine tune the design and make an even better design. I had to change the color of the skirt to match with the overall theme, and changed

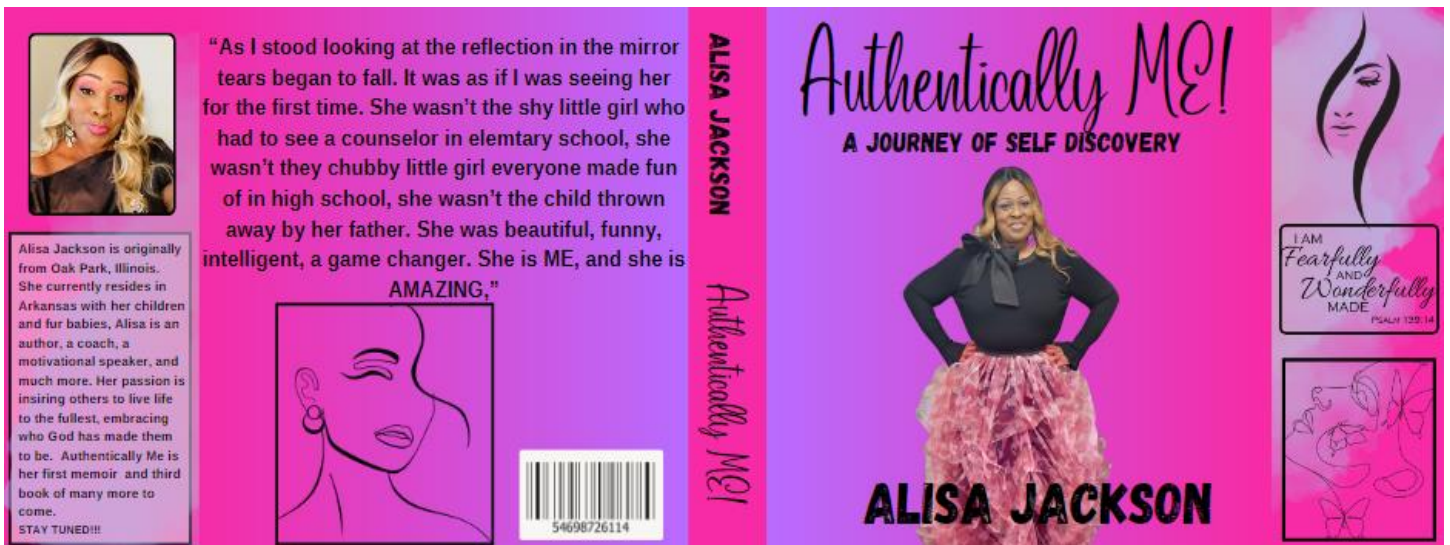
some pictures and quotes around. As well as adjust fonts to make the title, subtitle and authors name stand out a bit more. I changed everything to make the piece cohesive and appealing to the audience. If I had more time and technology experience, I would change the "About Author" information on the back inside sleeve. I am thankful for the readings because they gave me the tools to build something I never thought I could I believe this knowledge will be a game changer when I finish my next book.

# ALISA JACKSON MEMOIR BOOK JACKET

## ROUGH DRAFT



## FINAL VERSION



## INSPIRATION COLLAGE

### BookCover Inspiration Collage

The purpose of this project is to create a book cover that is aesthetically pleasing and draws the intended audience to want to delve deeper into the book.

The intended audience can be both male and female, but it is mainly for women who have gotten lost in society's view of what is beautiful, and what is acceptable. The purpose is to let people know differen is goodm and something to be accepted rather than rejected.

### The Three Text Types Used

Lovely  
Gagalin  
Arinmo

ALISA JACKSON

*Authentically ME!!!*



### Color Pallets



Chia Pink Beauty Color Scheme by SchemeColor.com



Beautiful Home Public Color Scheme by SchemeColor.com

*Authentically  
ME!!!*

A JOURNEY OF SELF DISCOVERY

**ALISA JACKSON**