# Introduction

Today's online bookstores need a great looking, inspiring, and "click-able" thumbnail to peak curiosity and gain potential sales. I've been designing graphics for websites for almost 20 years.

This book gives a basic summary of layout design concepts to be used for reference in creating eBook covers — which will work well as small thumbnail images. The titles and author names displayed on the layouts are completely made-up. I hit upon current themes, interests and general book categories. The layout names are meant to be fun and easy to remember.

There is much to learn about graphic design which is only touched upon throughout this book.
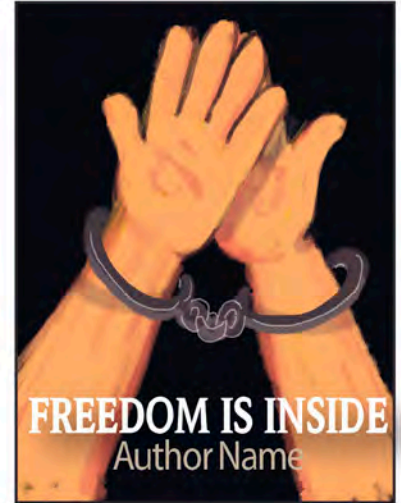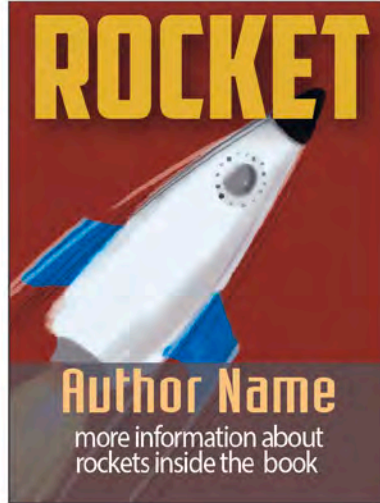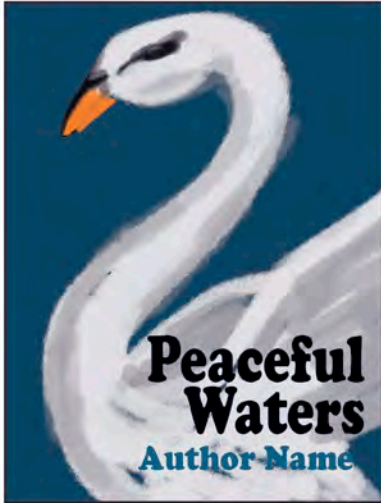
## Who this book is for ....

AUTHORS who want to influence sales

GRAPHIC DESIGNERS who want a quick reference

STUDENTS who want to acquaint themselves to common layouts

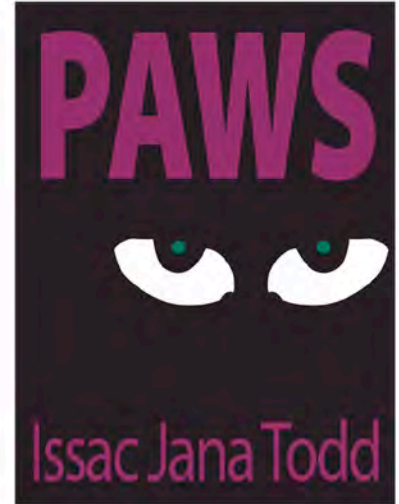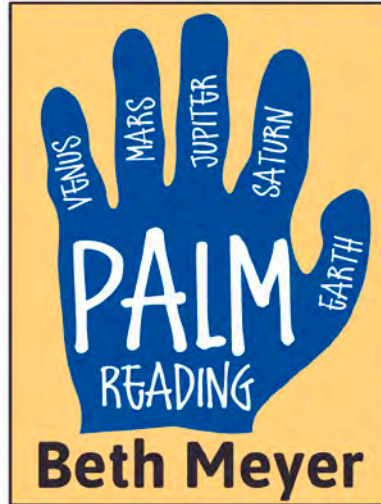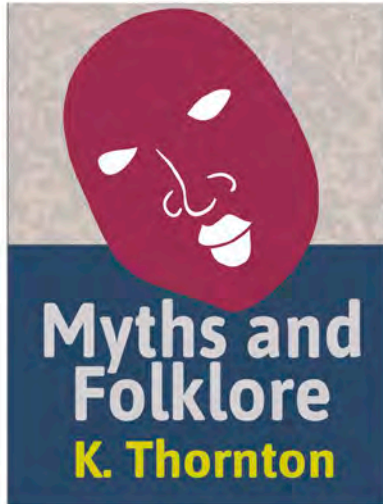ANYONE who needs inspiration for a book cover design

## Letter Forms

Layouts can take the shape of letter forms. These are easy to design with the right images and text.

Above: "S" layout with the swan. The rocket connects the title and author forming "Z". The hands and chains form an "A" .

Graphics and type are used to create a letter form.

Myths and Folklore
K. Thornton

PALM READING
VENUS MARS JUPITER SATURN EARTH
Beth Meyer

PAWS
Issac Jana Todd

## Body Parts

Funny as is may seem, we humans love to look at and compare body parts. Cut-up body parts are attention grabbers. Placement is centralized, shown here on a split cover background and plain colored backgrounds.

Eyes, hands, and faces are incredibly strong images. These transfers well to websites and large format graphics as well. If the graphic is organic — meaning not geometrical — a more playful typeface can be used such as the felt marker font used inside the hand graphic.

Give me a hand, the eyes have it, put on a face.