

Call for Submissions

Cover Art Design Competition

*Open to all ASU
Students*

Apply your design skills to creation of the cover art graphics for a textbook being written by two Appalachian State University professors. The contest is sponsored by the Kendall/Hunt Publishing Company.

The winning submission will be used on the cover of the book *Starting the Dialogue: Perspectives on Technology & Society*, to be published in 2009.

The **winning designer will receive \$200** and will be credited in the book as the cover art designer.

Submission Deadline:

Friday, November 14, 2008

Submit an electronic file on CD that is *clearly* labeled with the following information:

- Your full name
- Mailing address
- ASU e-mail address
- Telephone number

GENERAL GUIDELINES

1. Files must be created using one of the following: QuarkXPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, or Macromedia Freehand.
2. To be considered, entries must meet the publisher's layout guidelines. Any images used must be non-copyrighted.
3. Competition is open to currently enrolled ASU students.

**For complete layout guidelines, visit:
www.tec.appstate.edu**

**Click on "Students" and look for the
"Cover Art Competition" link**

BOOK TITLE: *Starting the Dialogue*

BOOK SUBTITLE: *Perspectives on Technology & Society*

EDITION: (No notation needed; First edition)

BOOK AUTHORS:

Marie Hoepfl

Brian W. Raichle

FINISHED COVER SIZE: 7" x 10" x 1"

BOOK DESCRIPTION/OVERVIEW FOR COVER DESIGNERS:

Starting the Dialogue: Perspectives on Technology & Society is a collection of selected readings that focuses broadly on the relationship between humans and the technological tools they use. In addition to the selected readings, each section will include background information, discussion questions, and suggested activities. The major section headings are:

- Technological decision making
- Basic human needs: Rethinking food, water, and shelter
- Fueling the technological revolution
- Understanding the impacts of technology on modern society
 - Transportation
 - Communication
 - Biological and medical technologies
 - Military technologies
 - Workplace and leisure technologies
- Anticipating our technological future

TO SUBMIT YOUR WORK:

Send via campus or regular mail to:

Dr. Marie Hoepfl
ASU Box 32122
Katherine Harper Hall
Department of Technology
Boone, NC 28608

Or drop off in person to the main office of the:

Department of Technology
Katherine Harper Hall

Cover Prep Guidelines for Kendall/Hunt Publishing

SOFTWARE (MAC FORMAT PREFERRED)

The following software files will be accepted for cover files:

QuarkXPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Macromedia Freehand

- these are the only software formats that will be accepted for cover files. Files created using other software applications will be rejected (i.e. PowerPoint, Word, WordPerfect, CorelDraw).
- Any files using a Photoshop tif or eps must supply the layered version of the Photoshop document as well.
- All linked images and fonts must be supplied with the layout document, as well as any support files such as layered Photoshop files.

COVER LAYOUT

- Templates can be supplied by K/H Design as QuarkXPress or Adobe InDesign Documents.
- Front/back/spine should be laid up in a single file as shown in the example provided. When setting files up in Photoshop, front/back/spine should be set-up separately for adjustment reasons.
- All art should bleed to a minimum of 1/8" beyond the trim on all sides.
- All text should stay within 1/2" of the outside trim.

Front Cover

- front cover should show Title, Subtitle, Edition (if second or higher), Author name(s), and any desired graphic elements.
- If cover is drilled, there should be an allowance of 1 1/8" from the left side of the front cover and any text or critical images
- If cover is coil bound, there should be an allowance of 1/2" from the left side of front cover and any text.
- If cover is coil and drilled, use both directions above.

Spine

- If coil or loose leaf binding, spine size will be 1/4". If saddle-stitched spine size will be 1/16" and have no text.
- If Perfect binding, spine size will be set according to number of final pages and PPI (Pages Per Inch) for paper stock. #Pages ÷ PPI = spine size. You can approximate for initial cover proof.
- Spine should show Title, Author(s) last name only, Edition, K/H logo
- K/H logo should be placed no lower than 3/8" from bottom trim (see layout example). Logo can be sized accordingly to fit spine size, but should be no larger than 1/2" wide. There should be a minimum of 1/8" space between logo and spine fold.

Back

- back cover should show Title, Subtitle, Edition (if second or higher), Author name(s), K/H logo, ISBN/item# barcodes, back cover text if necessary, and any desired graphic elements.
- If cover is drilled, there should be an allowance of 1 1/8" from the right side of the back cover and any text or critical images, and barcodes
- If cover is coil bound, there should be an allowance of 1/2" from the right side of front cover and any text or barcodes.
- If cover is coil and drilled, use both directions above.
- K/H logo should be placed in lower left corner no closer than 1/2" from left or bottom trim of back cover. Logo size should be 3.2" wide for all books except 6"x9" trim size. Logo will be provided

to freelance designers and placed by K/H Design on all other submitted cover designs. If you do not have the K/H logo when creating the cover design, please leave space for it to be added. If space is not left for the logo, your design may be altered to allow for its placement.

- The color of the K/H logo can change, however the box logo and type **MUST** be the same color. The color of the logo should contrast to the background color of the book cover so it is visible.
- Barcodes: The barcodes for the ISBN and Item# will be placed in a **WHITE** box in the lower right corner of the back cover. The box size will be 2.5" x 1.1" for all trim sizes except 6"x9". The barcode will be supplied to freelance designers for placement or added by K/H design for all other cover design.

COVER ART

- 4-color covers should be set-up using CMYK process colors. 1-, 2-, 3-color covers should use Pantone spot ink colors.
- Images should be saved as TIF or EPS files and should be created at a resolution of 300 dpi at 100% size used in layout program. **Kendall/Hunt will not be responsible for the printed quality of images supplied at lower resolutions.**
- Large areas of black that are set in Quark or InDesign should use color build (i.e. 50C30M30Y100K) instead of 100% black for better coverage and to prevent overprinting.
- If you are scanning an image, the image should be scanned at 300dpi at the actual size used in the design.
- If you are using digital images, be sure that their resolution is 300 dpi at the actual size used. They should be converted by CMYK color mode and saved as a TIF or EPS. JPG images should not be imported into graphic layout programs for press printing. **Kendall/Hunt will not be responsible for the printed quality of digital images.**

Text

- Fonts must be Mac compatible.
- All fonts used in layout program or Photoshop file should be supplied with cover files to K/H for adjustment purposes.
- Any text printing as a solid should be no smaller than 5pt. Reversed text should be no smaller than 8pt. (sans serif) and 10pt. (serif). This is to assure readability and accurate registration.
- Paragraphs of text should NOT be set in Photoshop. Title, subtitle, edition, author is okay to set in Photoshop file. All paragraph text should be set in a page-layout program.

SENDING FILES TO K/H

- we accept the following media types: CD-ROM, DVD-R, zip disks and Jaz disks.
- include page-layout files, all linked artwork, original layered Photoshop files (if applicable) and all fonts used in all files.
- include a color printout if possible, so we can compare the files that we receive.

STANDARD TRIM SIZES

these are the standard final book sizes used by K/H

8.5" wide x 10.88" tall

7.13" wide x 9.13" tall

6" wide x 9" tall

artwork or background color must bleed minimum 1/8" beyond trim

← spine marks

(BACK)

(SPINE)

(FRONT)

TITLE
SUBTITLE
EDITION
AUTHOR
(full name)

EDITION

TITLE

AUTHOR (last name only)

TITLE
SUBTITLE
EDITION

AUTHOR
(full name)

BACK COVER TEXT
(if applicable)

KENDALL/HUNT can add these items after the cover files are sent in.

Kendall/Hunt Logo (keep as single unit)

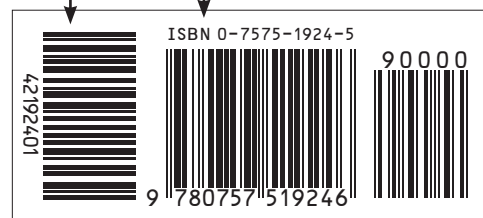
color of center box (white area) should match background



KENDALL/HUNT PUBLISHING COMPANY
Dubuque, Iowa

Item# barcode
reduce to 80%

ISBN barcode



white box for barcode should not print with outline

