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## 20th century dust jacket design : formulation of design and production

Anne Schedler

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20th Century Dust Jacket Design:

Formulation of Design and Production

A Project Submitted to the  
University Honors Program  
in Partial Fulfillment of the  
Requirements of the Baccalaureate  
Degree With University Honors

Department of Art  
Anne Schedler  
Dekalb, IL  
5/1987


Approved \_\_\_\_\_  
Department of Art  
5/8/87

*Samuel A. Licio*

John Delillo  
Design Instructor  
Northern Illinois University

Anné Schedler has successfully completed her design project for the Northern Illinois University Press. She has worked on Patrick Heargen's Roosevelt Confronts Hitler. She has chosen all materials for printing and binding while staying within our budget. She has designed rough drafts of the jacket, typemarked the copy, generated original artwork, pasted up the mechanicals for the jacket and die, and given detailed instructions to the printer. From all this work she has produced a very attractive and effective jacket. Because of University Press's time constraints, she had to maintain a tight schedule. We at the University Press are very pleased with Anné's work.

Sincerely,



Jo Aerne  
Design/Production Manager

About the Project

A Brief Discussion of the Work Done in ART 490a  
(an independent study with John Delillo/ Book Jacket Design)

Designing and preparing the jacket for NIU Press' Roosevelt Confronts Hitler proved to be very interesting, involving discussion with and approval from 2 editors, the press director and the senior designer. At the outset the project was defined as purely typographical, requiring that the visuals remain somewhat ambiguous or non-specific. The reasoning here was that the book's content focused on the socio-economic reasons that brought the U.S. into World War II, and viewed the morality, personality and other more traditionally glorified factors to be purely secondary.

As the work progressed, the use of strong complimentary colors, contrasting type weights and basic symbols became the three primary tools used to represent the confrontation. The final solution attempts to put fairly equal visual emphasis on both 'sides' of the conflict, paralleling the author's own attempt to view the incidents in a more objective, less self-righteous way.

Anne Schedler

REVISED SPECS FOR PRINTING AND BINDING

Author, title: Patrick Hearden, Roosevelt Confronts Hitler

No. of pages: (340) run as 344

Trim size: ~~5~~4 1/2" X 8 1/2"

Type page: 24 X 43 picas (top running head to base of folio).

Margins: 5/8" top trim to top of running head;  
11/16" gutter for both casebound and paperback  
(Do not trim 1/8" extra for paperback)

Artwork: 4 full page half tones.  
Shoot with 150 line screen or better.

Paper: 60 lb. Glatfelter Spring Forge White, 448 ppi.

Ink: Black throughout.

Jackets: 80 lb. Enamel, Warren Flokote (or equivalent), film laminated with matte finish. Printed in 3 colors, black, PMS 186C and PMS 327C, full bleed.

Cover: Carolina coated 1 side (cls) 10 pt., printed in 3 colors, black and 2 PMS colors. Full bleed, film laminated with matte finish. 1 negative to be re-shot for different ISBN number on paperback. Reverse out type and artwork as marked on jacket mechanical.

Binding: Notch binding for both casebound and paperback.

Cloth: Joanna Arrestox A19990 (black).

Boards: .080 binders

Endsheets: Multicolor, Antique, Cayenne.

Headband: Red and black.

Stamping: Kurz Hastiings 904 (red), 1 piece copper die, on spine only.  
Publisher to supply mechanical.

Back: Round

Estimated backbone: Casebound - 1 1/16"  
Paperback - 13/16"