

Penguin Student Design Award 2022

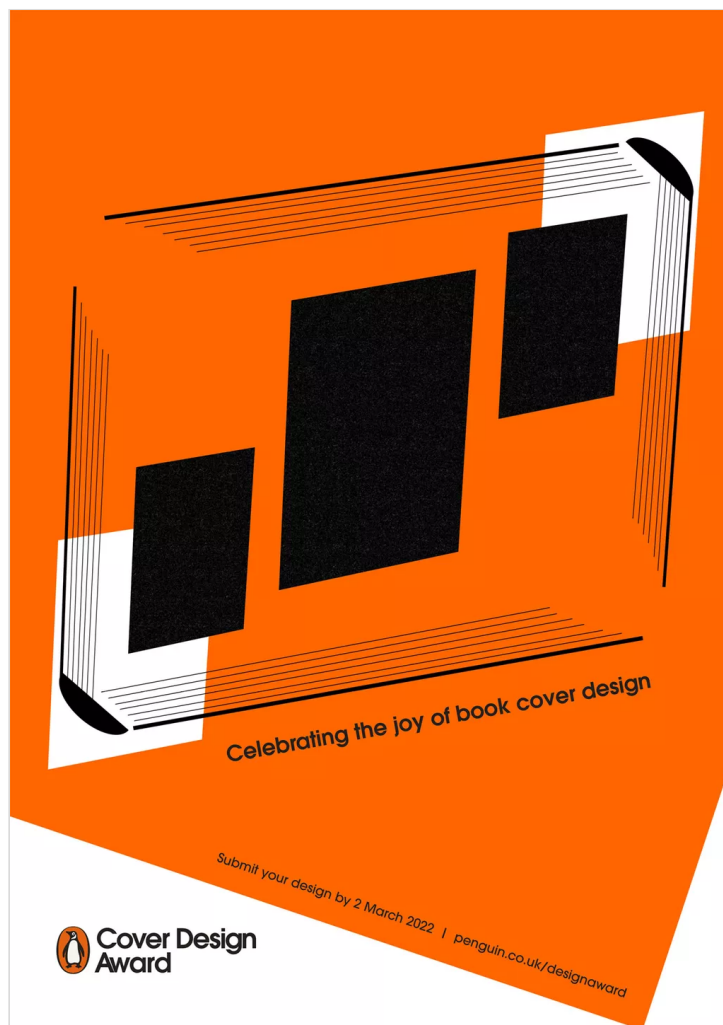
Nationally Recognised Student Design Award

DWAYNE BELL OCT 19, 2021 08:11AM

The following brief has been provided by Penguin publishing
[ALL DETAILS CAN BE FOUND HERE](#)

You are required to undertake 2 of the 3 component parts

Adult Fiction
Adult Non Fiction
Children's



Rationale

Do you want a career in design or illustration, but are yet to land your first role?

Do you think you could reimagine a cover of a bestselling book?

Would you like to experience real book cover design briefs first-hand?

The Penguin Cover Design Award is your opportunity to take on

the role of a book cover designer and build your portfolio.

The Penguin Student Design Award, now in its 15th year, aims to discover and nurture the next generation of design and illustration talent.

Each year we give you the opportunity to experience real cover design briefs first-hand across a choice of non-fiction, fiction and children's titles. Three emerging creatives then win £1,000 in prize money as well as a paid work placement at Penguin Random House UK.

To enter, select the category you would like to submit an entry for, read the brief and get designing!

OVERVIEW

The competition is open to anyone studying on a Further Education or Higher Education course – part time or full time, in any subject and at any level at the time of the deadline for entries (Tuesday 2 March 2021).

Entrants must be aged 18 or over by 1 July 2021. The competition is not open to graphic design professionals. Students may enter a maximum of one design in each of the three categories. See the [Terms and Conditions](#) for full details of entry requirements.

All entries must be submitted digitally via our submissions form which will be open for entries from Wednesday 2 December 2020 until Tuesday 2 March 2021 at 2.00 p.m.

To make the process even more similar to the way our designers work, once the judges have selected the shortlist, the Art Directors will email the shortlisted entrants with individual feedback and further art direction on their cover designs.

To proceed to the next stage of the competition, shortlisted students will be required to resubmit their work, taking the Art Directors' comments into consideration, before the final round of judging. See our [submission details](#) for the support material you will be required to submit.

This year our three briefs are:

ADULT FICTION

Girl, Woman, Other
Bernardine Evaristo

THE SUNDAY TIMES 1# BESTSELLER
& BOOKER PRIZE WINNER

This is Britain as you've never read it.
This is Britain as it has never been told.

From Newcastle to Cornwall, from the birth of the twentieth century to the teens of the twenty-first, *Girl, Woman, Other* follows a cast of twelve characters on their personal journeys through this country and the last hundred years. They're each looking for something - a shared past, an unexpected future, a place to call home, somewhere to fit in, a lover, a missed mother, a lost father, even just a touch of hope . . .

The Brief

Girl, Woman, Other explores identity, race, womanhood, and what it is to be British through the lives of twelve very different people. Described as a novel for our times, *Girl, Woman, Other* is both celebratory and elegiac, fiction and social history; it defies genre and the cover should try to reflect that.

If you can, try to read the book in order to get a sense of the writing, this will only help to inspire your design.

Your cover design needs to include all the cover copy supplied and be designed to the specified design template – B format, 198mm high x 129mm wide, spine width 28mm. Please refer to the Submissions Details page for full details of the spec and how to submit your entry.

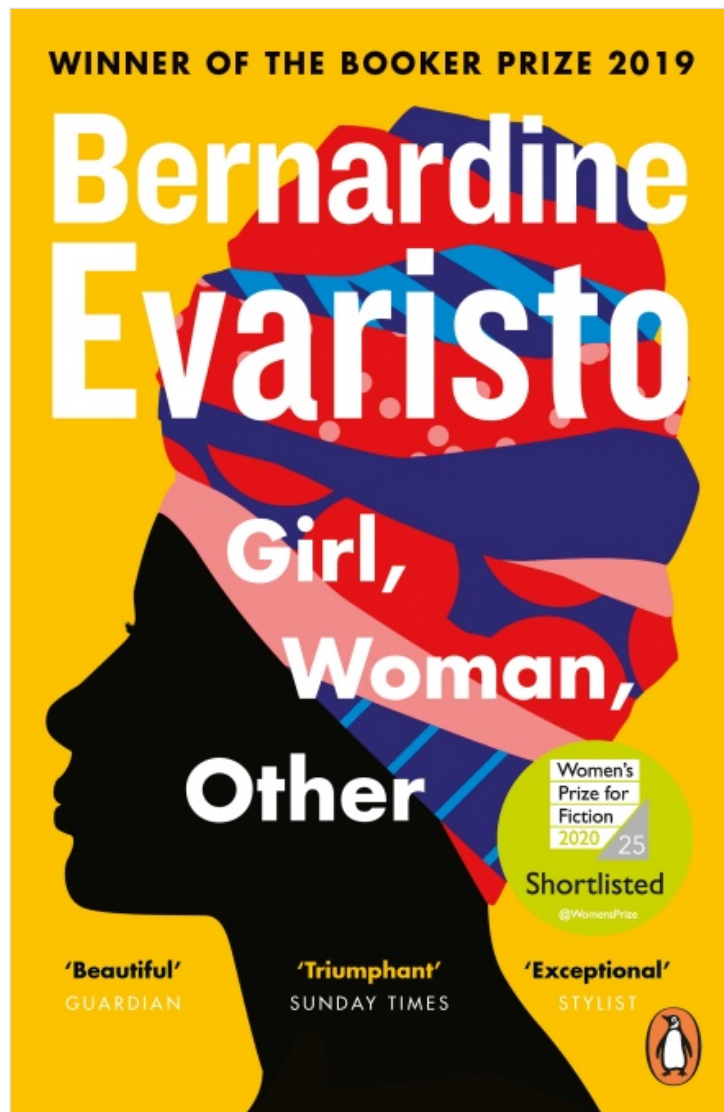
Copyright must be cleared for all images used in your cover design and you must include a credit line on the back cover of your design for any third-party images used. For example: 'Cover photograph by Allen Lane'.

Read before you start designing

We recommend that you read the book before you start on your design in order to get a sense of the themes and of the author's voice.

What the judges are looking for in a winning design

Your cover design should encapsulate the essence or key themes of the book in an imaginative, instant and engaging way. To help you get started, we've set out the top things to consider when designing a book cover, and what we look for when narrowing down our shortlist. [Read more here.](#)



ADULT NON FICTION

Diary of a Young Naturalist

Dara McAnulty

WINNER OF BOOK OF THE YEAR, NARRATIVE NON-FICTION
BRITISH BOOK AWARDS 2021

'Relentless, angry journalism of the highest order' *Sunday Times*

'This diary chronicles the turning of my world, from spring to winter, at home, in the wild, in my head.'

Evocative, raw and lyrical, this startling debut explores the natural world through the eyes of Dara McAnulty, an autistic teenager coping with the uprooting of home, school, and his mental health, while pursuing his life as a conservationist and environmental activist.

Shifting from intense darkness to light, recalling his sensory encounters in the wild - with blackbirds, whooper swans, red kites, hen harriers, frogs, dandelions, Irish hares and more - McAnulty reveals worlds we have neglected to see, in a stunning world of nature writing that is a future classic.

Diary of a Young Naturalist is a **powerful** and **scintillating** portrayal of the **beauty of the natural world**, as it shines a light on autism and of **overcoming severe anxiety**. It is a story of the

binding love of family and home, and how **we can help each other** through the most difficult of times.

The cover design needs to reflect the themes and message of the book in a clear and engaging way and appeal to the broadest possible audience.

Your cover design needs to include all the cover copy supplied and be designed to the specified design template – B format, 198mm high x 126mm wide, spine width 18mm. Please refer to the Submissions Details page for full details of the spec and how to submit your entry.

Copyright must be cleared for all images used in your cover design and you must include a credit line on the back cover of your design for any third-party images used. For example: 'Cover photograph by Allen Lane'.

Read before you start designing

We recommend that you read the book before you start on your design in order to get a sense of the themes and of the author's voice.

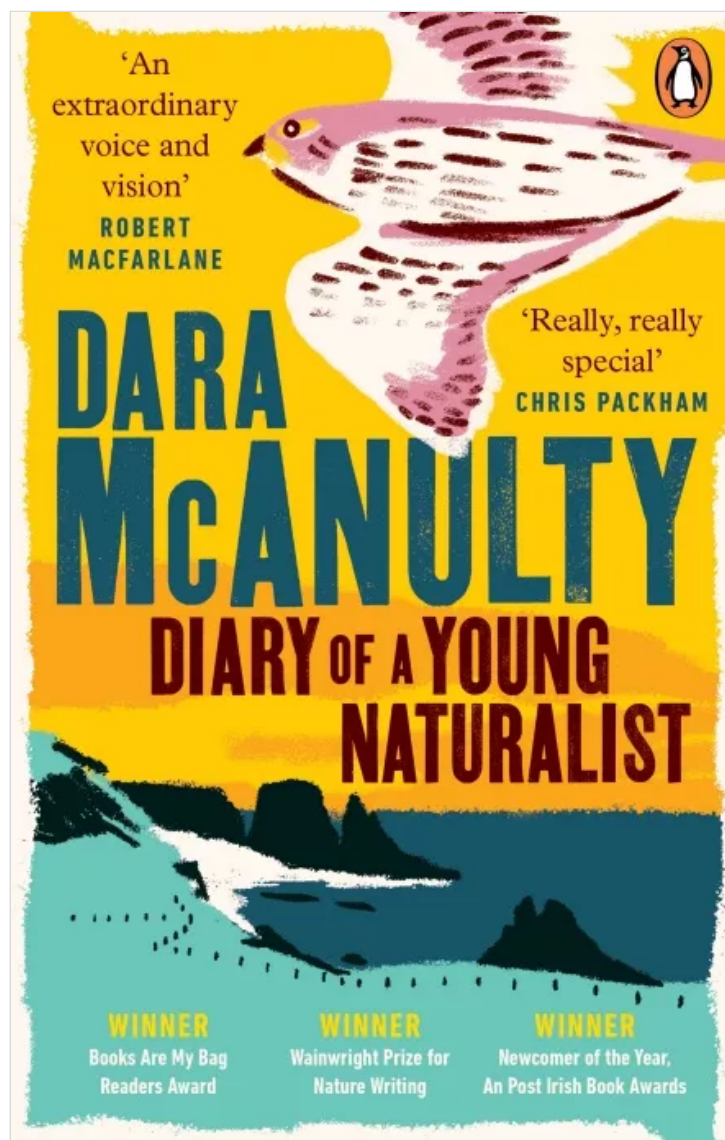
What the judges are looking for

We are looking for a striking cover design that is well executed, has an imaginative concept and clearly places the book for its market.

While all elements of the cover (front, back and spine) need to work together, remember that the front cover has to be able to work on its own, and to be eye-catching within a crowded bookshop setting as well as on screen at a reduced size for digital retailers.

The winning design will need to

- have an imaginative concept
- be an original interpretation of the brief
- be competently executed with strong use of typography
- appeal to the broadest possible audience for the book
- show a good understanding of the marketplace
- have a point of difference from other books that it will be competing against in the market
- be able to sit on the shelves of a supermarket or ebook store as easily as it sits on those of more traditional bookshops



CHILDREN'S FICTION

Murder Most Unladylike

A Murder Most Unladylike Mystery

Robin Stevens

We would like you to design a fresh and exciting cover look for this fabulous and fun book. Primarily aimed at children aged 9 to 11, your design should ensure that this book opens the door to reading the whole series and cements its place as a must-read for mystery fans, as well as welcoming new readers to the adventures that are full of friendship and intrigue.

Murder Most Unladylike is the first book in a series of 10. As part of your cover design, you are required to design a series logo. The logo can be any shape you wish, but it must include the series name – *A Murder Most Unladylike Mystery*. The logo can be typographic only or you may wish to include simple images or graphic icons. Your logo design will need to work effectively at different sizes and should appear on the front cover and the spine of your design. You should also consider that the logo needs to work in isolation as well as complementing your cover design.

Your cover design needs to include all the cover copy supplied and be designed to the specified design template (B format, 198mm high x 129mm wide, spine width 21.5mm), incorporating

the Puffin branding and all additional elements such as the barcode. Please refer to the Submissions Details page for full details on how to submit your entry.

Copyright must be cleared for all images used in your cover design and you must include a credit line on the back cover of your design for any third-party images used. For example: 'Cover photograph by Allen Lane'.

Read before you start designing

We recommend that you read the book before you start on your design in order to get a sense of the themes and of the author's voice. *Murder Most Unladylike* is stocked in most bookshops and libraries or, if you would like to be sent a link to download a free digital copy, [please register your request here](#).

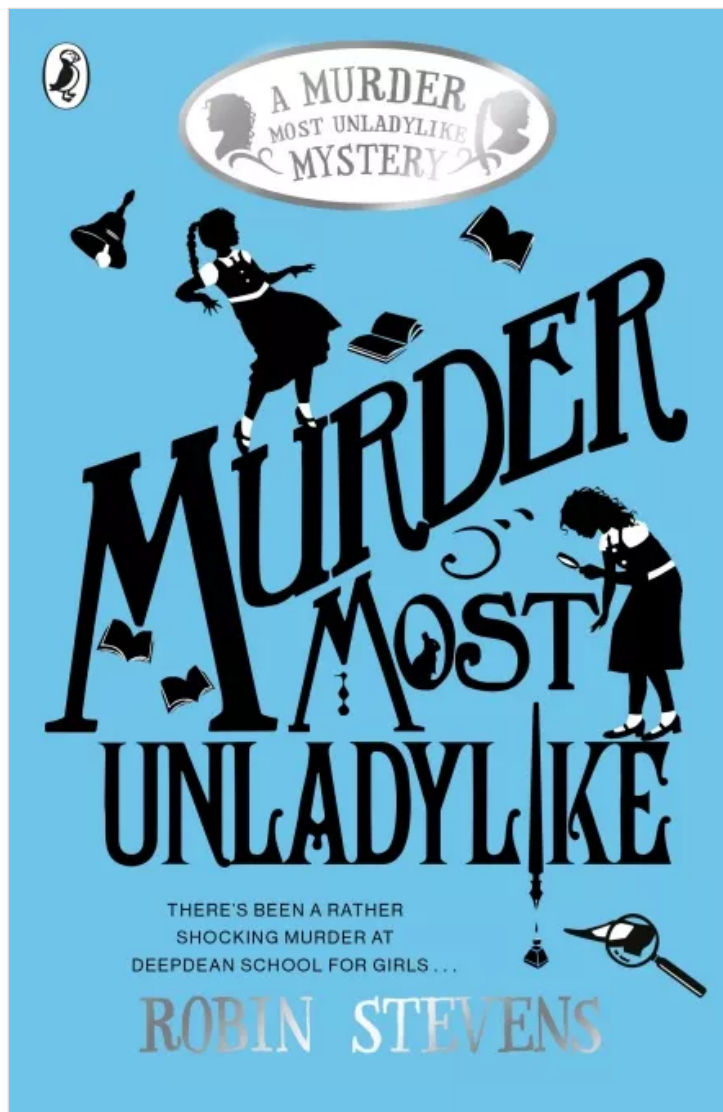
What the judges are looking for

We are looking for a striking cover design that is well executed, has an imaginative concept and clearly places the book for its market. The cover should encourage children to pick the book up themselves but should also engage adults to want to buy it for them.

While all elements of the cover (front, back and spine) need to work together, remember that the front cover has to be able to work on its own, and to be eye-catching within a crowded bookshop setting as well as on screen at a reduced size for digital retailers.

The winning design will need to:

- have an imaginative concept
- be an original interpretation of the brief
- be competently executed with strong use of typography
- appeal to the broadest possible audience for the book
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DATES

Course deadline:

Friday 12th November

Delivery & Process

All presentation and delivery via website

Assessment

Formative Assessment

2nd November

Remote / screen based

Summative Assessment

This project will be assessed, as a body of work, along with the other project that contributes to the module

Learning Outcomes Targetted in this Assignment

2. MAP - Demonstrate critical judgement in the mapping of ideas/concepts and establish an explicit dialogue in expressing/sharing these with an external audience.

Presentation: The demonstration of attention to detail and visual coherence of all work presented to the client and for assessment.

3. PRODUCE & PRESENT - Demonstrate critical skills in the chosen methods of production and presentation.

4. RESOLVE - Present a final design resolution that demonstrates ownership of the brief in determining an identified understanding of the needs of a client/audience/context.

Assessment Criteria

Production: The accuracy and creativity shown in the use of analogue and digital methods used to developing your illustration work and the soundness of decision-making in arriving at a final visual solution.

Interpretation: The individuality, creativity and breadth evident in your exploration

Appropriateness: The suitability of the solution in meeting the demands and objectives of the brief. It's aptness for the target audience.
