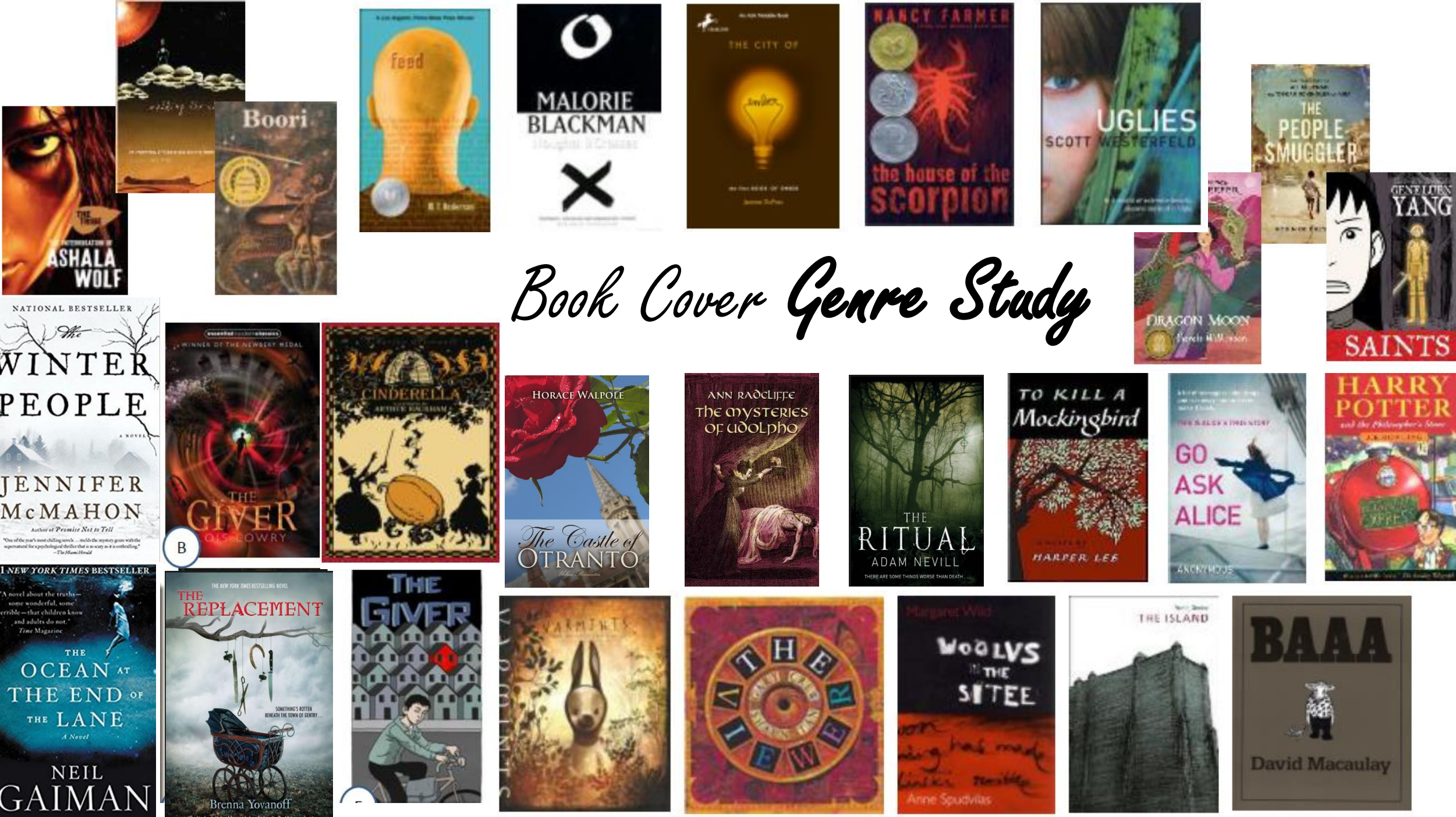


Book Cover Genre Study



Learning Intentions:

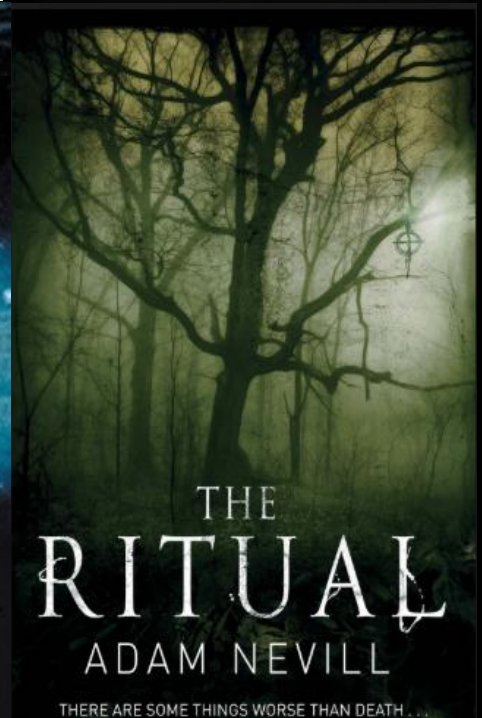
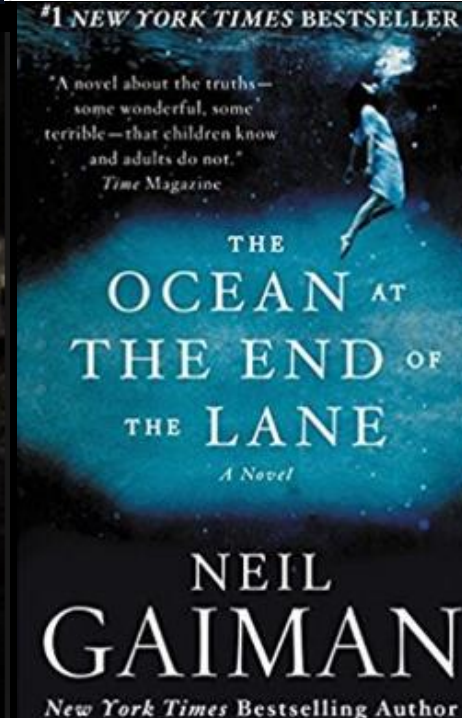
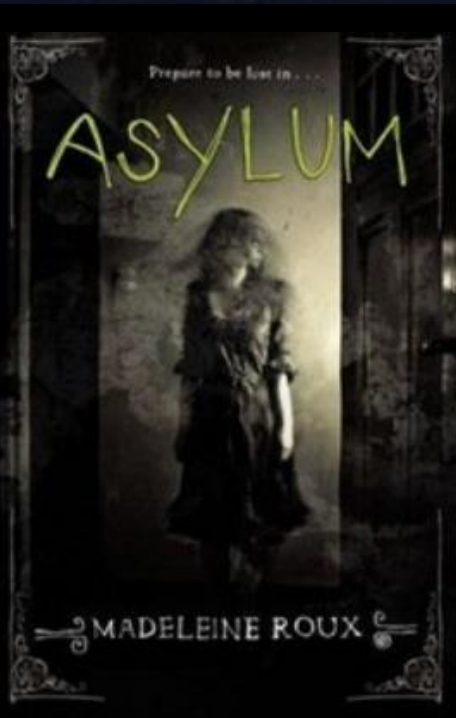
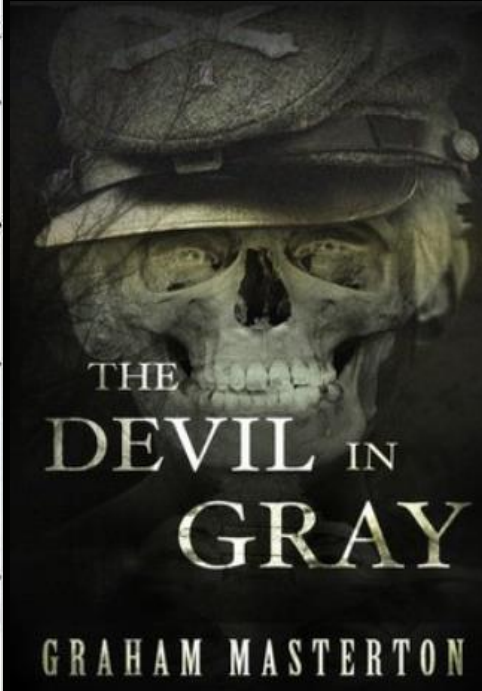
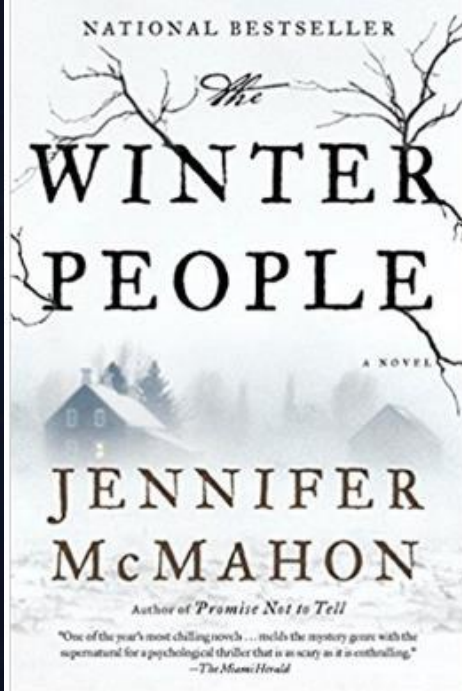
You will make predictions and discover genre conventions in book covers.

You will research book covers from a particular genre and evaluate the conventions and target audience appeal for different books.

Starter:

In pairs, write down some features you might expect to see on a **Horror** book cover. One post-it note per topic.

Consider: Settings,
Character (age, gender, facial expression, props)
Typography
Colour

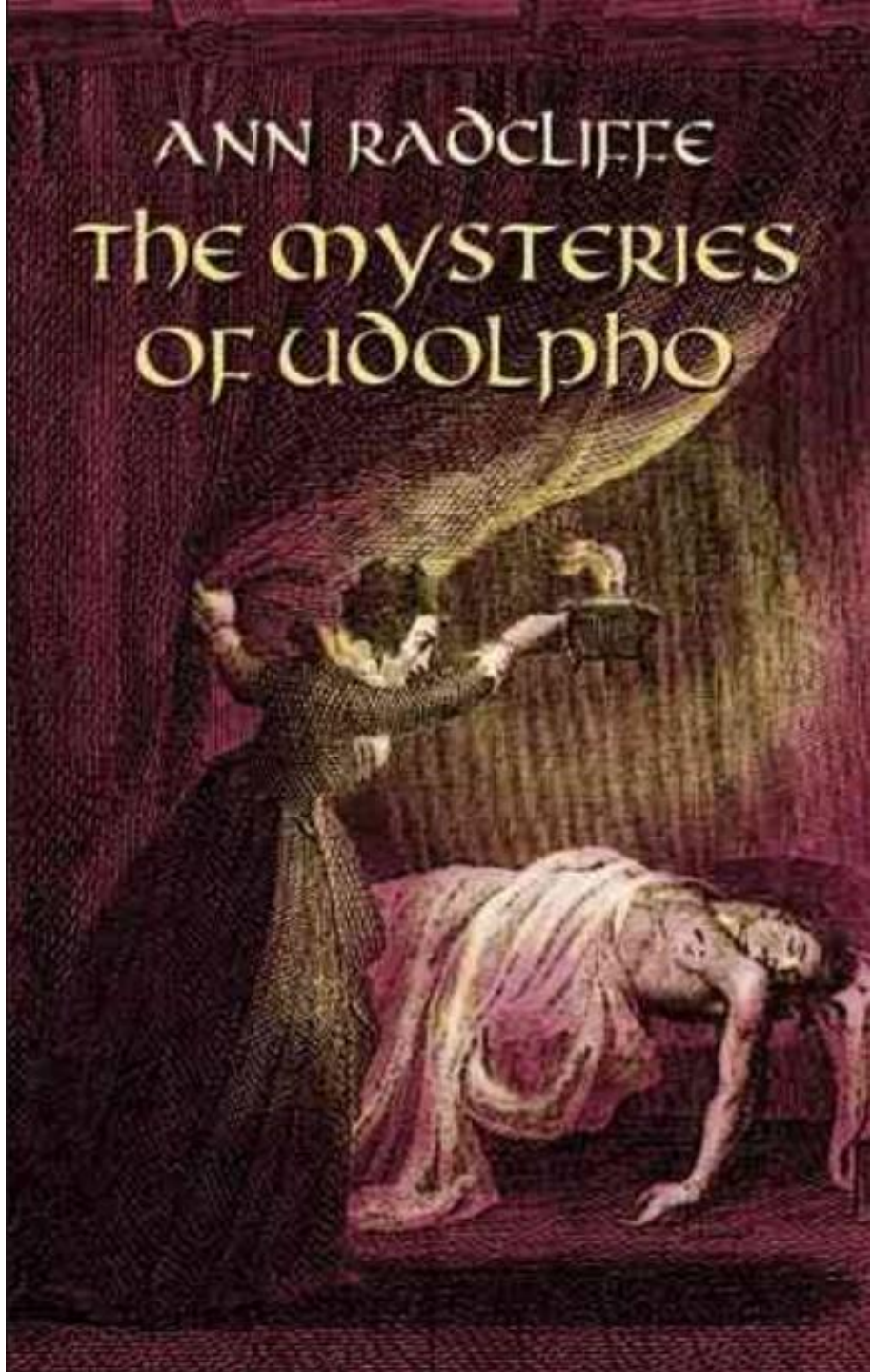




HORACE WALPOLE

The Castle of
OTRANTO

Urban Romantics



ANN RADCLIFFE
THE MYSTERIES
OF ADOLPHO

Applying textual analysis skills to a range of visual texts

Investigating the use of design elements & principals to appeal to an intended audience within your chosen genre

As a group, research book covers for your chosen genre.

- Identify common elements

What visual codes and conventions (symbolism) does each have?

Focus on **settings**,

- **character** (age, gender, facial expression, gesture, posture, costume, props, make up) and
- **typography**

GROUP 1
Tom, Hannah,
Kelsey

GROUP 2
Zoe, Coco

GROUP 3
Stef
Kayla
Connor

Applying textual analysis skills to a range of visual texts

Investigating the use of design elements & principals to appeal to an intended audience within your chosen genre

- What visual codes and conventions (symbolism) does each have?

Focus on **settings**,

- **character** (age, gender, facial expression, gesture, posture, costume, props, make up) and
- **typography**

Compile your groups research and key findings and save to the class Google docs page.



Which genre appeals to you?

What about the wider TA?

What kind of people like these genres (consider VALS & demographics / psychographics)

