

Name: _____

Date: _____

Period: _____

***The Call of the Wild*: Book Cover Project**

Directions: Create a book cover for the book: *The Call of the Wild*. A book cover, initially, has the purpose of attracting attention to itself. It may do this through the use of imagery, characters, title, or, in some cases, the author's name. The book cover also includes a blurb on the back. This short description intends to entice a potential reader into purchasing the book. To do so, it introduces the characters and the conflict with an attention-getting hook and tone.

Your assignment is to design a new book cover.

Requirements:

1. Appealing and eye-catching
2. Uses images or motifs related to the text. Includes at least one symbol from the text.
3. Includes the book title and author's name. Consider size and placement in your design.
4. Write a back-cover blurb that is 2-3 paragraphs long. Use a hook and excited tone as you introduce the characters and the conflict.

RUBRIC:

3 Excellent	2 Good	1 Unacceptable	Self Assessment	Teacher Score
Appealing and eye-catching cover. While snow may be a feature, the cover should be attention-grabbing.	The cover is generally appealing but may have sloppy work or arrangement, excessive white space, or other issues.	The cover is bland or sloppy in appearance.		
Uses images and motifs related to the text. At least one symbol from the text is included.	Some images and motifs are included, but may not be related to the text. No symbol from the text has been used.	Images and motifs are inconsistent with the text. No symbol from the text has been used.		
Includes story title and author's name.	The story title and/or author's name is missing or incorrect.	The book title and author's name are missing or wrong.		
The back cover blurb is 2-3 paragraphs long. It has a hook and excited tone while introducing characters and conflict.	The back cover blurb is 1-2 paragraphs long. It introduces characters and conflict but may lack excited tone and/or hook.	The back cover paragraph is less than one complete paragraph. It is missing two or more of the following: introduction of characters, the introduction of conflict, excited tone, or hook.		