

HAYES DESIGN

LITERATURE DESIGN

BOOK COVER DESIGN RATES (updated 10/2020)

Different clients have different requirements. One author may just need a 'quick, low-budget, no frills' cover design, whereas another may want an elaborate, complex design and have a larger budget to fund this. Below are my price categories.

'BRONZE' BOOK COVER DESIGN: £175 (US\$230)

For a simple design. All elements (text, hi-resolution imagery and barcode) supplied by client. For the fee, I would supply you with three design options to choose from. Fee allows for two sets of minor amendments. Minor Photoshop editing included.

Once approved, the artwork would be supplied to you as a hi-resolution pdf for your print company to print from. Any additional requirements charged extra.

'SILVER' BOOK COVER DESIGN: £275 (US\$360)

For a more detailed design. All elements (text, hi-resolution imagery and barcode) supplied by client. I would supply you with six design options to choose from. Fee allows for three sets of minor amendments. Minor Photoshop editing included.

Once approved, the artwork would be supplied to you as a hi-resolution pdf for your printer to print from. Any additional requirements charged extra.

'GOLD' BOOK COVER DESIGN: £375 (US\$491)

For a more elaborate design. All elements (text, hi-resolution imagery and barcode) supplied by client. I would supply you with nine design options to choose from. Fee allows for five sets of minor amendments. A photo search (to find you a specific image) is also included. Some more detailed Photoshop editing included.

Once approved, the artwork would be supplied to you as a hi-resolution pdf for your printer to print from. Any additional requirements charged extra.

SOME EXTRAS YOU MIGHT NEED

- A specific, hi-resolution image (eg. if you wanted a pic of a city skyline, etc) - on average, allow an additional £40 (US\$52) for this.
- Logo design - minimum cost would be £50 (US\$65) - if a logo was required this would be quoted separately.
- Acquisition of an illustrator (ie. if you required an illustrator to create a bespoke image for you, this might cost, on average, an additional £150 (US\$193) .
- Additional 'Author's corrections' - changes additional to what's been agreed charged at £40 (US\$52) per hour.

!!! THINGS TO REMEMBER BEFORE COMMISSIONING A DESIGNER !!!

To avoid disappointment I recommend you collect as much info about your requirements as you can at the initial consultation stage, so that your designer can prepare you as accurate a quotation as possible. Some important points:

1. Do you know exactly what you require?

If you do, this will save you a lot of time and money. If you're unsure how your cover should look, I'd recommend browsing the book section of Amazon or other online bookstores. Sending your designer a few examples of covers 'you like the look of' will make the process **much** easier!

2. The cheapest is not always the best:

I'm sure there are many designers cheaper than myself, but I know there are also many far costlier (with much less experience!). I've designed over 4,000 book covers (at time of writing) and with all the technical requirements of graphic design I would say that experience is better than a low fee. The vast majority of my clients have continued to give me work over the years, so hopefully you'll feel equally comfortable working with me.

3. Understanding of roles:

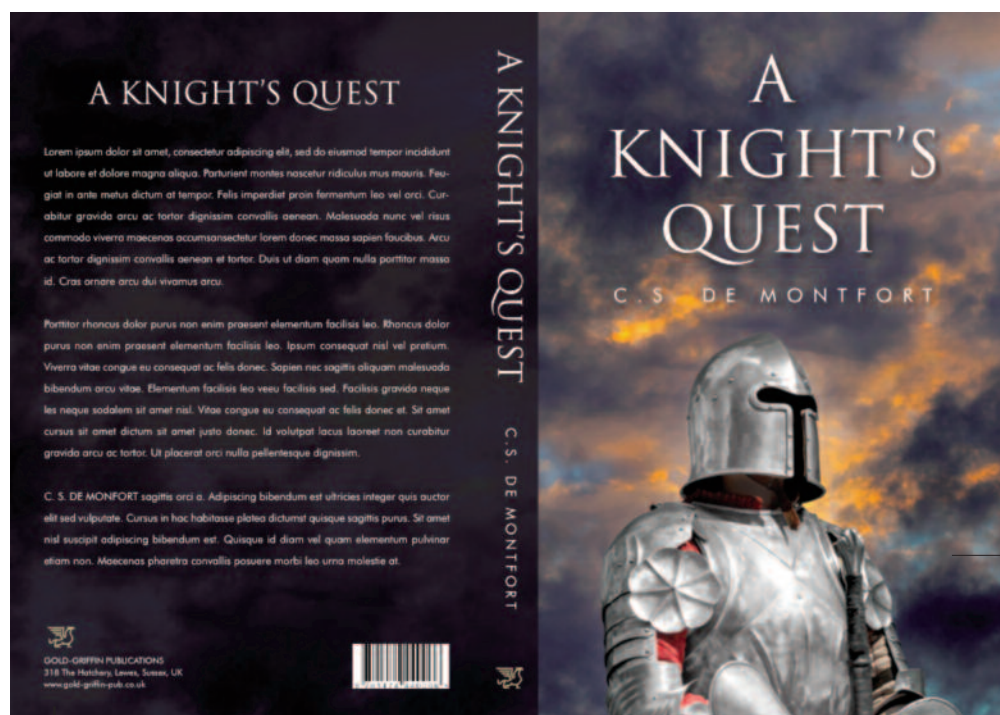
It's the designer's role to 'assemble' your book cover for you - s/he will layout your cover design to the printer's requirements, using design software, and will offer advice where appropriate. They can retouch images if necessary, suggest suitable typefaces and try to ensure the 'final artwork' that goes to the printer is as-per the printer's specifications. It's not the designer's role to create cover illustrations from scratch (that's an illustrator's role), or to keep on supplying countless design options until you're satisfied (a fixed number of edits is agreed at the start of the job, otherwise costs will escalate). That said, most designers will try and be as flexible as possible.

4. Do you have all you need, prior to hiring a designer?

Some things you'll need:

- A **print company** to print your book; your designer will need to liaise with them at some point, eg. to confirm all book measurements are correct.
- A **barcode/ISBN** number. There are multiple online sources for this, depending on where you live etc. Your printer should be able to assist.
- A **hi-resolution image** for your book. If you're supplying a cover image/s to your designer (as opposed to arranging for them to source one for you), ensure your pic is high-quality (ie. 300dpi in resolution).
- **Finished, edited 'blurb'** (backpage text for your book); supply this as a Word file.
- The **funds** to pay for the design and printing of the book! My payment terms are 50% in advance for designing a book, with the remaining 50% on completion, prior to sending the artwork to printer. If you need any further info about my rates or services, please get in touch. Email: cliffordhayes@mac.com

HERE IS AN EXAMPLE BOOK COVER, WITH ITS COST BREAKDOWN ('SILVER' COST PACKAGE)



Client wanted 6 x different designs to choose from, before choosing this design. Three sets of minor amendments were made to the design. Once complete, final artwork was supplied to the client's book print company.

**Cost: £275
(US\$360)**

Hi-resolution image was obtained from a photo-library.

**Extra Cost: £40
(US\$52)**

Client wanted a company logo creating, as a separate project.

Extra Cost: £75 (US\$98)