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**UNIVERSITY *of* VIRGINIA PRESS**

**Book Cover Design Author Questionnaire**

Your book’s cover will be your audience’s first encounter with your work. You, as author, know your work best, and so your answers to the questions below will help us understand and most effectively convey your book’s central themes and aims graphically. We welcome and thank you for your input.

Name(s), as it should appear on the cover:

Book title and subtitle:

**1. Central Idea/Theme/Argument**

In one or two sentences, please tell us the central idea/theme of your book. What is your book arguing or trying to convey?

**2. Image Suggestions**

Are there any images that you think would effectively convey the themes and period of your work? If specific images do not come to mind, are there certain archives or repositories that might prove useful resources? If the image is in the book’s interior, please provide the figure number.

**3. Concepts**

If there is a design concept or metaphor that you think might be appropriate for your book’s cover, please let us know. It is also important for us to know if there are any particular images, colors, or themes our designers should avoid.

**4. Examples**

Are there examples of relevant book covers that you find particularly effective? (Please feel free also to mention any relevant covers with treatments that you think are particularly ineffective or inappropriate.)

**5. Anything Else?**

Is there anything else about your book that you would like to communicate to the designer?

*Please be aware that book covers are considered marketing tools, and so although we solicit and highly value your input, the final decision rests with the Press. Please also note that it is important that for any images you suggest, permissions be available and affordable for cover use. Typically, authors are responsible for permissions fees.*