

Have you ever wanted to soar through the sky on a magic carpet? Ride a dragon? Fly a spaceship?!

Dive imagination first into the spectacular stories in this year's collection of the Young Writer's Prize, where ANYTHING is possible.

Written by talented young writers aged 6 - 11 from all over the world, Fresher Publishing proudly presents the 'Big Book of Imagination'. In this shortlisted collection of entries for 2022's Young Writer's Prize, you'll find yourself lost in the most treasured of tales, and the wildest of imaginations.

Strap in...this one's going to be an adventure to remember.



BIG BOOK OF IMAGINATION

Young Writers Prize 2022

WEP Publishing Assignment COVER PAGE FORM

Please cut-and-paste this cover page form into your assignment document. If you do not submit this coversheet, you will lose marks.

RATIONALE

Write a 500-word rationale, reflecting on your creative process and contextualizing your design and blurb in the context of the publishing industry.

Book Cover Rationale (NOTE: this **is not assessed** but will support your work):

When conceptualising the design for my book cover, my priority was to focus on the client's specific requests, in this case being Director Emma Scattergood, just as this would be the case within the publishing industry. I worked around utilising their new illustration of 'Sadie', playing the role of their new ambassador. This was important to me as Emma seemed keen for her involvement in the design.

With this in mind, I began to think of the imagination of Sadie, what she's be sat on, and what her surroundings would consist of, empathising with the reader's interests. I placed her on a magic carpet, leaving a huge scope for possibility around the design. From here the concept grew around her. A night sky seemed exciting, representing a dream like state of floating above the clouds. Within the mind of a young child, I would be drawn to the concept of flying through the clouds, with endless possibilities, and a feeling of freedom. I aimed to provoke feelings within the target audience to make them feel they could escape into any possibility.

From here, considering the client mentioned a keen interest in a new name for the book, I wanted it to stand out, however be able to be applied to any entry the book held within it. 'Big Book of Imagination' deemed an appropriate title to meet both these aims, whilst still calling intrigue from its target audience. I also wanted to include 'Young Writers Prize 2022' as part of the title due to the client's request. I wanted the text to be large, bold and striking, contrasting the back drop, so went for a golden yellow colour, which also compliments the other features within the design. I chose 'Brother 1816 Printed' font, which presents a playful, lighthearted feel whilst still remaining bold and clean.

Keeping in mind what would appeal to the target audience, and I began to introduce Sadie's companions, trying to keep it simple and not draw focus from her as the main image. These creatures featured are diverse, allowing any child to relate to their own imaginative stories. I wanted to somehow have a continuous feature from front cover to back, thus came the idea of the trail of the magic carpet, created by manipulating a simple filled rectangle, which gives the design a sense of movement, further bringing the image to life.

I took care within the details, to edit each feature so it looked clean and polished, presenting a professional touch. I also added a light shadow under each figure sat on the magic carpet, to add dimension to the design.

Finally, the blurb was written based upon the features within title and design, referring to both these assets to show consistency, and bringing the design together. Whilst ensuring I included all the relevant information about the reason behind the book, the young authors, and its contents, I wanted to cleverly combine this with language that would make the reader feel excited to be a part of this experience. I used language like "Have you ever wanted to...?" to relate to the reader, and make them feel a part of the journey. Ending the blurb with language like "strap in", makes the reader feel they are already falling "imagination first" into the book's contents.