

Project Document
Graphic Design

Competition 40

April 9, 2009



Book Jacket & Bookmark

Project Description

We are asking you to create the design of a book jacket and also to design a bookmark that will be distributed to the public during book signings with the author. The title of the book is “Meltdown.” The author is Patrick J. Michaels, a research professor of environmental sciences at the University of Virginia and visiting scientist with the Marshall Institute in Washington, D.C.

Book Synopsis

Why is news about global warming always bad? Why do scientists so often offer dire predictions about the future of the environment? In *Meltdown*, climatologist Patrick J. Michaels says it's only natural. He argues that the way we do science today--when issues compete with each other for monopoly funding by the federal government--creates a culture of exaggeration and a political community that then takes credit for having saved us from certain doom.

Michaels starts with a succinct discussion of climate-change science and then unrolls a litany of falsehood, exaggeration, and misstatement. He cites hundreds of errors and exaggerations in scientific papers, news reports, and television sound bites--from the “National Assessment” of global warming, a Clinton-era document that used computer models that its authors knew did not work, to the infamous New York Times story about the melting of the North Pole, published in September 2000 and halfheartedly retracted three weeks later.

An eminently readable and often humorous critique, *Meltdown* explains why these exaggerations persist and what to do about them.

Target market:

Large audience, targeting environmentalists

Required Elements

1) Jacket

- a) Cover: Illustration/s, photo/s, Book title, Author, Text 1
- b) Back: Illustration/s, photo/s, Printer's logo, Text 2, bar code
- c) Flap 1: Editor's logo, Text 3
- d) Flap 2: Author's photo - adjust as required, Text 4
- e) Spine: Book title, author's last name, Printer's logo

2) **Bookmark:** Book title, Author, Illustration/s, photo/s, Printer's logo

Supplied Elements

Printer's logo • photos for cover • photo of author • text

Technical Specifications

Jacket

- One-sided printing
- Open trim size: 10" x 16" ; flaps 2.75" each, spine 1.5"
- Colour: 4 colour process (Note: the workflow is CMYK colour mode only)
- Bleed: 0.125" (if required by the design)

Bookmark

- Two-sided printing
- 8-up on a 8" X 10.5" format (including bleed and trim lines or die line)
- Colour: 4 colour process (Note: the workflow is CMYK colour mode only)
- Bleed: 0.125" (if required by the design)

Production

You must deliver

For the Jacket:

- 1) 1 non-trimmed colour composite printout (with bleed, trim & fold lines)
- 2) 1 trimmed colour composite printout
- 3) 1 PDF for press (with bleed, trim & fold lines and registration marks)
- 4) 1 final folder - must include all digital files & fonts and a PDF file exported for print.

For the Bookmark:

- 1) 1 non-trimmed colour composite printout of the 8-up imposition
- 2) 1 trimmed and assembled colour composite of 1 bookmark
- 3) 1 PDF for press (with bleed, trim lines or die line, and registration marks)
- 4) 1 final folder - must include all digital files & fonts and a PDF file exported for print.

Required Text

(this text is available in digital format)

1) Front Cover

“Meltdown”
The Predictable Distortion of Global Warming

by Scientists, Politicians, and the Media
Patrick J. Michaels

+ publisher’s name & logo (supplied)

2) Spine

“Meltdown”
The Predictable Distortion of Global Warming
by Scientists, Politicians, and the Media
Patrick J. Michaels

+ publisher’s name & logo (supplied)

3) Back Flap - Author’s Bio.

Michaels is a research professor of environmental sciences at the University of Virginia and visiting scientist with the Marshall Institute in Washington, D.C. He is a past president of the American Association of State Climatologists and was program chair for the Committee on Applied Climatology of the American Meteorological Society. Michaels is a contributing author and reviewer of the United Nations Intergovernmental Panel on Climate Change. His writing has been published in the major scientific journals, including *Climate Research*, *Climatic Change*, *Geophysical Research Letters*, *Journal of Climate*, *Nature*, and *Science*, as well as in popular serials such as the *Washington Post*, *Washington Times*, *Los Angeles Times*, *USA Today*, *Houston Chronicle*, and *Journal of Commerce*. He was an author of the climate “paper of the year” awarded by the Association of American Geographers in 2004. He has appeared on ABC, NPR’s “All Things Considered,” PBS, Fox News Channel, CNN, MSNBC, CNBC, BBC and Voice of America. According to *Nature* magazine, Pat Michaels may be the most popular lecturer in the nation on the subject of global warming. Michaels holds A.B. and S.M. degrees in biological sciences and plant ecology from the University of Chicago, and he received a Ph.D. in ecological climatology from the University of Wisconsin at Madison in 1979.

+ publisher’s name & logo (supplied)

+ author’s photo (supplied)

Required Text

(this text is available in digital format)

4) Front Flap – book synopsis

Why is news about global warming always bad? Why do scientists so often offer dire predictions about the future of the environment? In *Meltdown*, climatologist Patrick J. Michaels says it's only natural. He argues that the way we do science today--when issues compete with each other for monopoly funding by the federal government--creates a culture of exaggeration and a political community that then takes credit for having saved us from certain doom.

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5) Back Cover – reviews

"This powerful, lucid, fluent book is a triumph of science over superstition. Pat Michaels, a gifted climatologist, tells the straight truth about the hysteria and ignorance surrounding climate change and how the scientific establishment has been led astray."
—James K. Glassman, Resident Fellow, American Enterprise Institute

"Pat Michaels has written another fascinating and useful book. . . . I urge everyone, regardless of the extent of his science background, to read *Meltdown*. But be prepared to change your way of thinking. Just let go of your preconceived ideas, strap yourself in, and enjoy the ride!"

—George H. Taylor, Past President, American Association of State Climatologists

"Patrick Michaels fully exploits his incomparable wit and credentialed expertise to dismantle the claim that catastrophic climate change is upon us. Using dozens of examples, this working-stiff climatologist exposes the exaggerations and outright falsehoods promoted by a media industry hungry for 'if it bleeds, it leads' stories."

—John R. Christy, Director, Earth System Science Center at the University of Alabama at Huntsville

Rubric

60%	Technical elements (objective part):		Jacket	Bookmark	Total
1.	Format				
1.1	The jacket and all flaps are at the correct size		2		/2
1.2	The bookmark 8-up using correct size			2	/2
2.	Images				
2.1	Correct resolution of all used images		4	3	/7
2.2	Correct colour mode of all used images		3	2	/5
2.3	Correct file format of all used images (tiff, eps, psd, dcs.)		4	3	/7
2.4	Correct colour profiles included in all linked images		2	1	/3
3.	Logo				
3.1	Editor's logo present according to guidelines		4		/4
4.	Layout				
4.1	All the required text is present (no text missing)		3		/3
4.2	All the required elements are present in the correct areas (as indicated in the instructions)		2	1	/3
4.3	Bleed, fold lines are present in layout		3	1	/4
4.4	The appropriate application has been used		3	1	/4
5.	Print and saving				
5.1	Non trimmed colour composite of the jacket and the bookmark		2	2	/4
5.2	PDF document for press (including bleed, fold lines and all colours)		3	3	/6
5.3	Complete final folder for archiving (fonts, images, files)		3	3	/6
				subtotal	/60
40%	Creative and aesthetic elements (subjective)				
1.1	Ideas and originality		8	4	/12
1.2	Quality of colour adjustment of author's photo				/2
1.3	Jacket and bookmark relate to each other				/2
1.4	Suitability and legibility of typography		6	2	/8
1.5	Suitability and use of colours		6	2	/8
1.6	Overall quality of the design for target market				/8
				subtotal	/40
	Competitor #		Total		/100