

Poems of the Decade 2011-2020 Cover Design Brief

The Poems of the Decade is an anthology produced each decade to celebrate the best poems from the proceeding ten years. It functions both as a greatest hits of the last decade album and as a way to understand what changes are happening within the artform.

The poems are selected from the annual Forward Prize for Poetry. Of the large UK poetry prizes the Forward Prizes and books are seen as the cutting edge and challenging prize, akin to the Turner Prizes in the art world.

The book is both an overview for poetry fans and a way in for those unfamiliar with contemporary poetry. A previous Poems of the Decade anthology was selected as an A Level set text. It contains around 70 poems, one per poet. Some of the poets are already famous, some virtually unknown, and the anthology contains a wide range of poetry styles.

Front Cover

The cover must be a clean, stylish, contemporary design that will make an impact even when reproduced very small (on Twitter, Amazon). We are looking for something that will appeal to those who do not normally buy poetry books. There should be a sense of celebration and verve.

We want to avoid 'aging' effects. While the design can have a retro influence, it must shout 'new'.

We want to avoid anything that could remind readers of textbooks or company brochures.

We want to avoid anything that seems childish or specifically educational.

We want to avoid anything that seems cosy or sentimental.

We want to avoid anything that suggests the amateur or home-made.

Title: "Poems of the Decade"

Tag line: "An Anthology of the Forward Books of Poetry 2011-2020"

Back Cover

Should include:

"Poems of the Decade"

"An Anthology of the Forward Books of Poetry 2011-2020"

"Selected by William Sieghart, Founder of the Forward Prizes"

c. 80 word blurb (copy in progress)

c. 30 word endorsement (copy in progress)

Price £9.99

Barcode



Logos of Forward Arts Foundation, Arts Council England and Bookmark

Dimensions

Trim size 216x135mm. We won't know the exact spine width until the end of the selection process but the last one was 14mm.

Spine

Title for spine: "Poems of the Decade: An Anthology of the Forward Books of Poetry 2011-2020"

Logo on the bottom of the spine is the Bookmark roundel.

Include some form of eye-catching detail. It can be something very simple but should cause the spine to stand out in a bookshop.

Usage

The cover will be used both in the UK and Overseas.

We will ask you to supply the design files in case we discover a need to amend the blurb after the project deadline.

Timeline

Mon 26 Oct – applications close

Mon 2 Nov – artist selected

Mon 9 Nov – first roughs sent to Forward Arts Foundation

Mon 23 Nov – projected project deadline

Designer may be requested to use Lorem Ipsum while text is finalised.

Fee

Our budget is £600

The fee includes up to 3 revisions of roughs and 3 amends to delivered artwork.

In the unlikely event of project cancellation or rejection we will follow AOI remuneration guidelines.

Applications

Please send a portfolio highlighting examples of your previous work that you believe will be particularly relevant to this project to jobs@forwardartsfoundation.org by 5pm Monday 26 October.