

## **Forward Book of Poetry 2022 Cover Design Brief**

The Forward Book of Poetry is an annual anthology which celebrates the best poems from published in UK and Ireland over the proceeding 12 months. The books are released in autumn and are named for the coming year, so Forward Book of Poetry 2022 will be released September 2021.

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

The judges read over 200 book of poems and over 200 individual poems sent in by poetry magazines and journals. The anthology includes work by the 15 poets shortlisted for the Forward Prizes, plus 50 commended poets showing range and depth of the year in poetry.

The book is both book essential reading for seasoned poetry enthusiasts and a perfect introduction for new readers alike. It contains 75 poems by 65 poets. 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 habitually 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: "The Forward Book of Poetry 2022"

Tag line: "The Best Poems from the Forward Prizes"

### Back Cover

Should include:

"The Forward Book of Poetry 2022"

c. 80 word blurb (copy tbc)

c. 30 word endorsement (copy tbc)



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 12mm.

### Spine

Title for spine: "The Forward Book of Poetry 2022"

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

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.

The cover needs to be ready for promotion in December 2020. The prizes don't open until 2021 and some blurb details may not be confirmed at that stage. Therefore, we may ask you to use Lorem Ipsum in the blurb and will ask you to supply the design files so we can amend our copy.

### 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

### 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](mailto:jobs@forwardartsfoundation.org) by 5pm Monday 26 October.