

## Forward Book of Poetry 2023 Cover Design Brief

The Forward Book of Poetry is an annual anthology which celebrates the best poems published in UK and Ireland over the preceding 12 months. The books are released in autumn and are named for the coming year, so Forward Book of Poetry 2023 will be released September 2022.

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, akin to the Turner Prizes in the art world.

The judges read over 200 books 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 essential reading for seasoned poetry enthusiasts and a perfect introduction for new readers alike. 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 social media, websites). 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 2023"

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

### Back Cover

Should include:

"The Forward Book of Poetry 2023"

c. 80 word blurb (copy tbc)

c. 30 word endorsement (copy tbc)

Price (tbc)

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 2023"

Logo on the bottom of the spine is the Forward Poetry Prizes 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 2021. The prizes don't open until 2022 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 20 Sept – applications open

Mon 25 Oct – applications close

Mon 8 Nov – artist selected

Mon 15 Nov – first roughs sent to Forward Arts Foundation

Mon 6 Dec – 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, along with a completed Equal Opportunities monitoring form, to [jobs@forwardartsfoundation.org](mailto:jobs@forwardartsfoundation.org) by 5pm Monday 25 October.