



# BOOK COVER DESIGN MISTAKES YOU SHOULD AVOID

CHECKLIST

**MIBLART**

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# MISTAKES

**#1** - *Lack of intrigue*

**#2** - *Bad font choice*


**#3** - *Bland design and dull colors*

**#4** - *Too many visual elements*

**#5** - *Too much text on the cover*

**#6** - *Bad quality of images*

**#7** - *The design inappropriate to the genre*



A book cover design really matters. It is a tool that helps you sell books. If your cover lacks a high-quality, balanced design, readers will not choose your writing despite the excellent story they may find inside. Even minor changes in some elements can boost the sales of your book.

Here's the list of the most common mistakes indie authors make when designing their book covers. Being aware of the things that work poorly, it will be easier for you to communicate with designers, give them constructive feedback and, as a result, get the desired cover.

To better understand what we mean, we'll show you the examples of the covers the authors decided to redesign and the results of these changes made by MiblArt.

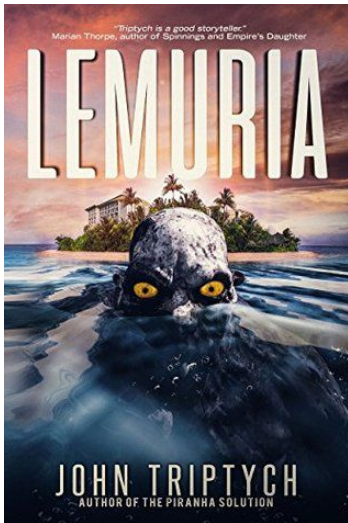
What is more, get a free bonus - useful advice on how to make your cover (both existing and upcoming) eye-catching.

Contact us at [team@miblart.com](mailto:team@miblart.com) to get more information.

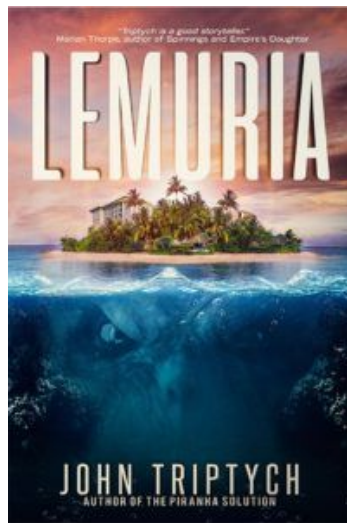
## Mistake #1 - Lack of intrigue

The book cover should allude to the story but not wholly disclose what the book delivers. It's better to avoid banal pictures, which make the plot obvious.

*Before*



*After*

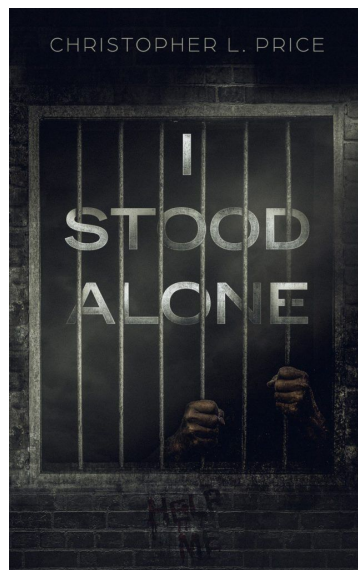


In the first book cover, you can see a monster above the smooth surface of the water. Meanwhile, the beast remains underwater in the second cover and arouses more interest to the plot.

*Before*



*After*



Here, we can assume the story of an imprisoned protagonist. The first cover shows some transformation of the character, while the second cover induces to read the book and reveal the story behind the bar.

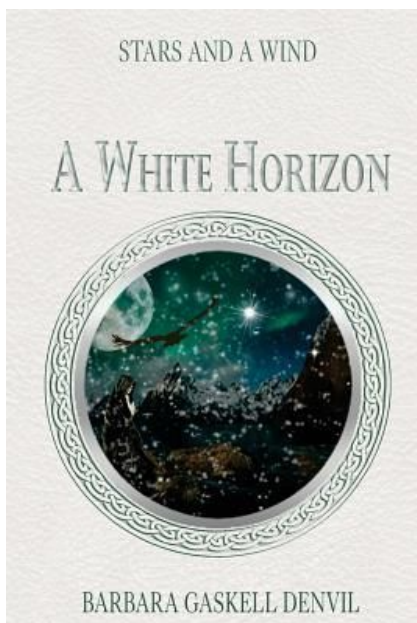
## Mistake #2 - Bad font choice

Typography is an essential element of the book cover design because it introduces a writer and his work to a reader.

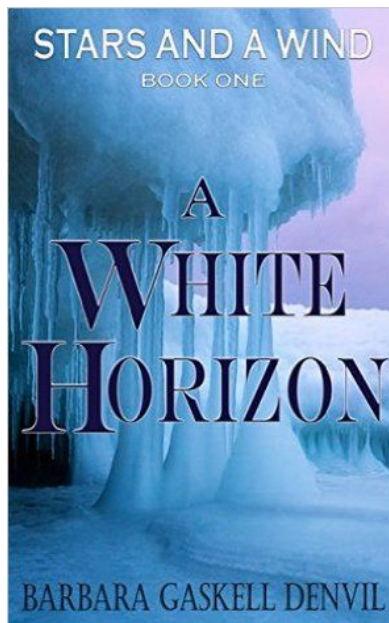
So, what are the mistakes?

- Typography doesn't communicate the right genre and mood. You can convey them with special colors, imagery, and even customized fonts.

*Before*



*Before*



*After*

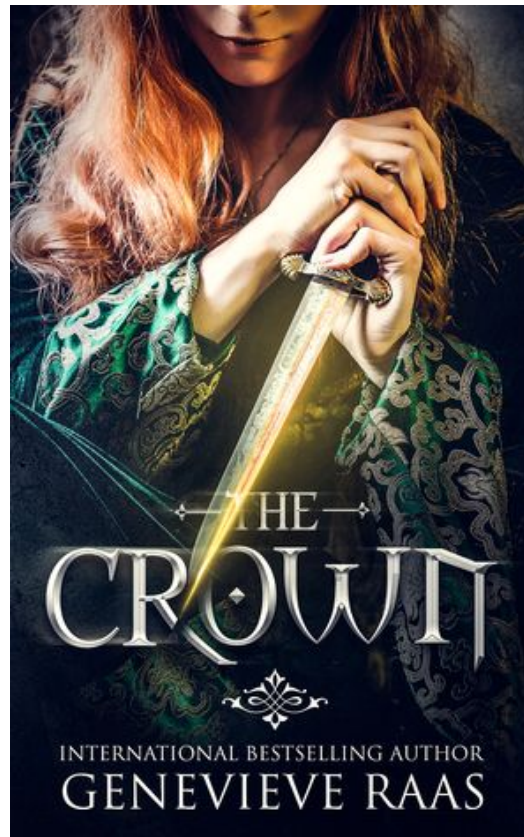


- The title is not readable in a small thumbnail on Amazon. It is essential to choose proper typography that can communicate with your readers, tell about you, as an author, and your work.

*Before*



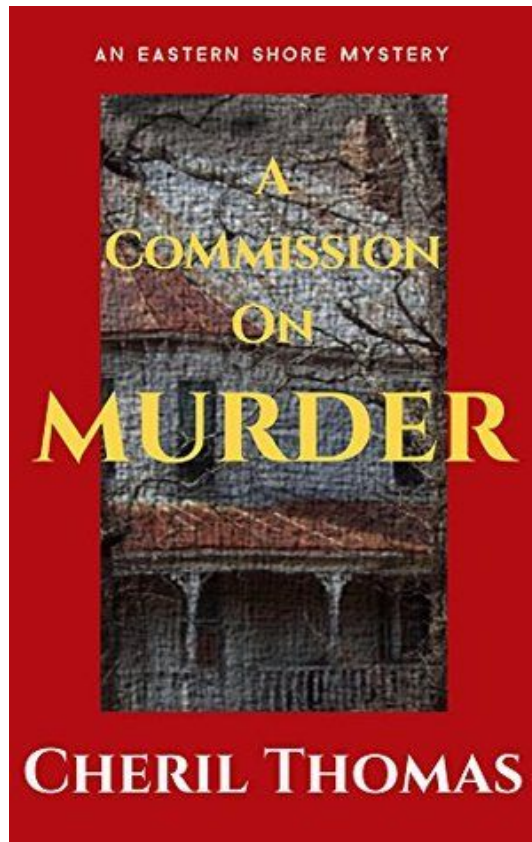
*After*



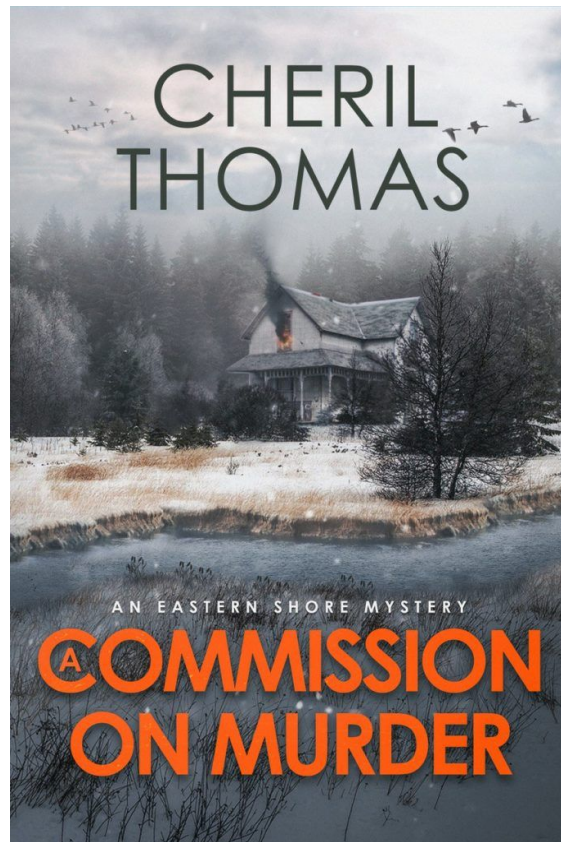


- When you combine different fonts, it makes the cover design exciting and engaging. Yet, a working rule is to use just two contrasting fonts.

*Before*

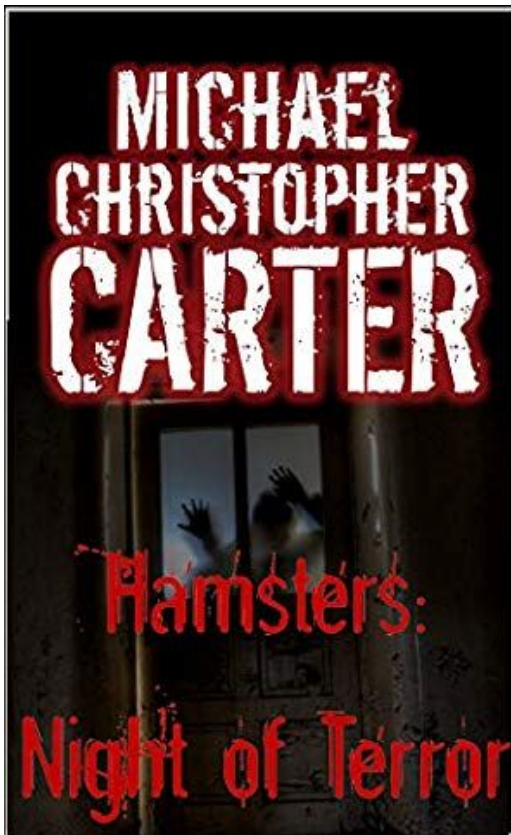


*After*

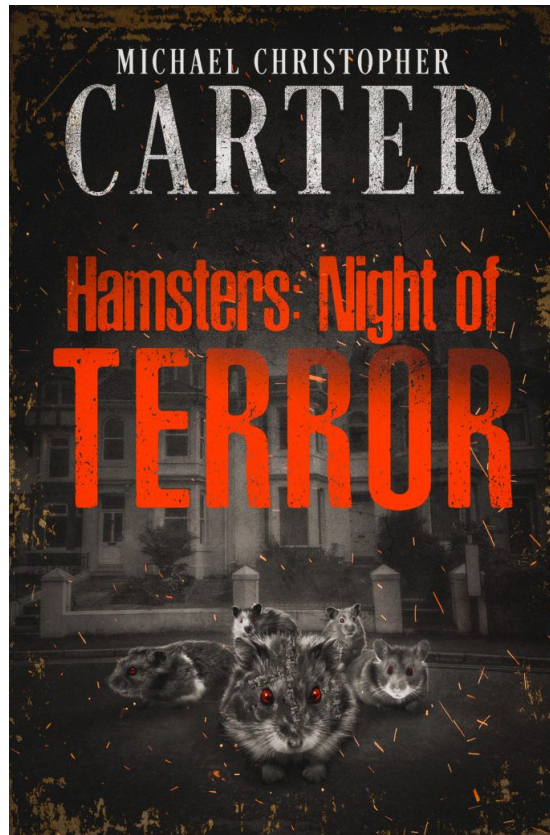


- It is undesirable to use large-sized typography for the author's name unless you're a bestselling writer or you're by ear.

*Before*



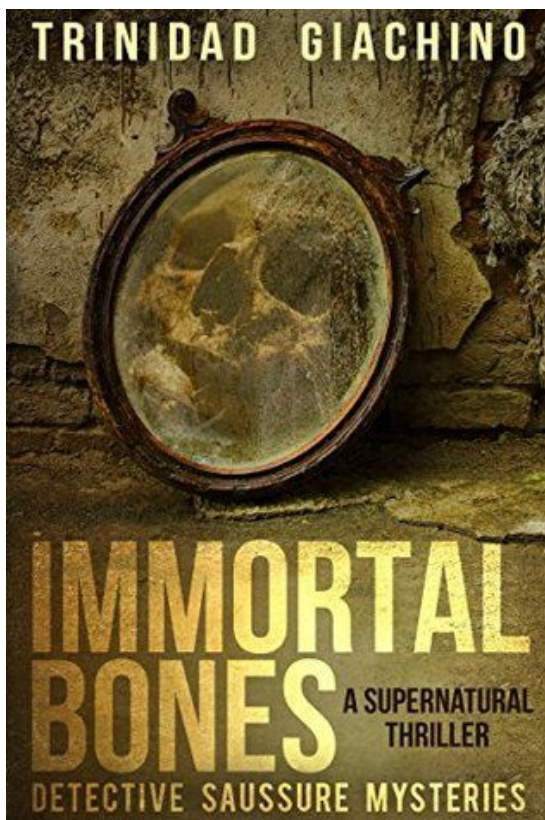
*After*



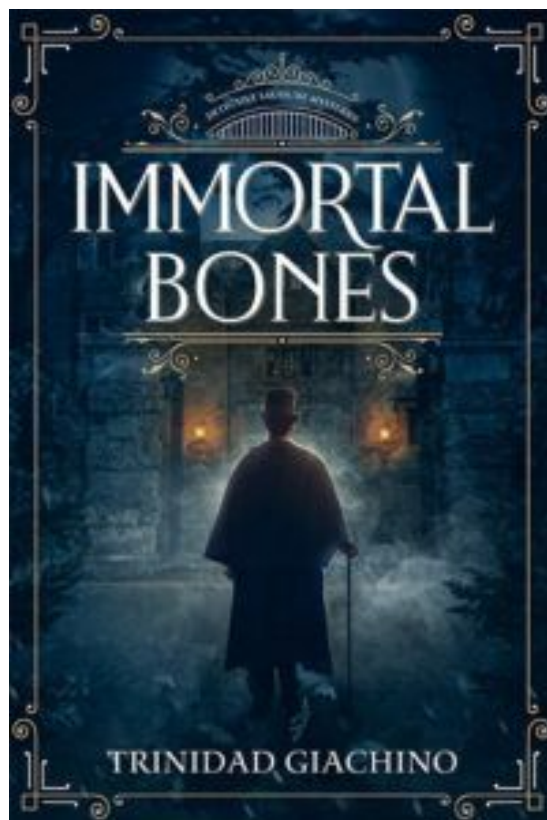


- You should use the same alignment for the title, subtitle, author's name, and the other text you want to place on the cover. It makes the cover look appropriately organized.

*Before*



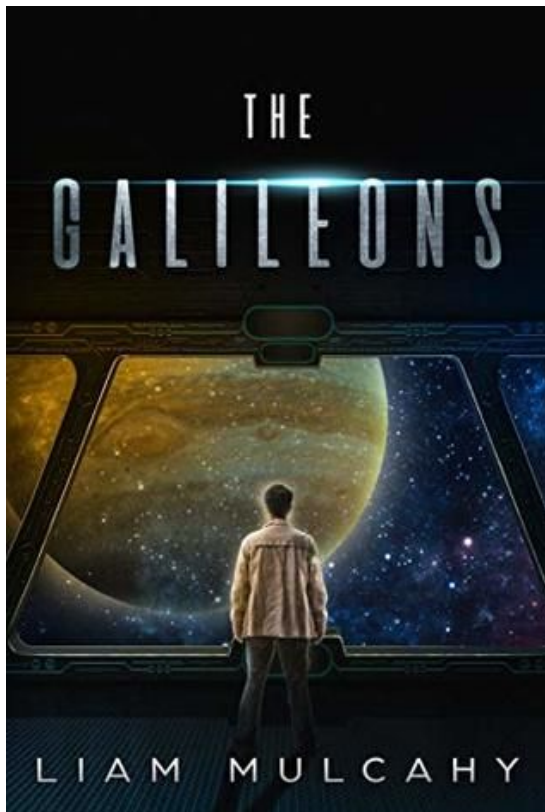
*After*



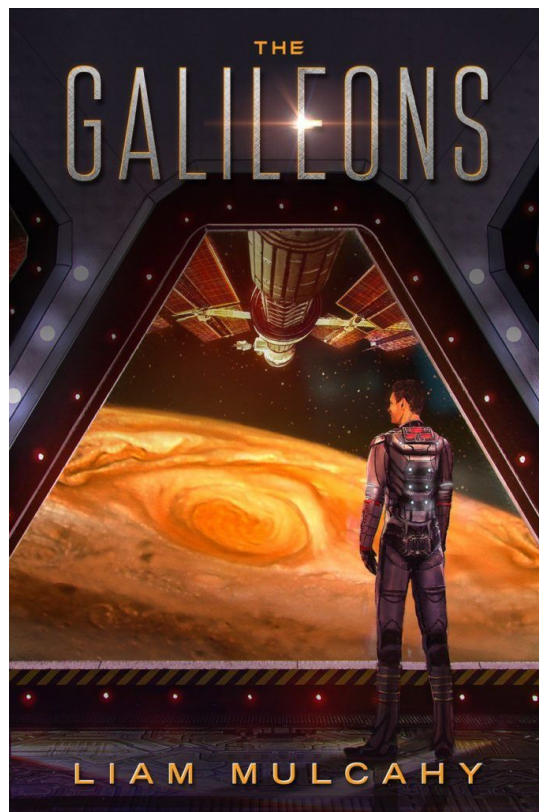
### Mistake # 3 - Bland design and dull colors

- Design lacks contrast, especially for such genres as fantasy, urban fantasy, science fiction. It is better to opt for the tints of contrasting colors to make a cover vivid.

*Before*



*After*



- The color of the title is very similar to the color of the background. It's preferable to opt for the contrasting to your background hues. It will make a cover more captivating.

*Before*



*After*

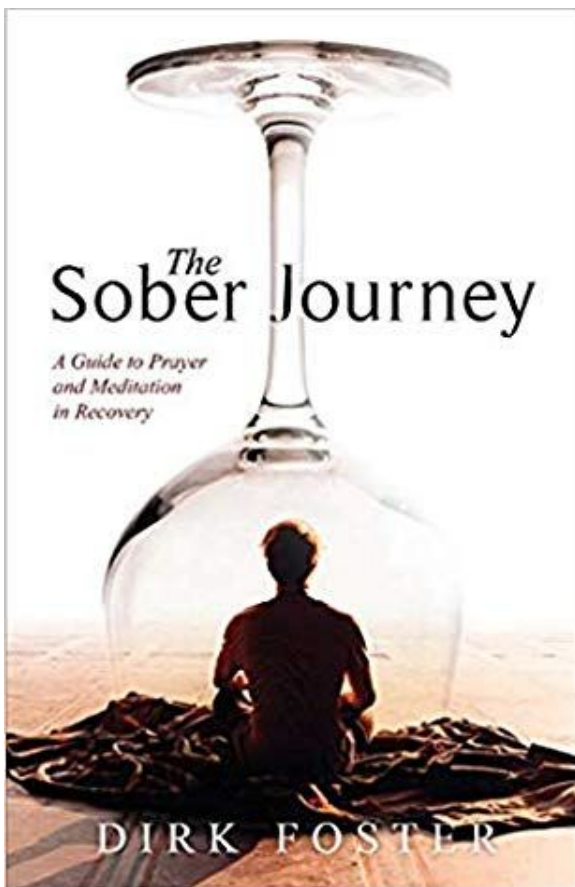




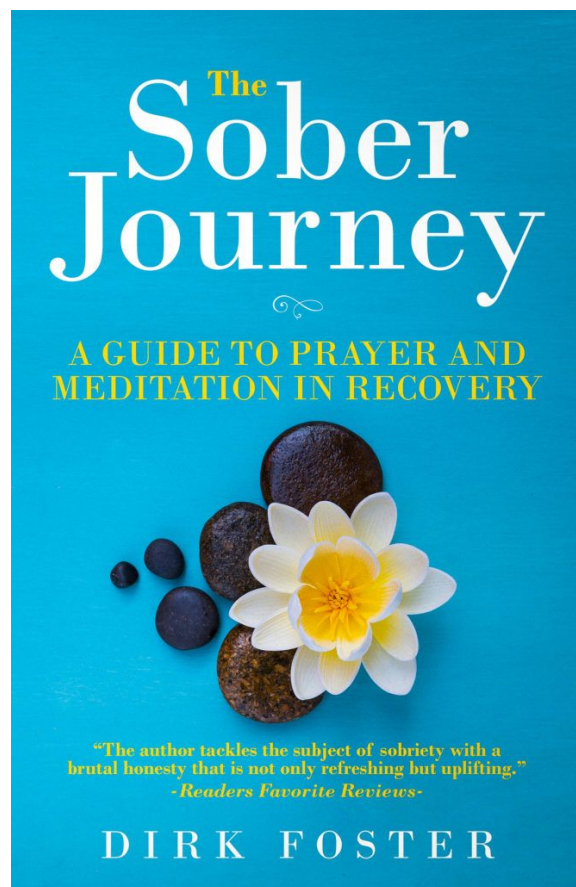
## Mistake # 4 - Too many visual elements

- The book cover design has to hint at the concept and principle ideas of the plot instead of revealing everything. Try to avoid many elements that give away story details and confuse the reader. An image with a symbolic meaning is a perfect choice.

*Before*



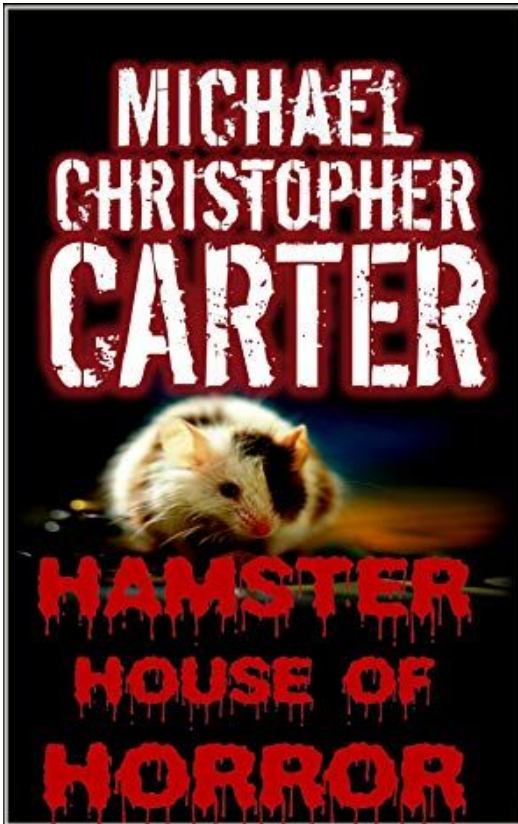
*After*



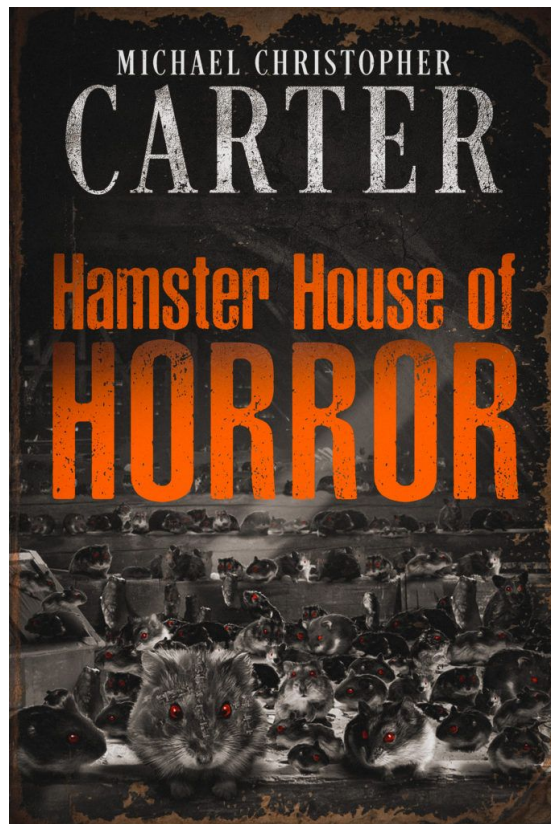
## Mistake # 5 - Too much text on the cover

- Long texts on fiction book covers look confusing and distracting. You can highlight essential words with different colors or enlarge their size.

*Before*



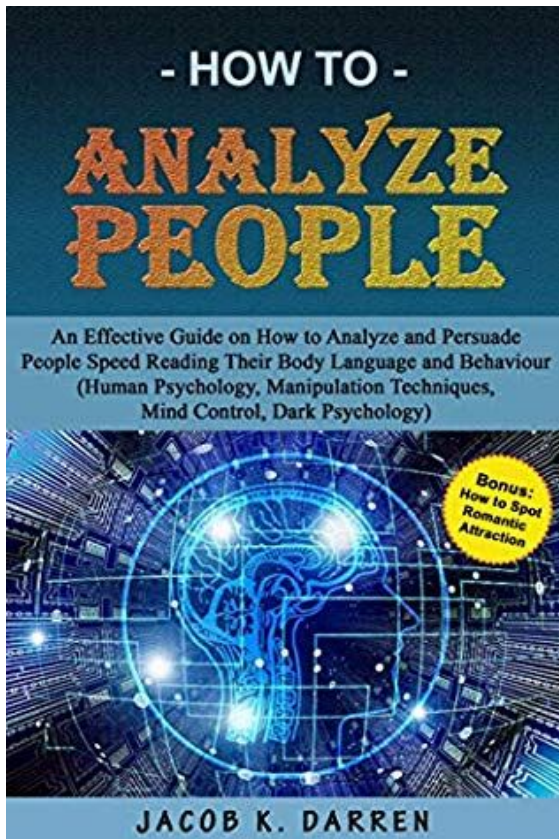
*After*



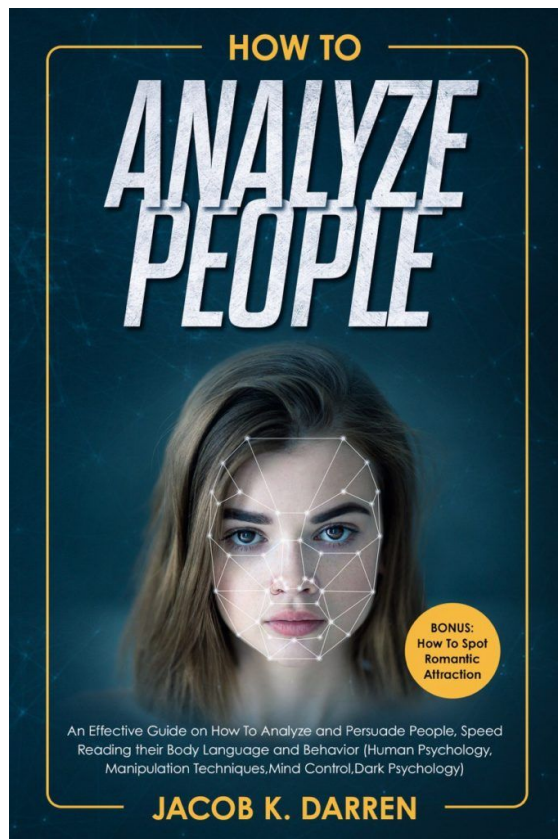


- Non-fiction book covers tend to have plenty of text that may spoil the overall design of the cover.

*Before*



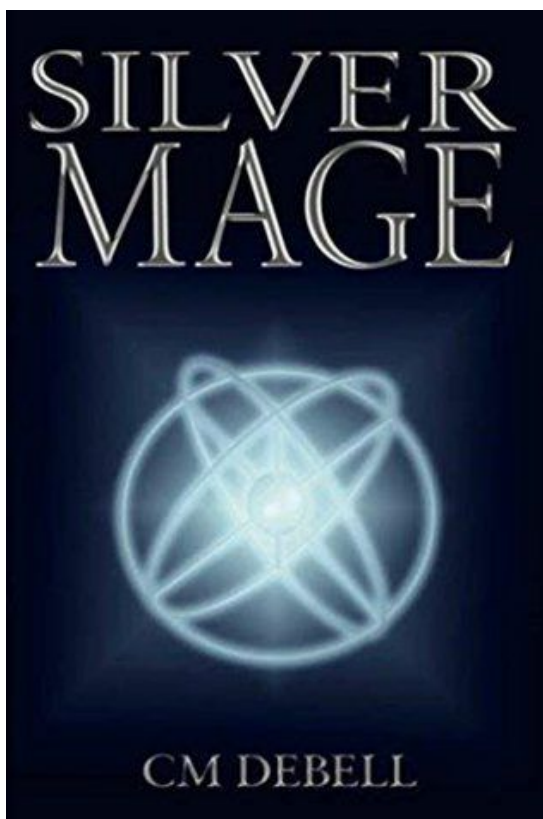
*After*



## Mistake # 6 - Bad quality of images

- Images with low resolution worsens the whole impression from the design. It's always better to choose high-quality pictures to make a book cover design eye-catching.

*Before*



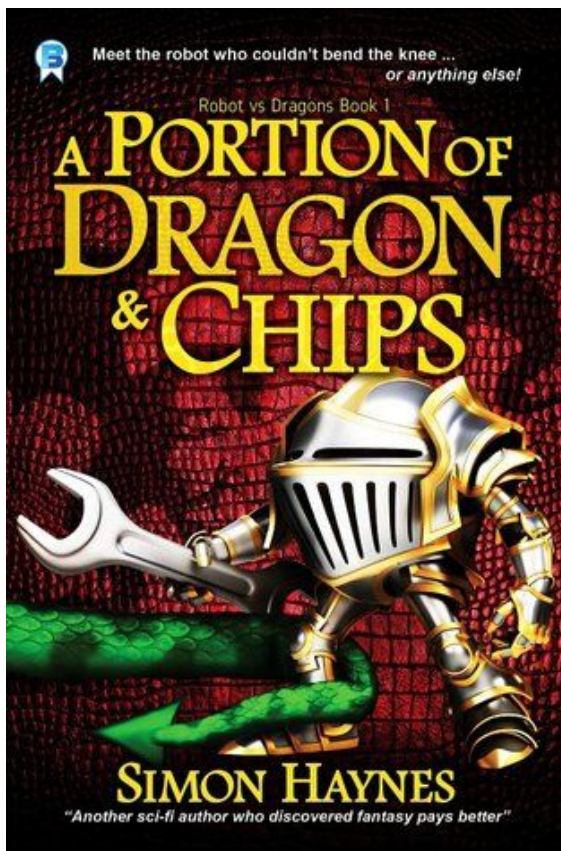
*After*



## Mistake #7 - The design inappropriate to the genre


- It's significant to stick to your genre. Use certain colors and key elements to convey the idea.

*Before*



*After*





Be creative! Implement your ideas, but keep in mind the list of the highlighted mistakes to make the design of your book cover even more impressive.

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