

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON COVER DESIGN ATTRACTING  
PEOPLE TO READ THE BOOK**

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## **ABSTRACT**

People often tend to judge something from the outside. As the proverb says, don't judge a book by its cover, some book readers do judge a book by its cover before purchasing or reading them. Sometimes, the book cover design fails to accurately represent the content and themes of the book. One thing about book covers is, that they should never be misleading because covers are all about information. Because book jackets are visual and involve artiness and pictures, it is very easy for readers to get sidetracked by the aesthetics. Moreover, people these days purchase the book online which means they see and judge the cover online instead of seeing the physical book, which plays role in their decision to read the book or not because the book covers aesthetic may be different on screen than the printed one. This study will analyze what kind of book covers make someone want to read the book and some psychology behind a good book cover design. Furthermore, this study will also analyze cover art matters and how it affected people to read the book and experience a pleasant reading experience. Therefore, we can conclude that there are many factors that play roles in people's reading, especially the book covers. A qualitative method will be used to complete this piece of writing. The survey approach will include up to 50 persons of different ages as respondents, and it will contain of book readers, non-book readers, and different book preferences. According to the findings, book covers do play a big role to someone in deciding either to read or purchase these books. Also, designers should be able to portray the content of the book through the book cover design to satisfy consumers' reading experience.

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