FINAO'S GUIDE TO STYLE

or, everything I ever wanted to know about creating Finao products but was afraid to ask...

HOW TO DESIGN AN ARMOUR, ICE OR EROTIKA COVER
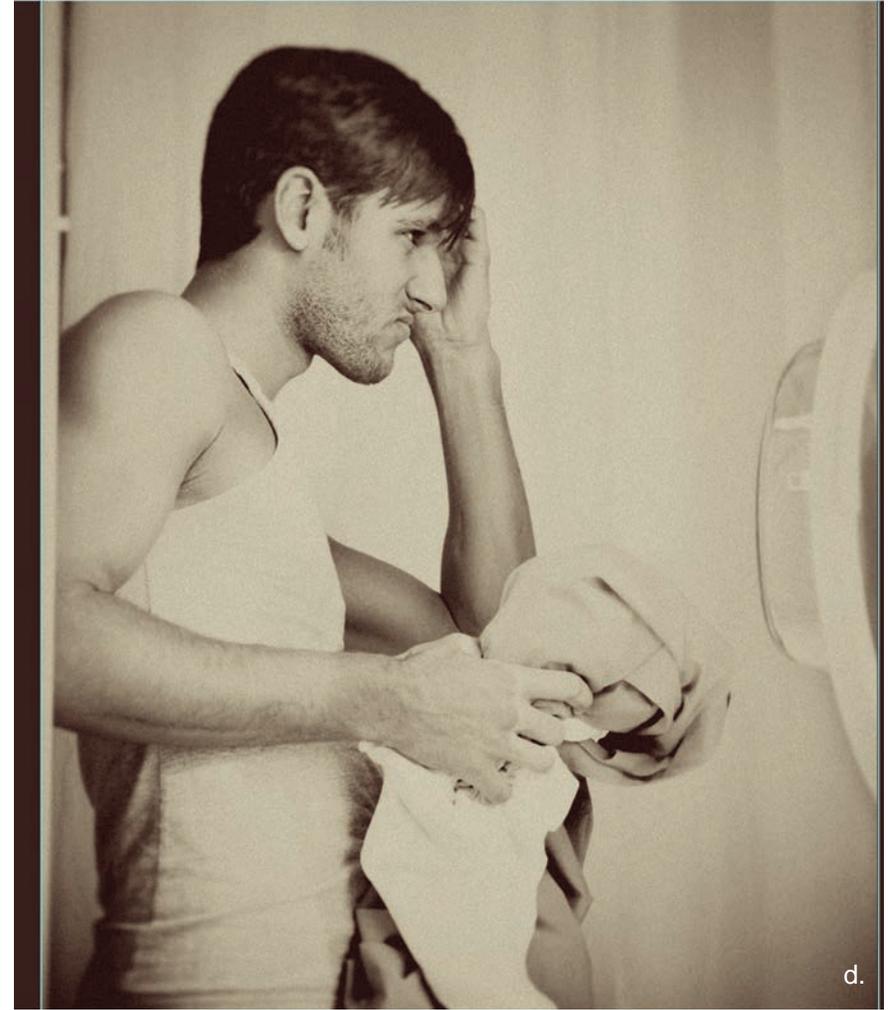
a.

b.

DESIGNING ARMOUR, ICE AND EROTIKA COVERS

Your template needs to be completely filled to the edges, flexible to allow for trimming and have no important information past the guidelines. The potential trim area is represented by the shaded area in example a.

At first glance, example a. may look good, however, notice that the man's arm runs the risk of getting covered up during the cover creation process. The entire template is filled but important information is in danger of being lost.

After trimming and covering, You may end up with something looking more like example b.

The reality is that it's not bad. If you had wanted more of the man's arm in the design, however, you would have needed to adjust the original image.

c.

d.

A common problem we see in Armour, ICE and Erotika covers, is example c. In example c, the image is only taken to the guidelines and the remaining background is filled in with a color. This is a bad design choice, folks. Why you ask? You may very well end up with something like example d.

Notice that not all of the background color ended up being covered by the leather spine on the left (oops, that looks like a mistake). Also, not all of the right side was trimmed in the process (that looks like another mistake). Save yourself a headache, fill your template properly and don't cut corners. :)