



What you need to know

When ordering a customised book cover from Amygdala Design

Getting started

The process begins with the customer filling out a price estimate form (http://www.amygdaladesign.net/?page_id=463). This will provide the designer with the basic information about your book, and what you have in mind for the cover. It will also give the designer an idea about the time and resources needed to complete the work on your cover.

We will get back to you by e-mail with a price estimate, within 1-2 days of receiving your form. The cost of your cover will depend on how detailed you want it to be. On occasion, you might be advised to scale things down a little – a cover which includes a lot of detail and a number of characters (people) usually doesn't look that good, and will also be unnecessarily expensive. One or two characters or objects, combined with a simple background, are usually the best way to achieve a stunning and eye-catching effect. But at the end of the day, this is a decision for you, the customer, and we will do our very best with whatever you decide you'd like.

If you agree to the estimated price, and are happy to go ahead with the process, you will be added to our "work-list". The turnaround time will depend on how many customers we are working with at the time, but normally we will send you the first draft in 1-2 weeks. If you are in a rush, please let us know!

The design process

Based on the information you provide on the price estimate form, we will proceed to working out a draft. For our customised covers, we use high quality and high resolution royalty-free stock images, purchased from Shutterstock, as a base. These are then combined with digital painting using a Wacom tablet and Adobe Photoshop.

When we have completed work on the draft, it will be delivered to you by e-mail. The draft is of the front cover only; the spine and back (if you've ordered a cover for print) will be

designed after we've received approval for the front. When we send across the draft, we will ask you to give your feedback. If you are happy with it, we will continue with the full cover. If you would like some changes, we will work out a second draft based on your comments. Included in the estimated price is up to 3 revisions. If you ask us to make more than 3 revisions, we will issue a new price estimate (minor changes, such as those of font, and other minor alterations, don't count as revisions, by the way). You will be informed of any increase on the original estimated cost before we continue.

If you have ordered a paperback/print cover, we will need the following information to complete the final cover:

- Book size (for example 6 x 9)
- Page count (how many pages the book will have)
- Back blurb (book description to go on the back cover)
- Whether your book will have cream or white pages

You might not have all this information to hand at the outset, but if you can send it to us as soon as you have it, we will be able to get the cover completed.

During the process, cover drafts cannot be shared online (Facebook, blogs, Twitter etc) for copyright reasons. As soon as the cover has been fully paid for you have the right to share the cover wherever you like.

Final delivery

E-book covers are delivered in jpeg in 3 sizes: Full size (300dpi), medium size (72dpi) and thumbnail. If you need any other size or file formats, please just let us know. You can also get your cover in 3D format for \$20 extra.

Paperback/print covers are delivered in jpeg and PDF. The jpeg is for display on the web, and the PDF is for upload to CreateSpace etc. Please be aware that the file for print will be in CMYK colors (required for printing), and might therefore have a little less vibrancy than the colors in the jpeg file. If you need any other sizes or file formats, please just let us know. You can also get your cover in 3D format for \$20 extra.

Unless the customer specifies a preference for another option, we use templates from CreateSpace for paperback covers.

Payment

- Payment is through PayPal.
- 50% is paid in advance, the remaining 50% when the front cover draft is approved.
- Invoices will be sent to you by e-mail.
- The first draft will be delivered to you on receipt of the first 50% payment
- The final cover will be delivered on receipt of the remaining 50%.
- We ask that invoices be paid within 2 weeks of receipt. If an invoice has not been paid within 4 weeks, an extra fee of \$30 a week will be added to the bill. In the unfortunate event of continued non-payment, legal action will be taken. If you have any problem making a payment, please contact us so that we can arrange a payment plan.

Changes/adjustments after payment

If you decide you'd like further changes to the cover after your final payment has been made, you will receive an invoice based on the time it takes us to input these changes. Even small changes at this stage – such as those of title, author name, back blurb and cover size – will incur an extra charge. On average, small changes of this nature will cost around \$30.

Have any questions?

Please don't hesitate to e-mail us at [**contact@amygdaladesign.net**](mailto:contact@amygdaladesign.net)

