**Project name:**

**Mathematics Book Cover/Bone Design**

**Task Description:**

We need a design for a new mathematics assessment book (practice book) for Upper Primary (which is Grade 5 & Grade 6) high achievers.

This book features series of questions which seemingly look the same, but are different with just one/few words differences.

Please refer to sample questions in the attached file which can be included in the design for the back cover.

**Aims of this book are:**

1. To test students’ competency in application of concepts for exam preparation

2. to stretch students’ knowledge and skills

**Requirements:**

**We require 5 components:**

1. Book Cover

2. Spine/Bone

3. Back

4. An iconic image/symbol for the book to represent smart kids. This icon will be used for the pages inside the book to decorate the numbering for the question.

5. Page layout design for pages inside the book - Icon for numbering of question and footer design

**Book Title:**

Smart Kids’ Problems (for Primary 5 & 6)

**Size:**

**-** B5 (176 x 250 mm)

- Estimated to be 190 pages based on 80 gm paper (Spine should be around 1cm)

**End Users:**

- Primary 5 or 6 (11 to 12 years old) top scorers or students who aspire to become a top scorer

**Target Audience:**

- Parents with children in primary 5 or 6

**Base Colour:**

**-** NO RED

**Design preferences:**

- Vibrant

- Modern

- Motivating

- Sophisticated

- Avoid kiddish looking design

**Design Details: (can refer to Design Details file attached)**

**Front Cover:**

**-** Silver badge Logo (in attached file) on the Top Left

- Book Title [play with text fonts/styles for the title, emphasize on smart kids’ (refer to sample title file)]

- Require a distinctive icon that represents a smart kid.

(Can be an Animal/Human of a cartoon, animation or shapes)

(No stock photos, easily copyrighted)

**Spine/Bone: 1cm wide, approximately 190 pages - Split into 3 parts,**

1. Upper (20% of the spine)

Include Text (P5 & P6)

2. Mid (50% of the book)

Include Text (Smart Kids’ Problems)

3. Lower (30% of the Book)

Include Text (Novel Learning Centre Private Limited)

**Back Design:**

1. Leave an overall space to allow 100 words for corporate write up.

2. Sample questions to be included as part of the design. (Refer to sample question file)

3. Leave some space for ISBN at the bottom right

**Page Layout Design inside the Book:**

(Can refer to Sample Page file attached)

**\*Design a page template with the following requirements:**

**Page design:**

**-** Require the same icon with the question number to be at the top left hand of the page.

**Footer Design:**

**-** Must include: Page Number on Right Bottom & Company name private limited on Left Bottom