

Book Cover Analysis Tool
Adapted from Dr. Frank Serafini's
Multimodal Ensemble Analysis Instrument

COMPOSITIONAL ANALYSIS

	Description	Notes	Meanings/Implications
Textual Elements			
Title/Subtitle	How is the title and/or subtitle presented? (e.g., color, size, position, etc.)		
Language	What verbs/nouns are used in the title? What do these suggest?		
Font(s)	What are the characteristics of the fonts used? (e.g., weight, color, serif/san serif, expanded/ condensed, etc.)		
Author(s)	How are the names of authors/editors presented? (e.g., color, size, position, etc.)		
Design Elements			
Media	What types of visual media are used? (e.g., photograph, line art, collage, etc.)		
Location (Information Value)	What is centered? What is located at the top/bottom? What is located on the edges?		
Composition	What design elements dominate the cover? (e.g., lines, shapes, colors, borders, etc.)		
Framing	How are textual elements (i.e., title, subtitle, author(s), etc.) used to frame the cover?		
Logo	How is the publisher identified? (e.g., color, size, position, etc.)		
Color Palette	What are the dominate colors on the cover? What are the subordinate colors on the cover?		
Overall	What meanings or feelings are constructed from the cover? What are your overall impressions?		

IDEATIONAL ANALYSIS

	Description	Notes	Meanings/Implications
Actors/Characters - Roles	Who is in the image? (e.g., race, gender, age) What roles do they play?		
Pose	How are the actors/characters posed?		
Vectors	What horizontal, vertical, or angled vectors are observed?		
Setting	What setting is included? Is the setting realistic or abstract?		
Objects	What objects other than people are included on the cover?		
Actions	What actions are being suggested?		

INTERPERSONAL ANALYSIS

	Description	Notes	Meanings/Implications
Gaze	Do the characters look at the viewer (demand) or away (offer)?		
Interpersonal Distance	How close or far is the viewer from the character(s)? (e.g., closer personal, etc..)		
Angle of Interaction	Is the viewer positioned above, below, or at eye level with the characters?		
Modality	Is the image realistic or abstract? Is the image posed or naturalistic?		
Framing	Are there any framing components or shapes in the image itself?		

IDEOLOGICAL ANALYSIS

	Description	Notes	Meanings/Implications
Keyword Associations	What keywords are included in the title, subtitle, or other text?		
Absence	Does anything seem to be missing from the image?		
Symbols	What potential symbols are included in the image?		
Appeal to Consumer	What is being used as the hook? What might compel/prevent buying the book?		
Implied Reader/Audience	Who is the implied reader of this book? What suggests this?		

FINAL THOUGHTS/IMPRESSIONS

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