

BESS STREETER ALDRICH DESIGN COMPETITION

THE CUTTERS By Bess Streeter Aldrich

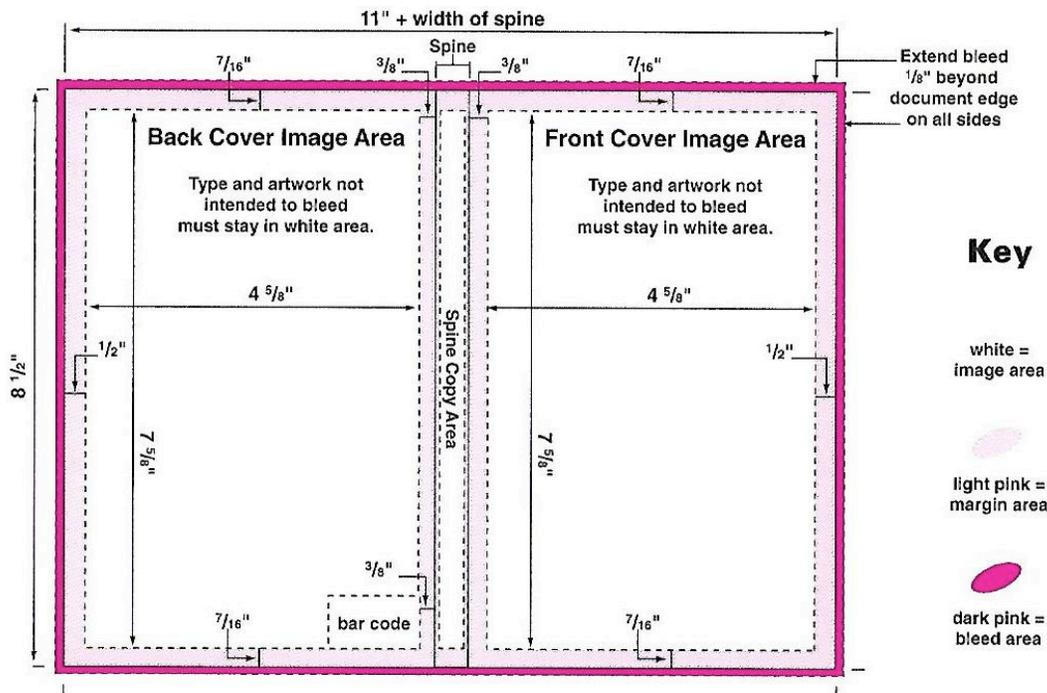
Objective: Bess Streeter Aldrich's novel THE CUTTERS (1926) is out of print; however, the copyright rights are about to expire. The Aldrich Foundation intends to reprint the book and is seeking designs for the new dust jacket/cover. The winner of this competition may be utilized in the reprint of the book.

Synopsis of the Story: All unhappy families are alike, but each happy family is happy in its own way. Take the Cutters. Although they live in a rambling white house in a midwestern town called Meadows, the Cutters are too real to stand in for the average All-American family created by pollsters, popular magazines, and television sitcoms. Big Ed Cutter is a lawyer, not destined for Easy Street. There are three sons and a daughter—not the right number of children. Gramma, who lives with them, is inimitably Gramma. Witty Nell Cutter is not a *Good Housekeeping* model, but she best illustrates Bess Streeter Aldrich's strength in drawing memorable characters. Whether she is decorating the house on a budget for wealthy guests, testing child-raising theories, or trying to make the daily loaf a little yeasty, Nell Cutter is not afraid to experiment. She may go out on a limb, but it is seldom a dead one.

Design Competition Guidelines: The content requirements include the title of the book, name of the author, information about the author, original publishing date, a short synopsis of the book, and a notation that the Bess Streeter Aldrich Foundation benefits from the sale of this book. Enough room for a 13-digit ISBN Number (Back Cover, Lower Right, 2 3/8" x 1 3/8"). The designer can include the overall design elements of his/her choice.

Morris Publishing of Kearney, Nebraska, has established the technological expectations for the design. Any computer program may be utilized in the production of the cover with the entry being submitted in pdf format with up to three files (front, spine, and back cover). Technological expectations must be followed.

- Document Width = 11" + width of spine (.688)
- Document Height = 8 1/2"
- Set image areas with margin .5" from the left and right edges, 7/16" (.4375) from the top and bottom edges, and 3/8" (.375) from both edges of the spine.
- The white areas are the image areas. Do not extend type or artwork beyond these areas unless it is intended to bleed. Center text and artwork within the image areas, not the document edges.
- If color or artwork bleeds, extend it into the margin areas 1/8" (.125) beyond the edge of the document on all four sides. The 1/8" bled area will be trimmed off.
- The bar code must be center in the white box measuring 2 3/8" x 1 3/8" (2.375 x 1.375). It can be placed anywhere on the bottom of the back cover, inside the image area. Do not place any text below the bar code.



Award/Prize(s): 1st Prize, \$100; 2nd Prize, \$50; 3rd Prize, \$25

Aldrich Foundation board members may not enter.

Open to amateur artists of all ages.

Scoring: The attached rubric will be used in scoring the competition.

Results: Winners will be notified in late March and invited to the Aldrich Foundation's spring banquet in April. A winners' list will be posted on the Bess Streeter Aldrich website (bessstreeteraldrich.org). The judges' critiques are available if they are requested via separate email to aldrichfoundation@gmail.com by the submission date. Participants grant the BSA Foundation the right to reprint and/or edit the design.

Submission Process: Dust jacket/cover design(s) should be submitted by midnight, February 17, 2020, by being emailed to the executive director at aldrichfoundation@gmail.com.

The Cutters, Cover Design, Scoresheet

Evaluated Items	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
A Theme is Developed that Fits the Story	0	1-7	8-14	15-20	
Elements on the Cover are Suitable and Appropriate for Intended Readers	0	1-7	8-14	15-20	
Layout is Balanced and has Direction	0	1-3	4-7	8-10	
Fonts and Style Support the Period and Overall Intended Feel	0	1-3	4-7	8-10	
Colors & Graphics Enhance Aesthetics	0	1-3	4-7	8-10	
Graphic Design Supports the Story and Shows Creativity and Originality	0	1-3	4-7	8-10	
Format is Consistent & Appropriate	0	1-3	4-7	8-10	
Graphic Design is Clear	0	1-3	4-7	8-10	
Design is Attention-Getting and Eye-Appealing	0	1-3	4-7	8-10	
Design has Required Elements	0	1-3	4-7	8-10	
TOTAL POINTS					/120

Competitor _____ Judge(s) _____ Comments:
