

Art Book for Kids Needs Snappier, More Accurate Title to Convey Book's Promise

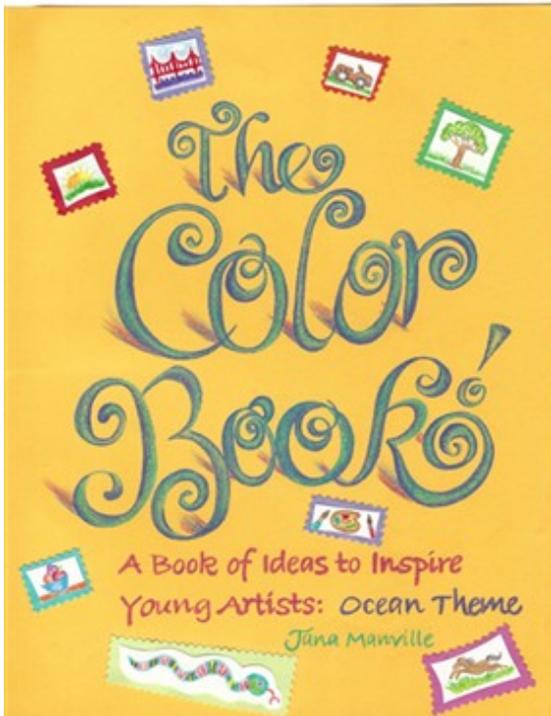
Before:

The Color Book:

A Book of Ideas to Inspire Young Artists

My client, a long-time elementary school art teacher, had hired me to do general consult on her unfolding self-publishing process. She had created a wonderful book – an artistic resource (an “idea book”) for young people designed to spur their unique creative expression. The book outlined a whole host of fun and unusual artistic techniques along with all the necessary supply lists and “how-to” details.

Early on, she'd named this seven-year labor of love, “The Color Book” – title I questioned (even though she hadn't asked me to critique the title, and in fact, pretty much considered it set in stone). Her rationale: color and choice of color were fundamental to a child's artistic development (AND the book was so colorful).



Here was my thinking....

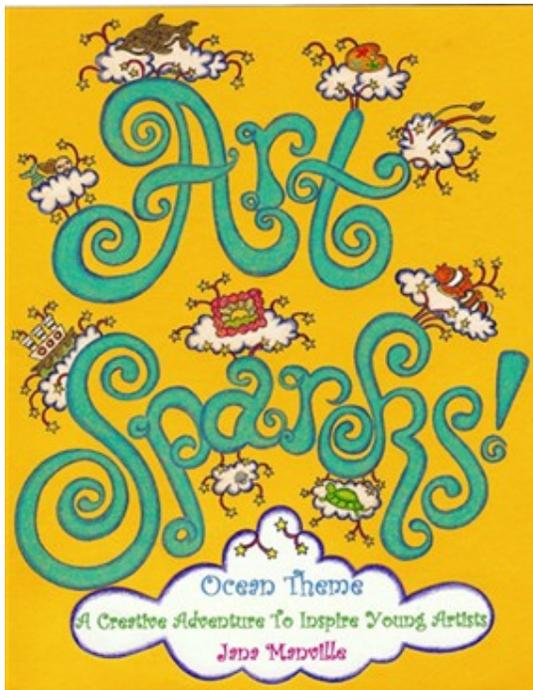
1) For starters, her title only made sense to HER, and was based on what SHE knew about the concept, none of which was self-evident to a buyer; 2) it was potentially confusing; it didn't explain what the book was and what it did, and it could mean a lot of things; and 3) it just didn't begin to do the book justice.

I suggested something I felt was more descriptive of its actual mission (to encourage artistic creativity in kids). While she liked it, she initially resisted it, more out of attachment and inertia, but quickly realized that she needed to think of her buyer, and came to love it as she saw that it truly captured her heartfelt mission for the book (see her feedback at the "Testimonials" link).

After:

Art Sparks!

A Creative Adventure to Inspire Young Artists



(NOTE: See this book's back cover copy in that section of the site)