

Dear Mr Smith,

In the last letter you send me, the 15 of November, you asked me to choose between three covers for your new publication.

I think a lot about it because those three covers are very different but all are interesting.

However, as a tester I would strongly recommend to choose book cover A.

Indeed I find it the most attractive because there are evocative colours, and the contrast black/white background red makes the boy out.

Besides, I think that the young boy with glasses in the cover appeals to teenagers and young adults buyers, and Sherman Alexie's story is for those readers.

So with this cover, we target especially this kind of population.

But, why don't you put a black feather (like in cover C) between the name of the author and the title?

I think it's a good idea because this object reminds us of Arnold's past and the black can connote misery of the reservation.

I hope you agree with me, and say me which cover will you choose.

Sincerely,

Agathe D.

NY art company tester

First, as a tester, I think all the book covers are good and relevant for the book but, in my opinion, the book cover B is more appropriate to give an accurate picture of the book's content.

We know that, in the story, the boy is between two worlds: Native Americans and white people. I think this situation is well represented by the two figurines of Indians and cow-boys present on the picture; we can really think that the boy is between those two figurines.

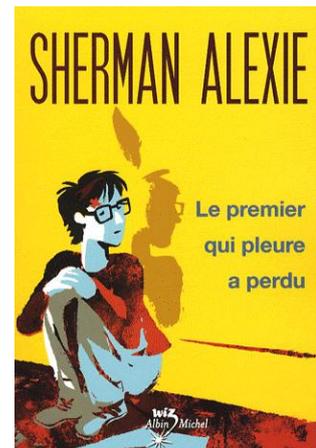
But maybe we could improve a bit the cover. If I were you, I would do the background in red because it symbolizes the Native Americans' skin colour or perhaps violence and blood which is more appropriate than black, which is not an attractive colour at all. I don't think buyers are going to purchase a black book.

After this modification, I am sure that the book will be really attractive and will convince all the readers to buy it.

Alice F.

To whom it may concern,

At your request, I studied the book cover of “The absolutely true diary of a part-time Indian”. As a tester, I strongly recommend the book cover C. Indeed, I find it the most attractive because it is very catchy: with the yellow background, very warm and cheerful color, the buyer is instantly interested and curious. The illustration tells enough clues to make the target wants to read it: by a glance, we can easily say that it is the story of a boy who is very lonely and may be bullied. But on another side, the strange shadow with a feather makes people wonder what this book is about.



The colors are very enigmatic too, yellow may be a cheerful color, but it is still the representation of jealousy whereas blue is a cold color that inspires fear. Red can mean passion, violence or probably Native Americans. In my opinion, you may want to use another color than the red one, which convince people that the book is a thriller while it is a biography. A less dramatic color may be more relevant.

So, this cover is not too overloaded, with very welcoming colors and would fit perfectly with the story, if you adjust it a little bit.

With all my respect,

Anais B.

Dear Sir/Madam,

As a tester, I would strongly recommend to choose book cover B.

Indeed I find it the most interesting because when you see this book cover, you can think of lots of different things. In fact, the buyer wants to know more about this book which is a little bit strange, in the appealing way, of course!

It's the only one which lets you know that this book is a novel; this can be a quality as much as a shortcoming.

It's not that I want to criticize the cover, but if I were you, I would maybe put other colours which could connote feelings although I understand that you certainly wanted to create a sensation of fear or something...

I also advise you to write the title bigger to attract attention.

Finally, the figurines are really well chosen and the label "National book award winner" must certainly entice lots of readers, so keep it.

I wish you success with your book.

Best regards

Dominique

THE ABSOLUTELY TRUE DIARY

OF

A

PART TIME INDIAN

Covers:

To me, the best cover is the one where we can see the entire body of the boy, because I think the two others are too empty, this is the one where there are the most information and details about the story. We can easily imagine that the protagonist will be a shy lonely boy (probably rejected), and not a famous leader. We can also imagine that he is around 15 years old and that there will be a link with the Native Americans because of the feather on the head of his shadow.

I think the buyer will want to have as many information as he can before buying, so to me this cover is the most complete of the three.

Guillaume V.

The publishing company you have been testing the 3 book covers for is now eager to get your conclusions. Write them a short story (100 words) to explain your final choice.

Written task :

As a tester, I would strongly recommend you to choose book cover B. Indeed, I find it the most attractive because it is not a usual cover book, usually there are characters on covers. On this one, there is one figurine representing an Indian and one representing a Cow-boy. The book is black and black evokes night, death, horror and suspense. The author's name seems to be written by hand and is green and green evokes nature, hope and Ireland. In my opinion, this cover is very original. I am sure the book is worth to read. If I were you, I would read this book.

Jérôme V.

Hello Mrs.Parillaud,

I have longly worked on the three covers that you proposed me,
and here are my conclusions.

As a tester,I would strongly recommend to choose book cover C.

Indeed I find it the most convincing because everything in this cover means something:
The colours are well chosen:the yellow is surrendering the character,and yellow stands for
aggressivity and jealousy.

You can almost guess the story just by looking at the cover!

This book is targeted at the teenagers and young adults,so the cover is perfect to appeal this
class of persons.

So, if I were you, I would take the book cover C to have more success to sell this book.

Julien

Hello Mr Wilson,

i send you this email to talk about the cover of " the absolutely true diary of a part-time Indian"; you asked me which cover is my favourite so i think the cover C is the best. It really shows that the boy wants to be like everyone and that his Indian roots are always part of him and he's scared about the future. The feather on the shadow is really a good way to remember his origins. But I don't really understand the meaning of the title " Le premier qui pleure a perdu" and I don't think it really explains the story. So I advice you to use the cover C and to swap the titles between the cover C and B.. I think the colours have been well chosen to express the feelings of Arnold.

I hope i have help you to make a choice between the three covers.

Have a nice evening.

Best regards.

Julie V.

As a tester I would strongly recommend to choose book cover C.

Indeed I find it the most convincing because it is fit to the title of the book and to the expecting story. We can imagine lots of different stories and I really think it entices people to read the book. The colors are attractive, and they can symbolize many things and incite the readers to discover the book (red could symbolize love but also blood or violence, and yellow could represent jealousy or envy.) “Is it a thriller? Or a story about friendship? Also, the feather on the boy’s shadow could intrigue the future reader and encourage him to buy and read the book to find the answers (does he wish to become an Indian? Or is he a Native American who cannot come to terms with his origins?)

If I were you, I would target at children or teenagers because the boy on the cover seems to be young. Besides he seems to be a bit lost and alone, as some children during this particular period of life. He also looks to the left, toward the future, asking himself a lot of questions, and I believe that children and teenagers could empathize to him.

Finally, I advise you to choose that cover which is relevant and appealing to buyers.

Madeleine B.

Dear editor,

The cover A is for younger and teenager public because of its design drawing. It gives us the impression that the hero asks himself a lot of questions because he is looking to the right so to the future: it's an interrogative cover which will be liked by lots of teen readers.

The cover B reminds us of a sort of play with the author's name which is written in large type to the detriment of the book's title which is written in small type: so we don't see the title very much. Furthermore, we don't understand what represent the figurines which are around the title.

The cover C is more childish than the other ones. Its graphics and its title don't give us the desire to read this book. However, we note the loneliness of the hero in front of his choice to go to school which is stressed by his body's shadow represent with Indians' feathers on its head. Moreover, he looks sad so maybe he regrets his past and he expects something better.

For these reasons, I choose the cover A but I regret that there isn't a sign of the Indian origins of the main character.

Maelle M.

WRITTEN TASK

Cernay, 17.11.10

Dear sir, dear madam,

I've looked precisely at the three covers you send. I hope you understand I had trouble to choose a cover between the third... But finally I decided to choose book cover C. I think it appeals to the readers more than the other ones. The contrast between yellow and red make us want to know more about the book. It's a mixture of jealousy, envy, or joy, with violence, love, and blood really convincing. It's a good idea the way you had drawn the central character. His shadow let us believe he dreams about Indian, or want to be an Indian, it target at let readers in suspense...

We imagine many things about what's inside the book, a story with Indians? Thinkings of a student? Is the student afraid (questioning explains by the way he's sat)?

After all this positives views, I'll advice you not to post the quotation "le premier qui pleure a perdu" in French, we (the readers) don't understand what does it mean, it goes wrong with the whole. I recommend you to write your name in littlest size, because if you still put the French quotation we can imagine the book's name is "Sherman Alexie" whereas it's your appealing!

Apart that I was really entice by this cover C, Congratulations!

Margaux M.

Written task :

The publishing company you have been testing the 3 book covers for is now eager to get your conclusions. Write them a short note to explain your final choice.

As a tester, I would strongly recommend to choose book cover C. Indeed, I find it the most appealing and the most relevant because it represents very well what the story may talk about. However, on this cover I think the title in French is not fit and if I were you, I would put the English title : "The absolutely true diary of a Part-Time Indian" in the place of the other one, it will be more attractive. Furthermore, why don't you write on this cover that the book received the national book award, like on the cover A ? It could incite more people to buy it, especially the teenagers who are the target of this book. Finally, I advise you to put the name of the writer in smaller and the title in bigger and the cover will be perfect : everyone will want to read that book !

Marion S.

As a tester I would strongly recommend to choose book cover C.

Indeed i find it the most attractive because the bright colour, like yellow and red, are more attractive than the dark colours of book covers B and C. All the colours are fit together and the drawing is more realist than the two other drawings, and i prefer this kind of drawings. In addition to that, the shadow of the main character has a meaning, because in the shadow we can see a feather, which mean that the boy may be indian, so we can reflect before read the book! It shows that the drawer has taken time to reflect before realizing the drawing.

Noé C.

WRITTEN TASK

As a tester I strongly recommend the book cover « C ».

I choose this cover because this cover is the most attractive and it represents well the story. Because on this cover we can see the boy who seem alone and sad, he look at the right so maybe he think about his dreams; become a basket ball player, and we can see a shadow of feather on his head that symbolize that he has abandoned his tribes.

This cover is the most convincing because with this cover we can imagine the story, thing that we can't do with the both others, it's appeal the buyer because we want to know why the guy seem sad and look alone. I think it's a good cover because the principal target are the teenagers and maybe some teenagers who are alone can identify her self on this cover and want to read the book.

Quentin A.

Hello,

As a book tester I would strongly recommend choosing the book cover C. You'd better not chose the book cover A because it's not very attractive to the age bracket we are aiming at. I think the close-up on the face of the boy makes the cover very childish. I reject this cover because in my opinion it also looks like the cover of a comic strip. The book cover B is good, it makes you want to read the book but I think it's too bad the background is black. That's why I advise you to chose the book cover C. Its yellow background is very attractive all the more that the boy, his face like his position, are very expressive. However, if I were you, I would add that the book is the National Award winner on this book cover like it's written on the book cover B.

Sophie

To : The publishing company
11/18/2010

Washington D.C. -

Hello, my name's Timothy.

I've been choose to give you my opinion about the book's covers.

I find than the one which symbolizes better the story of the novel is the c, thanks to the feather which evokes the Indians.

Indeed, the idea of include it on the shadow of the teenager is great because it's implicit, like to announce the main subject of the story.

But instead, I strongly advise to you to put the title "The Absolutely TRUE diary of a part-time INDIAN", it's more relevant and the buyer know on first sight than it talk about the Natives, as well the teenagers feeling target because it's something they liked in their childhood.

To ending, the best color is the red for the background to embody the passion, and to remind of the "red skins", like the cow-boys called them.

Thank you for choosing me.

Timothy J.

THE ABSOLUTELY TRUE STORY OF A PART TIME INDIAN

written by Sherman Alexie

As a tester I would strongly recommend to choose cover A.

Indeed I find it the most attractive because the cover has vividly colors who catch the eyes consequently when people sees the book they are charmed by that.

The targets are the teenagers and young adults, with the boy on the cover they can find themselves in him.

The shadow with the feather is a good idea, why don't you combine the shadow of the cover C with the cover A.

The book cover B is too empty, there isn't much elements and it doesn't give enough information on the book.

The cover A, is totally relevant : at first glance persons guess that the boy is the main character and that the book is about Indians. Furthermore the teenagers facing the right means he looks toward the future. The title written in a speech and said by the boy make the book more lively and interesting.

I strongly advise you to choose the book cover A.

Alexia

English Homework :

Written task :

The publishing company you have been testing the 3 book covers for is now eager to get conclusions. Write them a short note (100 words) to explain your final choice.

My conclusion :

As a tester I would strongly recommend to choose book cover B.

Indeed I find it the most convincing illustration of the 3 because I really like the background of the book cover and his originality.

The black color is a hint of mystery : maybe he expressed the death ? Horror ? Suspense ? Fear ? Or ... maybe it just a method to attract potential buyers !

I also appreciated two characters (an Indian and a Cow-boy) which are located near the sides of long title : the reader doesn't know what is their role or meaning until read the novel !

The weak point of the illustration is probably that she's destined for children or teenagers but not young adults or adults. I recommend you to delete "National Book Award Winner" which is strange on the illustration.

Finally, I would add that the set is simple and very successful !

Best regards,

Jérémy K

In Gif sur Yvette

18/11/2010

Antoine Crepel
50, allée de la clairière
91190 Gif sur Yvette
01-60-12-61-47
toniodu91@live.fr

Addressed to Mr. Jame
78, Park Street
New York

Object: Choice for the book covers of Sherman Alexie's book

Dear sir,

I am the tester of book covers and I would strongly recommend you to choose book cover C. Indeed, I find it is the most attractive cover because of various reasons.

First of all, there is a lonely person who was hurt. That incite people to read the book because we ask ourselves why the teenager was hurt.

There are also strong colors on the cover C. The red symbolizes various things (life, death, blood, love) and the yellow symbolizes envy and jealousy. A person who sees the cover can ask himself what the colors mean for the book.

The boy is facing the future (his right side) so we can conclude that he's an ambitious guy who has projects and wants to realize them. Reading the book will provide people what are the projects.

With the cover, we can deduce that the book is for the teenagers because the character who is on the cover may be 15.

But I think you should change the title and put the title of the cover A because it's the most appealing. We learn that the book is about the story of the teenager and we ask ourselves why the character is a part-time Indian.

Also the title of the cover A is related with the feather which is on the head of the shadow of the teen on the picture of the cover C.

And if I were you, I would let the words "true", "part-time" and "Indian" stand out because it's incite the buyer to read the book.

Cordially.

Antoine Crepel