



Live and Let Die Cover Process Book

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Design Team
COMD 4701 OL82

Creative Brief

Title: Live and Let Die

Author: Yarden Yavne

Book description:

Medical students, Daphne, Tom and Lia are thrilled to finally begin their clinical rotations in a large, central hospital. However, their expectations are crushed in the wake of a young resident's shocking death, which exposes them to the stark reality of hospital life.

Brilliant and idealistic, Daphne struggles to mask the depression which engulfs her at the sight of death and suffering in the hospital. The son of a famous surgeon, Tom's determination to follow in his father's footsteps begins to waver when he is forced to play dirty to get accepted to a prestigious residency. Lia, a young mother, dreams of being a surgeon despite her surroundings' expectations that she choose a more family-friendly path. Eva, the resident responsible for them, navigates between fighting to overcome burnout, her desire to help her students, and her attempt to come to terms with her friend and colleague's death.

On their journey towards the coveted white coat, each of them will have to face cutthroat competition, heartbreaking patients and crises of faith. How far will they go for their dream of being a doctor – and what (or who) will they have to sacrifice on the way?

Creative Brief

Target Audience: Healthcare workers, especially medical students (ages 18-30), fans of Grey's Anatomy, House MD, ER, women 18-49

Physical book details:

- Front cover: Title, Author's name
- Front cover details: Unspecified
- Back cover: Blurb, Publisher's details, Price, Barcode/ISBN
- Back cover details: Unspecified
- Spine: Title, Author's name
- Spine details: Unspecified
- Book publisher: Kindle Direct Publishing

Ebook Details:

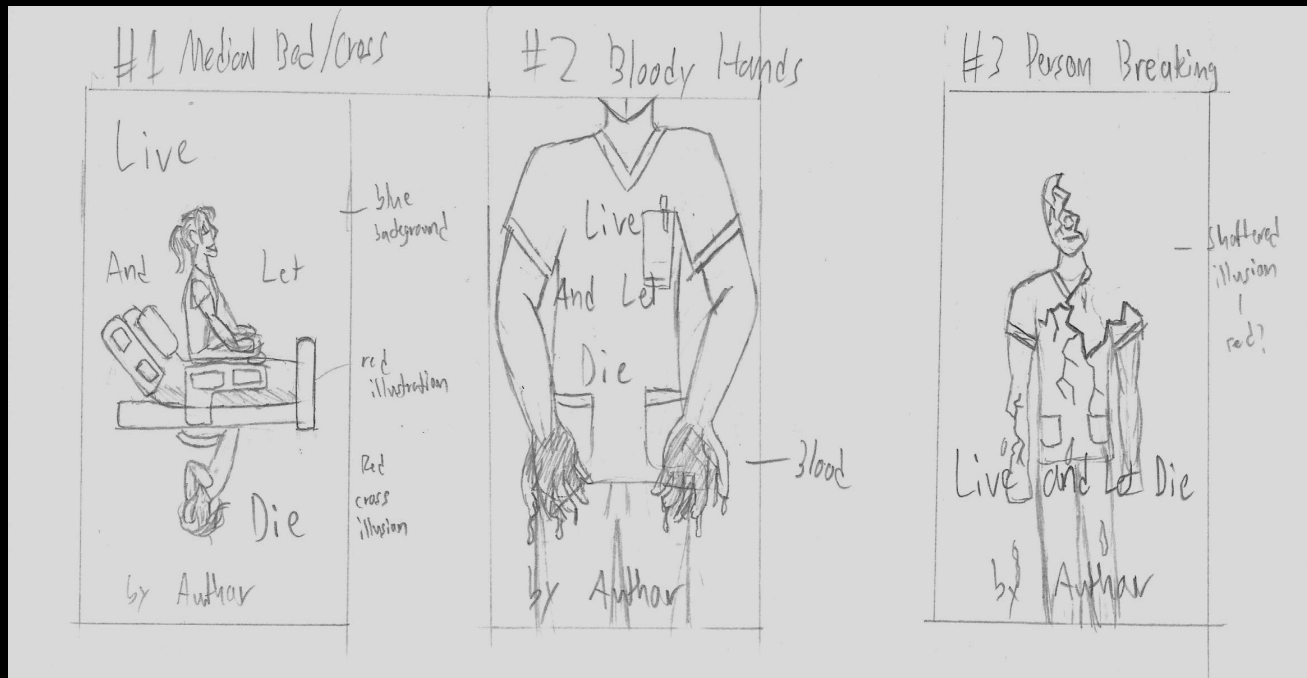
- First page: Title, Author's name
- First eBook page details: Unspecified
- Last page: Author biography
- Last eBook page details: Unspecified
- Ebook publisher: Amazon Kindle

Design needs:

A bluish color range, medical details (like a stethoscope) are vital, but please not just a white coat (that's so overdone). Would like to convey drama (bold, contrasting colors).

What to avoid: Unspecified

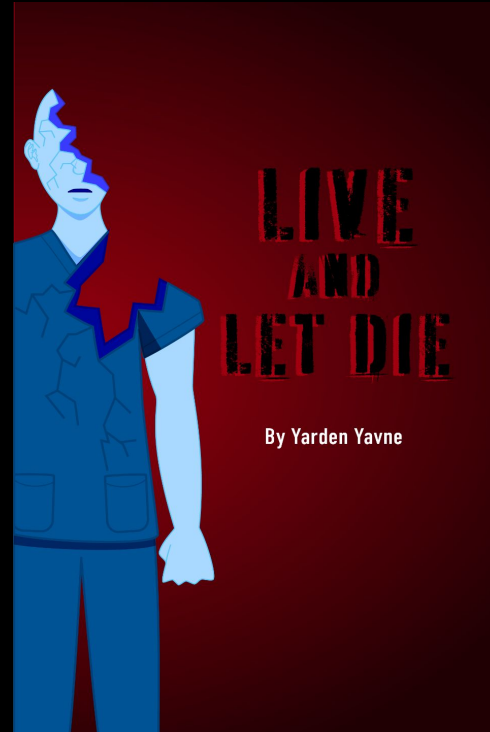
Concept Sketches



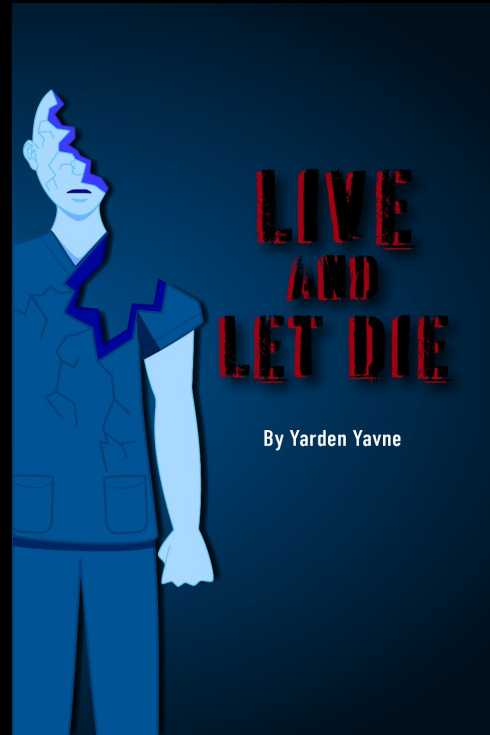
Work in Progress



Work in Progress



Work in Progress



Final Cover Variations



Ver. 1



Ver. 2



Ver. 3

Final Cover Design

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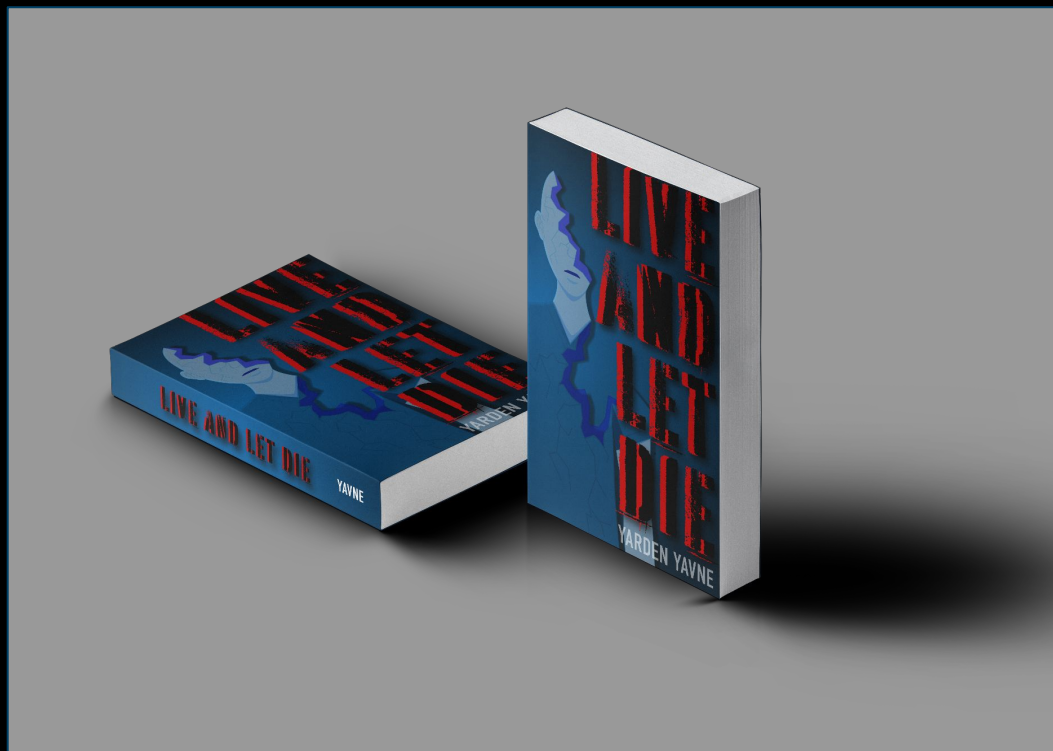
LIVE AND LET DIE

YAVNE

LIVE
AND
LET
DIE

YARDEN YAVNE

Book Mockup



Carousel Panels

How far will one go...

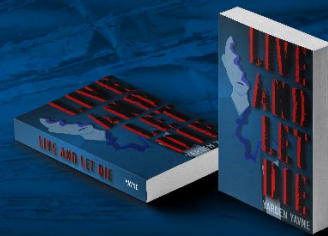


...to become a doctor?

What would you sacrifice
to get it?



LIVE AND LET DIE

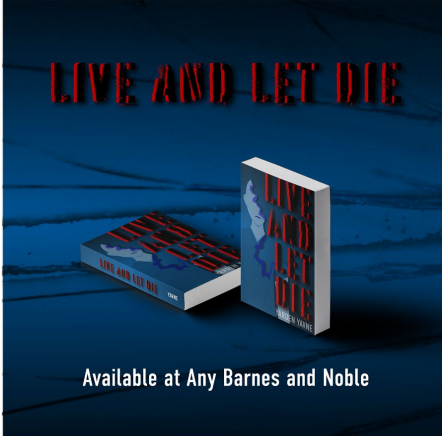


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What will they sacrifice on the way towards the coveted white coat? [#LiveandLetDie](#)

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6 DAYS AGO

Final Mockup

