

**Will any of
the adjectives
describe
the feeling
you want to
convey?**

Admiring
Amused
Appreciative
Calm
Celebratory
Cheerful
Confident
Comforting
Commanding
Contemplative
Determined
Dignified
Direct
Elated
Energetic
Empowered
Excited
Exhilarated
Friendly
Gushy
Happy
Hopeful
Hyper
Introspective
Joyful
Light-hearted
Lively
Nostalgic
Optimistic
Passionate
Playful
Proud
Questioning
Reflective
Reverent
Self-assured
Sentimental
Serious
Straightforward
Uncertain
Welcoming
Whimsical

UNDERSTANDING VOICE

**Voice is how we understand the theme.
Call it the book's attitude or personality.
The voice is how your book feels, conveys
storylines and connects with readers.
Voice is an adjective.**

What is voice?

► The more clearly the book's personality is defined, the more unified the book becomes. The goal is for everything to work together — theme, voice, design and coverage — to create a cohesive package for the storyline. Voice is theme- or concept-dependent and should be based on adjectives. Limiting the definition to no more than two descriptors for the feel of your theme will help focus decisions.

What inspires voice?

► Staffs should browse magazines, ad campaigns and other media, looking for the voice they seek. These can serve as inspiration for the theme visually and verbally.

What is visual voice?

► Visual voice determines what fonts work best. It helps focus the choices for colors, design style and graphic elements. If your theme is described as commanding and confident, you probably wouldn't choose a dainty script font to convey a bold feeling.

Define it

► Write the opening copy before making any design decisions. This method forces you to focus on voice early in development. It ensures a clearly defined voice and a cohesive package in which the verbal and visual reinforce the theme or concept.