



THE AUTHOR DESIGN ACADEMY

EMPOWERING AUTHORS THROUGH DESIGN

www.covervillain.com



THE AUTHOR DESIGN ACADEMY

You can look at a book cover and know when it works. Being able to explain why is just as important. The Author Design Academy gives you the knowledge and vocabulary to create and discuss good design.

The Academy is a free library of articles about design, branding, and visual identity, written for authors in language they understand. Each one takes a single piece of design, like color, contrast, or movement, and shows you how it works on real book covers, ads, and fine art.

If you make your own covers and graphics, you'll learn how to improve them so readers take notice. If you work with a designer, you'll be able to explain what you want and judge the design like a pro.

New articles come out every couple of weeks, and the newsletter sends them straight to your inbox. Structured self-paced courses are on the way.

Start reading at covervillain.com/design-academy



TOOLS CREATED FOR AUTHORS

FORCED EDGE GENERATOR

Forced edges (artwork printed across the page edges of a book) turn books into special editions without raising the production cost. For a long time, the process was too complicated for most authors. The generator lets you enter your trim size and page count, download a template, and design the edges yourself or hand it to your designer. Upload the finished art and you get a print-ready PDF for Atticus or Vellum. Paperback or hardcover, one book or a whole series, this brings a little pizzazz to every book.



COVER TEMPLATE GENERATOR

Every distributor has a slightly different template for printing. Spines, bleeds, and barcode placement shift with trim, paper type, and page count. It's a hassle to find every template. With the generator, you enter your book details once and check off where you publish. You get matching templates for KDP, IngramSpark, Barnes & Noble Press, Draft2Digital, Lulu, Bookvault, and 48 Hour Books, with your ISBN barcode already in place.



TOOLS CREATED FOR AUTHORS

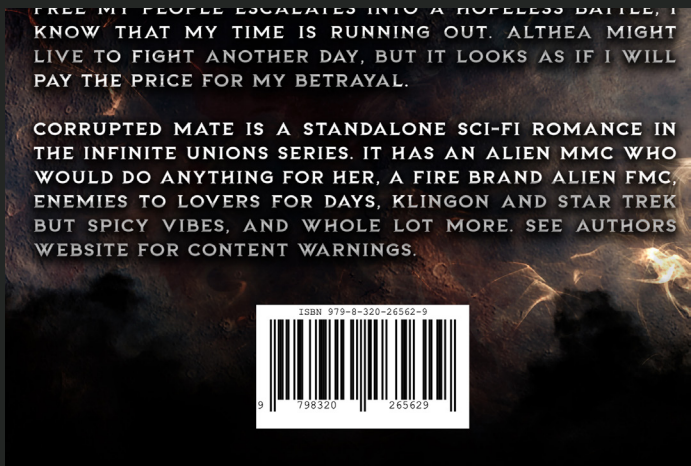
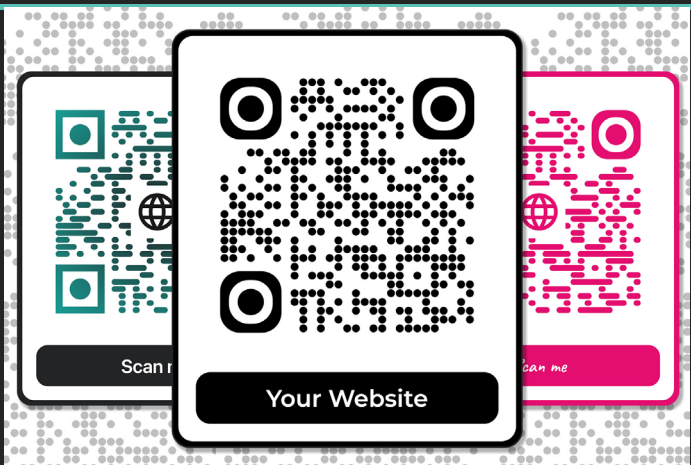
3D MOCKUP GENERATOR

Readers scroll past flat covers. A 3D mockup makes your book look like something they could hold. Upload your cover and you get 26 mockups in one download: paperback or hardback from every angle, plus your ebook on an e-reader and a phone, and six group shots. Pick matte or gloss, add sprayed or forced edges, and choose a background or go transparent. With the click of a button, one process produces social media ready graphics.



3D BOX SET MOCKUP GENERATOR

Most box set mockups give books the same spine, making every book appear to be the same length. This one builds the set from your existing print covers, so every spine is accurate. A downloadable template makes designing the case simple. Controls let books slide out for beautiful 3D images that are perfect for retailers or social media. Get standard views with a single click or create your own for a truly custom look.



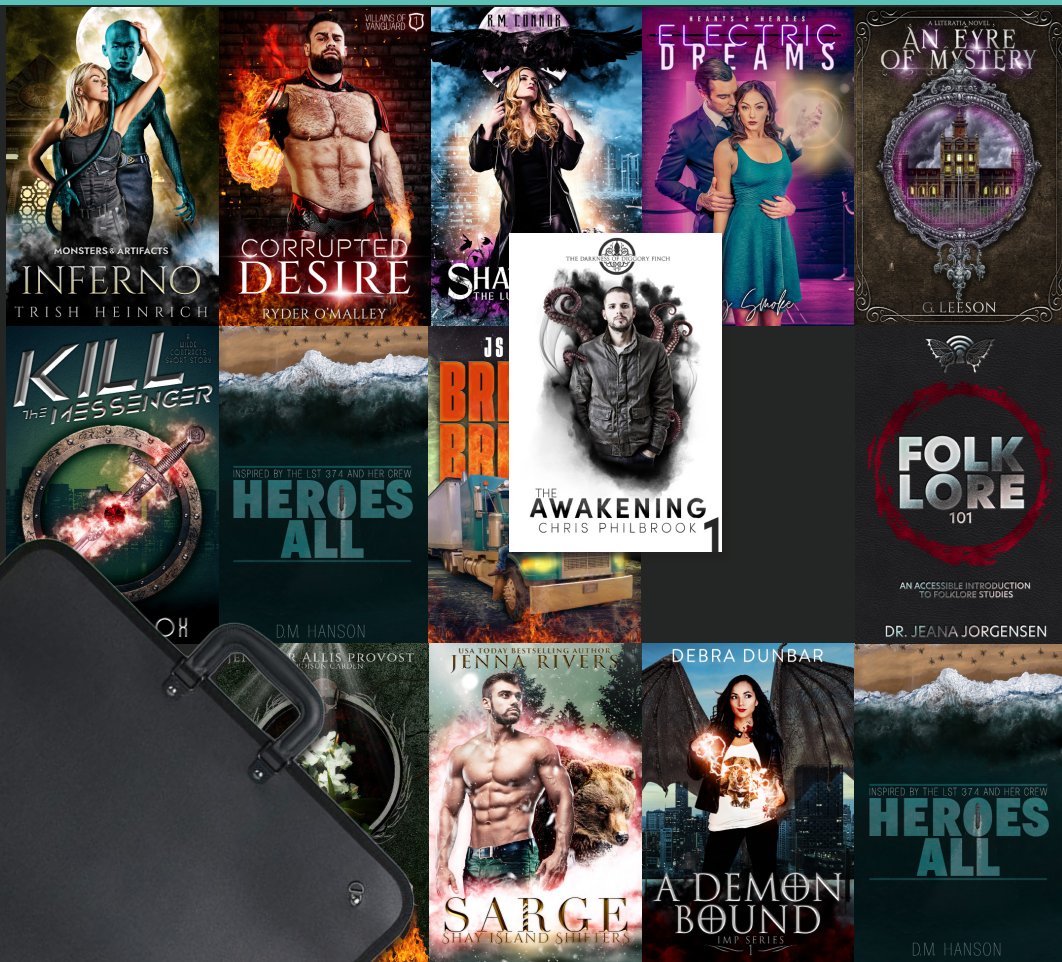
TOOLS CREATED FOR AUTHORS

QR CODE GENERATOR

A QR code in your back matter or on your back cover can send readers straight to your newsletter, your review page, or the next book in the series. Most generators give you a generic black square. This one pulls scan-safe colors from your cover, adds your logo and a caption like “Scan to leave a review,” and makes you scan and confirm the link before you download, so a broken code never reaches your print run.

BARCODE GENERATOR

Every print book needs an ISBN barcode, and most generators online weren't built with books in mind. Enter your title and ISBN, add a price if your market needs one, and download PNG, JPG, and SVG files sized for print. It catches a mistyped ISBN before it lands on your cover, and it handles a whole series at once. It's also free.



COVER DESIGNS FOR AUTHORS

A cover is an author's most important marketing tool. Before a reader gets to your blurb, it has to tell them the genre, the tone, and what kind of story they're getting. Not all authors want to create their own covers. That's where the Villain comes in.

I design photo composite covers for a variety of genres, including Science Fiction, Urban Fantasy, Paranormal Romance, and Horror. I believe every cover is a collaboration. It starts with a design brief, so I know your characters, your genre, and your readers. I focus on dynamic covers that make your story stand out.

I take on a limited number of covers each year, so reach out early with your dates at covervillain.com/bookings.

Other Services

- Formatting
- Title Pages
- Forced Edge Design
- Sprayed Edge Design



THE MAN BEHIND THE VILLAIN

I've been obsessed with design for as long as I can remember. A career building brands and designing covers eventually led to teaching: graphic design, creative writing, marketing. Becoming an author myself changed everything.

When I sat on the author side of the table, I saw the same problem over and over. Talented writers who felt completely lost the moment a conversation turned visual. At the mercy of designers they couldn't evaluate, trends they didn't understand, and instincts they'd been told not to trust.

I created the Author Design Academy because that gap shouldn't exist. Authors deserve to understand the design of their own work. Not to replace professional designers, but to be informed collaborators and confident decision-makers.

I also design book covers professionally, specializing in photo composite work for Science Fiction, Urban Fantasy, Paranormal Romance, and Horror. I build productivity tools like the Author Generators because I'm determined to get authors back to writing.



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