

Go to this website and choose two cover editions of *The Great Gatsby* (not the main cover that we have already talked about, please!) →

<https://archive.nytimes.com/www.nytimes.com/interactive/2013/04/14/t-magazine/14document.html>

1. How does a book's cover art influence our reading of it?
2. What makes for an effective/good book cover?
3. Tell me the importance of both the cover images you've selected and what central idea/element it depicts from the text.
4. Compare and contrast the two you've selected and come to a conclusion about which does a better job as a book cover (according to your answers to the first two questions)



A BOOK BY ITS COVERS

APRIL 9, 2013

FULL SCREEN

Francis Coradul-Cugat's original cover art for "The Great Gatsby," which Baz Luhrmann brings to the big screen next month, depicts a disembodied face floating in a night sky. It is one of the lasting images in literature, but that hasn't kept book designers from trying to outdo it. The scholar and F. Scott Fitzgerald biographer Matthew J. Bruccoli spent his adult life stockpiling those efforts — pulpy paperbacks, fancy slip-covers, French-flapped foreign editions — and today his trove is not only one of the world's most complete collections but also an illuminating cross section of 83 years of book design. Now housed at the University of South Carolina, the collection is worth several million dollars but Bruccoli, who died in 2008, claimed he was never motivated by money. "You don't buy books as an investment," he said. "You buy them because it gives you pleasure to read them, to touch them . . . to see them on shelves."

