DESIGN PROPOSAL

Design Objective

The objective of this proposed design is to create an original e-book cover for *Baron Trump's Marvelous Underground Journey*. The cover will include three combined images and relevant identifying information including the title and author's name.

Book Summary/Themes

Baron Trump's Marvelous Underground Journey was written by Ingersoll Lockwood in 1893. This is the sequel to *Travels and Adventures of Little Baron Trump and His Wonderful Dog Bulger from 1889. The books are a part of* a four-part collection of fantasy novels intended for children. This story is about a boy named Wilhelm Von Troomp and he is referred to as "Little Baron Trump" throughout the book. Baron comes from a wealthy German family who lives in a place that is called Trump Castle. Baron and his dog Bulger time travel throughout history and other dimensions because of a manuscript that he found written by a Spaniard named Don Fum (Goodreads, 2022). In this story, Baron travels with his dog on an exciting adventure to the center of the earth. The book was written during the late Victorian era when *The Wizard of Oz* and *Alice in Wonderland* were popular amongst the youth. The author Ingersoll Lockwood was a lawyer by profession and did not normally write children's books, which made him unknown in literary circles during his time. The protagonist in the book Baron, has a personality like Dante, as he is a know-it-all and has an unusual way of speaking his mind. When I read the book for this assignment, I immediately thought of the Italian Poet Dante, and his epic poem *The Divine Comedy*. Although the character names in the book do have an uncanny resemblance to the former President, I also see a deeper message more in line with Dante's Inferno.

Research

When I began my research for the book, I was able to find entire original pdf copies through the national archive's website and current reviews of the book on websites like *Goodreads*. The book did not receive positive reviews when it was originally published and eventually went out of print (Wikipedia, 2022). The novel remained unknown until 2017 when internet forum users pointed out the similarities between the protagonist in the book and President Trump (Riotta, 2017). This rediscovery ignited conspiracy theorists and the media alike to come up with theories as to why the book's characters were just like the real Donald Trump. Theories of Trump being a time traveler or the author having the gift of clairvoyance have been written about in major online publications, which has given the book even more attention (Fuller, 2017). I looked up images of past covers both from the late 1800s and from recent publications as inspiration for my design and to also make sure mine will be original. The original cover was a sketch of the boy and his dog riding down a mining shaft cart with an orange background and brown serif font. Books that were popular when the book was written, and books that were of the same genre both old and new are the foundational inspiration for this e-book cover.

Audience

Originally the book was written for the audience of children. In modern times, the book has piqued the interest of adults due to the conspiracy theories surrounding it. For this project, the cover of the e-book will be targeted toward both young readers and adults, like the *Harry Potter* book series.

Color

The color palette for this project will reflect the location of the story which is an alternate universe that appears to be in the center of the earth. The book will carry over the classical theme from the original era, with a modern twist. The vibrant color red will be incorporated into the illustration as a secondary color complimenting the primary color scheme of gray. Baron has a strong personality and travels to exciting locations, which makes red an even more suitable color accenting the illustrations because it gives the emotion of excitement. The background color will give the illusion of a rocky wall with shades of gray woven into the texture.

Imagery
The cover of the book will have a background of a rocky texture to signify the plot of the book of traveling to the center of the earth. Illustration examples that can be used are a book like the one that was given to Baron for time traveling, a map, a Russian Orthodox church onion dome, and a cave.

Typography
The title typography will be a classical style of serif font that is full of movement and will contract against the background. The font for the author will also be a serif font that will complement the whimsical title.

References

Fuller, J. (2017, October 7). *Trump Is the Star of These Bizarre Victorian Novels.* POLITICO Magazine.

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Riotta, C. (2017, July 31). *Did an Author From the 1800s Predict the Trumps, Russia, and America's*

    Downfall? Newsweek. Retrieved September 14, 2022, from https://www.newsweek.com/donald-

    trump-predicted-ingersoll-lockwood-adventures-barron-melania-last-644284

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Imagery Research