

Process Book

# SERENITY NORMAN

Book Cover Illustration | Illustration | Fall 2026

# CREATIVE BRIEF

## The Book Cover Illustration:

Illustrated cover design for either a picture book or a chapter book.  
This includes front back and spine.

## Content:

Chosen book: Eleven (or Twelve) by Lauren Myracle. Part of a series called "The Winnie Years", which is a series of 5 (Ten, Eleven, Twelve, Thirteen, and Thirteen Plus One).

The Winnie Years goes through the life of a girl named Winnie Perry from the ages of 10-14. Each book has a chapter that spans a month. They start and end on Winnie's birthday (minus Thirteen Plus One, which starts with her birthday and covers the summer up until high school).

I decided to choose this series because it is a childhood favorite of mine. It falls under my favorite type of book, fiction focused around life, growing up, changes, and girlhood. The covers that the book has already (illustrated by Beegee Tolpa) are cohesive but feel a bit dated, and are personally not my preferred style. The character designs are inconsistent as well, and the placement of characters and objects sometimes seems slightly off.

What I would change and try to recreate with the cover and illustrations are as follows: Character designs (an important part), composition and layout for front and back, type, overall aesthetic. For the overall aesthetic and style, I do like the "early 2000s" feel that the originals offer, but I would approach it in a way that makes it feel "fresh" and not "old". The specific style still has yet to be determined; I'd like to mix my own kind of style with examples of some other styles I am a fan of and would like to strive closer towards with my own style. (Essentially creating a new style).

## Timeline:

3 weeks



# THE WINNIE YEARS BOOK COVERS



Pictured are the covers for The Winnie Years. The top ones are older versions, and the bottom are the most recent. The illustrations are the same, but the layouts are different. There are elements that I like from the older versions of the covers. Note: Eleven was actually the first book published in the series, and Ten the last.

# STYLE INSPIRATION



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Here is some of the style inspiration behind what I'd like to go for. Included are references from The Proud Family (2001 and the reboot), Raina Telgemeier, concept art from Inside Out 2, 6Teen, Dork Diaries, and some of my own personal work! Other inspirations include other Pixar concept art like Turning Red, and various other children's books like the Cupcake Diaries, Junie B. Jones, and The Babysitter's Club

# DESIGN EXPLORATIONS

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# INITIAL NOTES AND SKETCHES

Project 4 - Book Covers |

The Winnie Years by Lauren Myracle

- Ten
- Eleven ←
- Twelve ←
- Thirteen
- Thirteen Plus One

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Eleven

- Showcases the divide between Winnie & Amanda (Important)
- Introduces Dinah as Winnie's new friend (Important)
- Has the scene where she gets Sweetie Pie (Cat)
- Gail as "antagonist" (Amanda's new best friend)
- Winnie's clothes are more tomboyish/baggy
  - Starting to show interest in more girly things

Twelve

- Introduces Cinnamon as new friend character (Important)
- Start of Middle School (Important)
- Puberty
- Winnie has growing interest in girly things (not as tomboyish anymore)
- Winnie & Amanda still hang out (By the end they are more separate) (It's complicated)
- Has gym class scene w/ Cinnamon
- Introduces Lars as crush (Important)

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Characters (Recurring)

- Winnie
- Dinah
- Amanda
- Sandra (sister) + fam
- Louise

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Characters (New)

- Gail
- Chantelle
- Karen
- Alex Plattkin (Minor)
- Toby Rindhart

Characters (Mentioned)

- Gail (mentioned)
- Cinnamon
- Malena
- Lars

Project 4 - Book Covers |

Possible Scenes

Eleven

- Bday party
  - Girts making pizza
  - Winnie getting Sweetie-Pie (Cat)
- Beach trip w/ Amanda
  - Winnie building sandcastle while Amanda tours/talks to boys in bg
- Curling iron accident
- Chinese jump rope on playground

Twelve

- Bday outfit (puberty) (re-use of og cover)
- Graduation (elem. school)
- Summer camp w/ Amanda
  - Skinny dipping
- Gym class w/ Cinnamon
- Halloween costumes for Win, Dinah, Cinnamon
- Secret shady 3-way phone calls

August

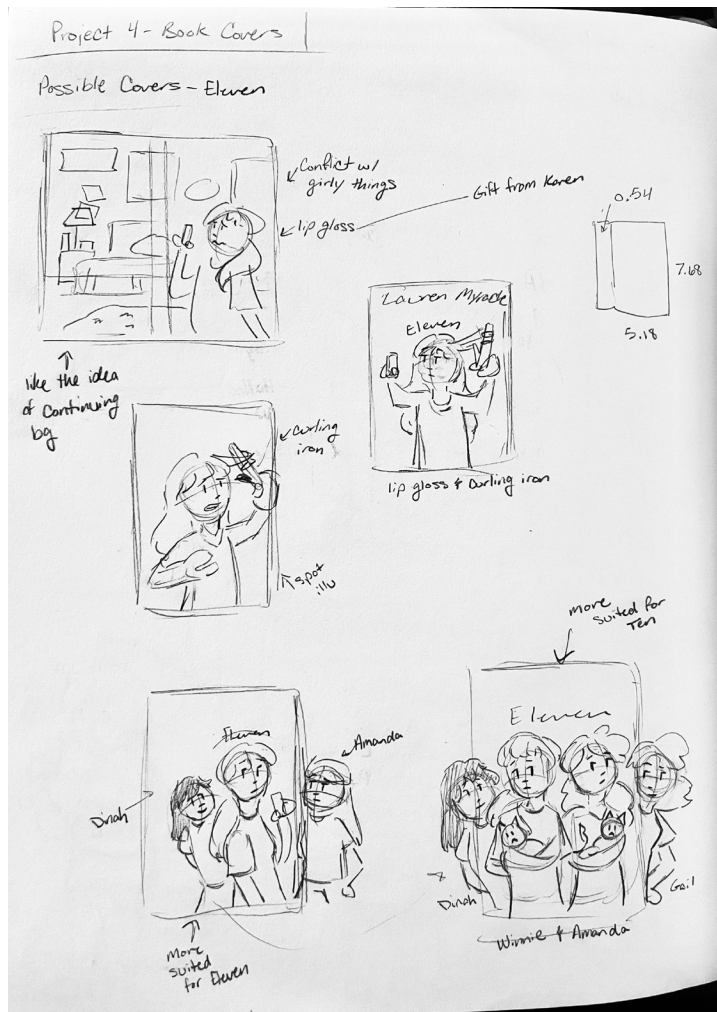
September

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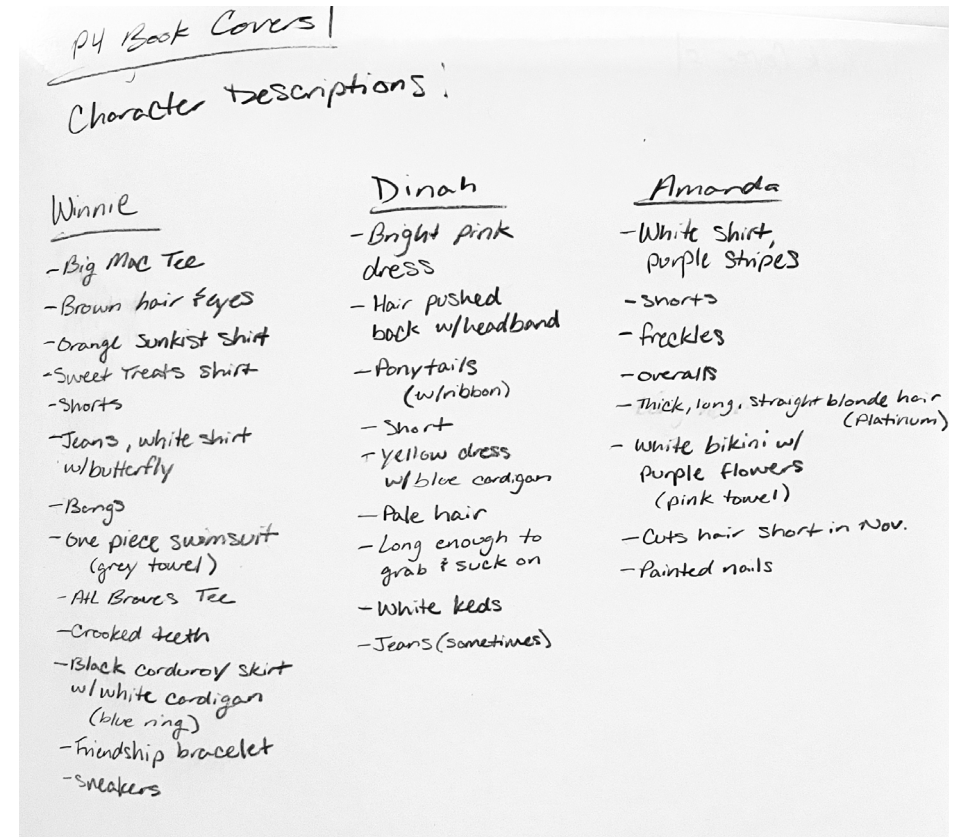
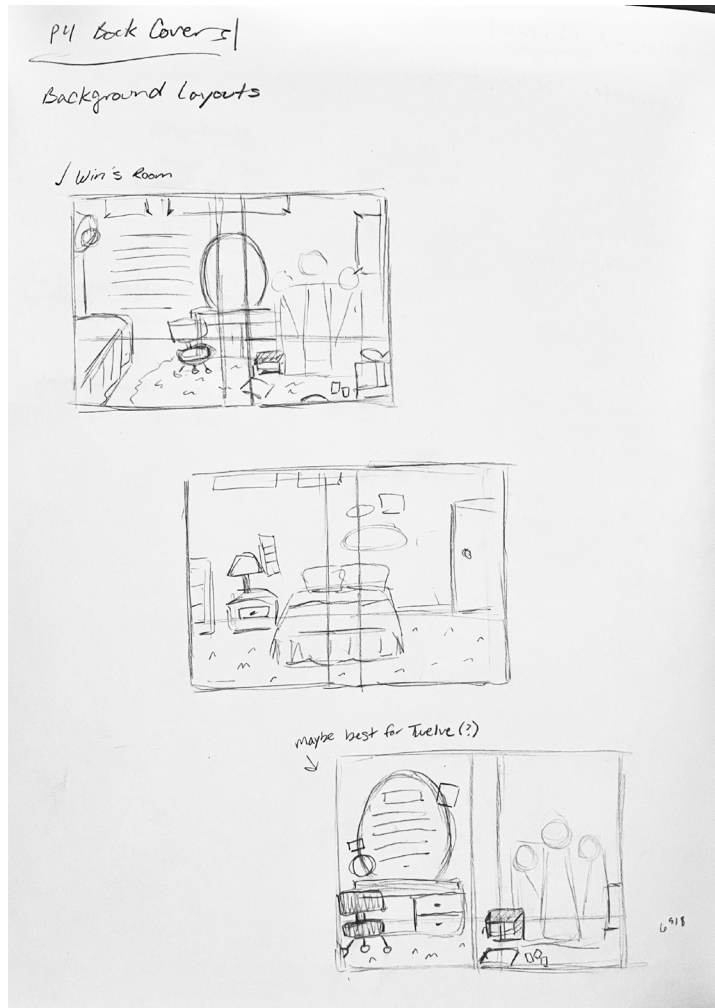
Lars mention(?)

Ten	Eleven	Twelve	Thirteen	Thirteen + One
↓	↓	↓	↓	↓
Amanda Girlhood	Dinah Amanda	Cinnamon Puberty	Boys! Lars!	A mix of all Summer Camps

# INITIAL NOTES AND SKETCHES



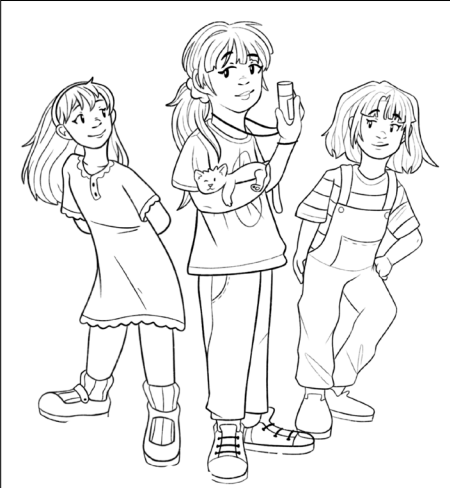
# INITIAL NOTES AND SKETCHES



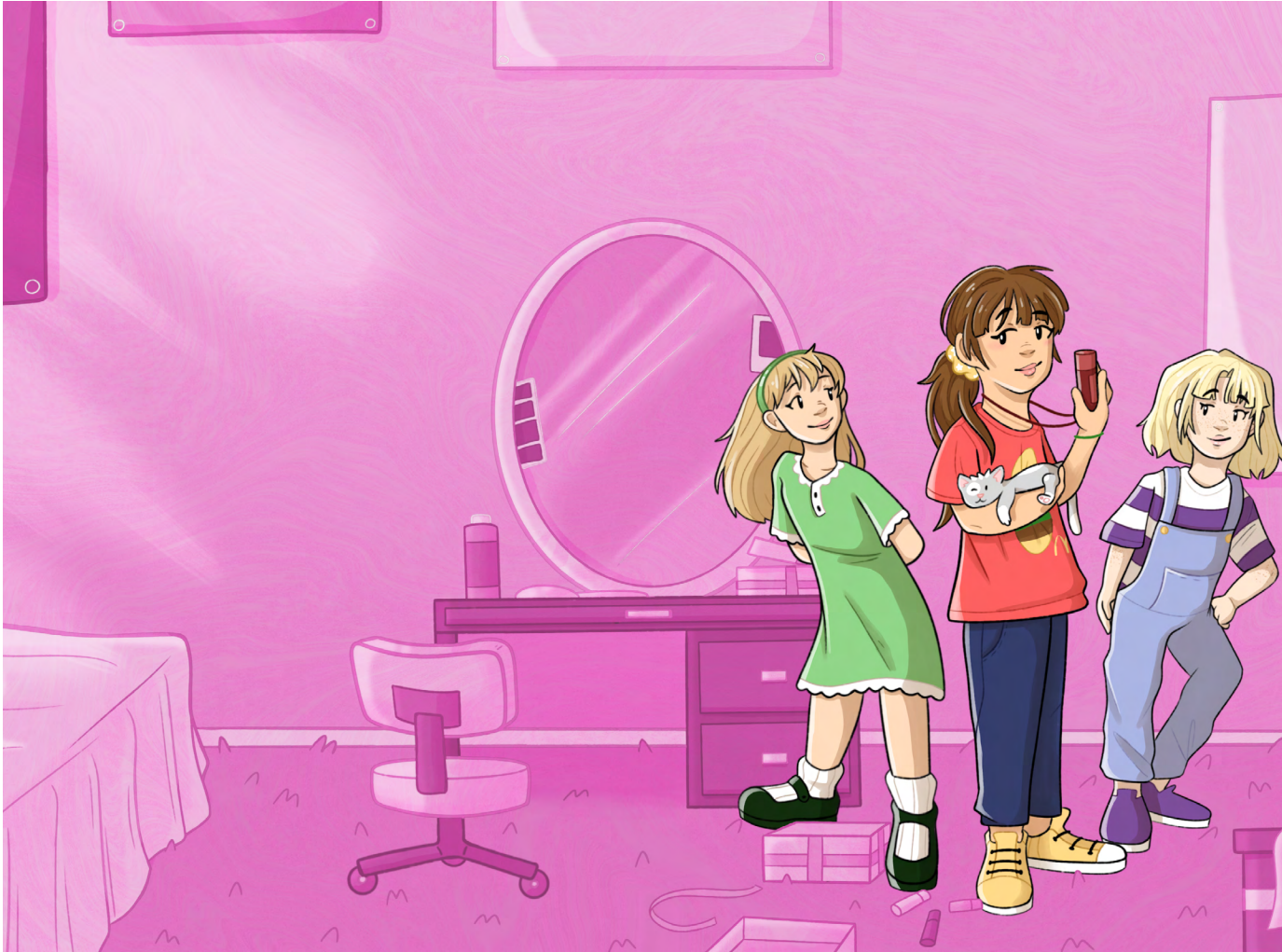
# DEVELOPMENT - BACKGROUND



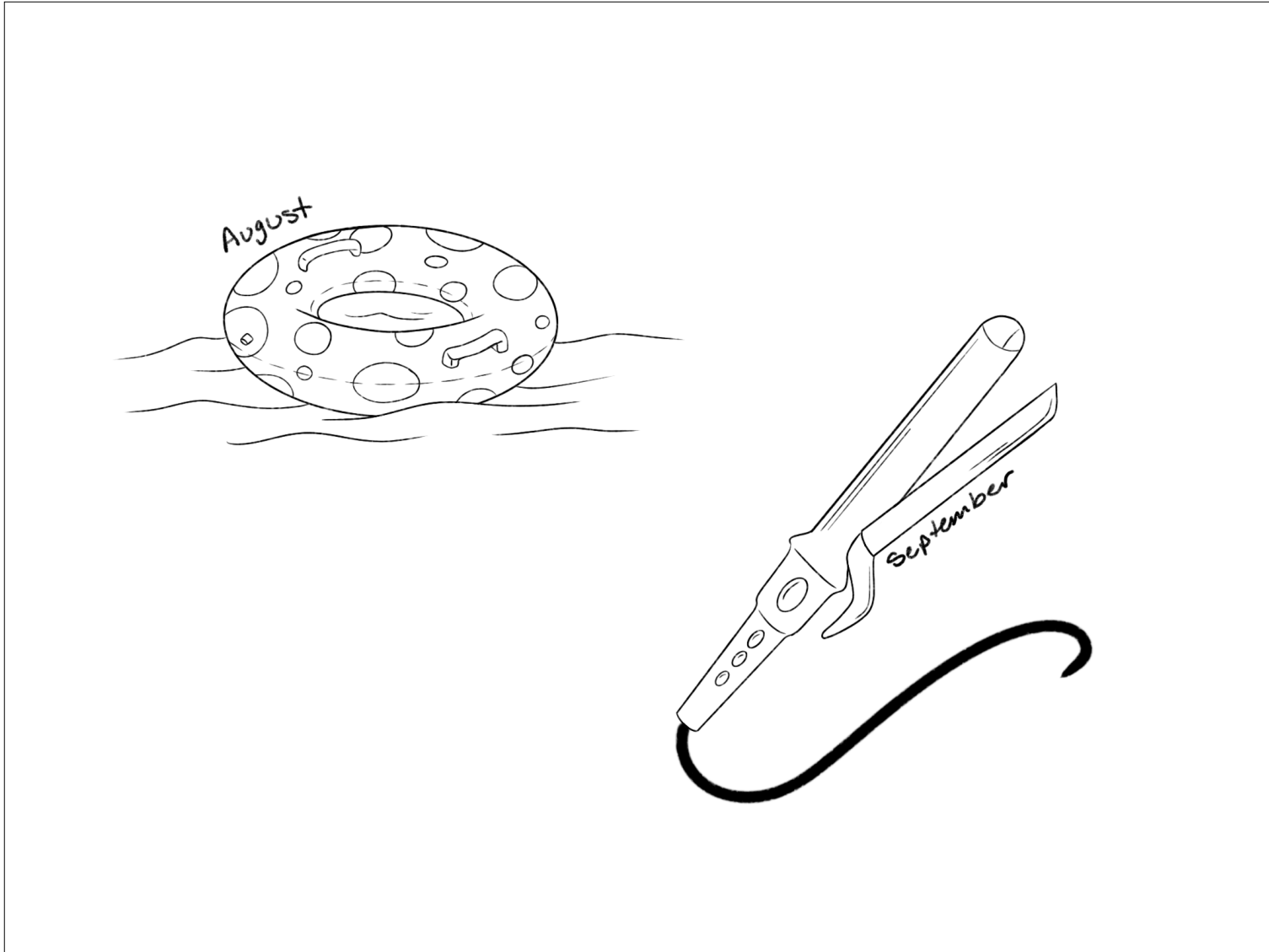
# DEVELOPMENT - CHARACTERS



# CHARACTERS IN BACKGROUND



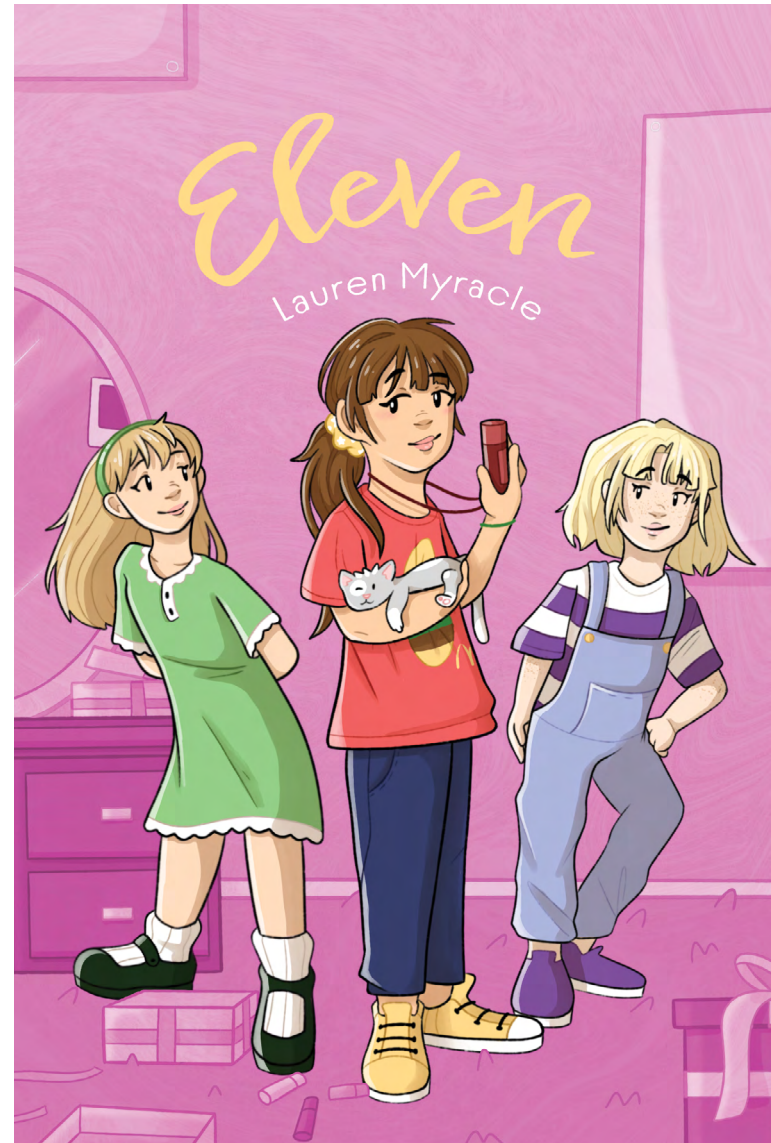
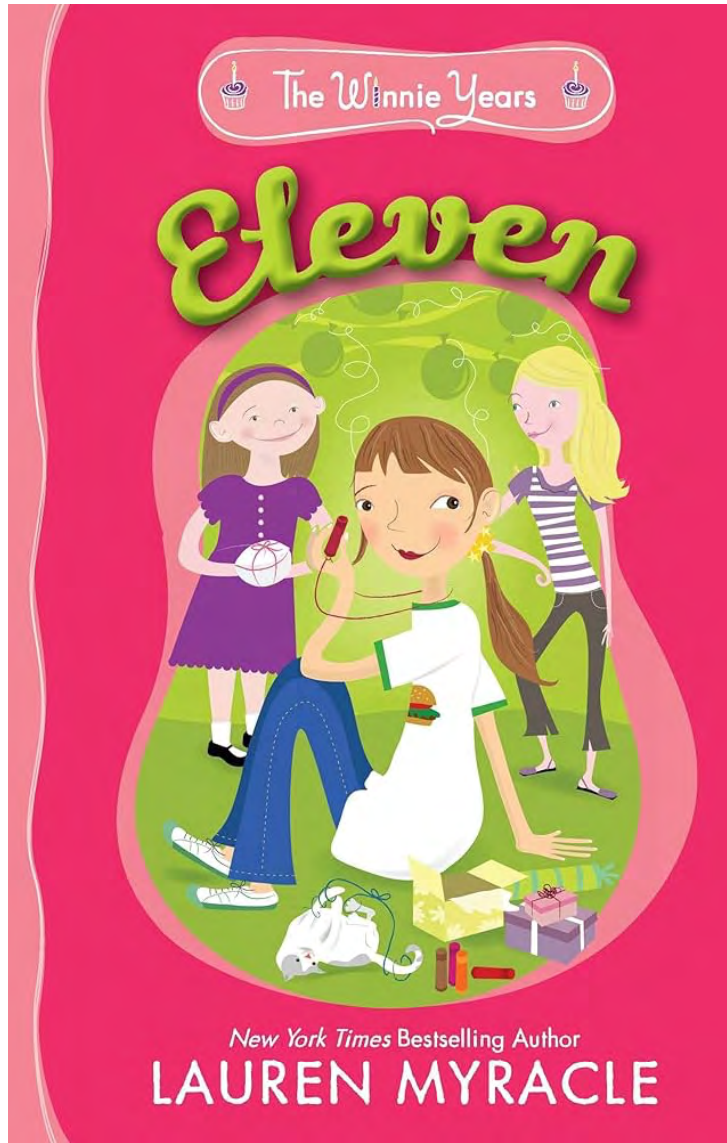
# SPOTS FOR AUGUST & SEPTEMBER



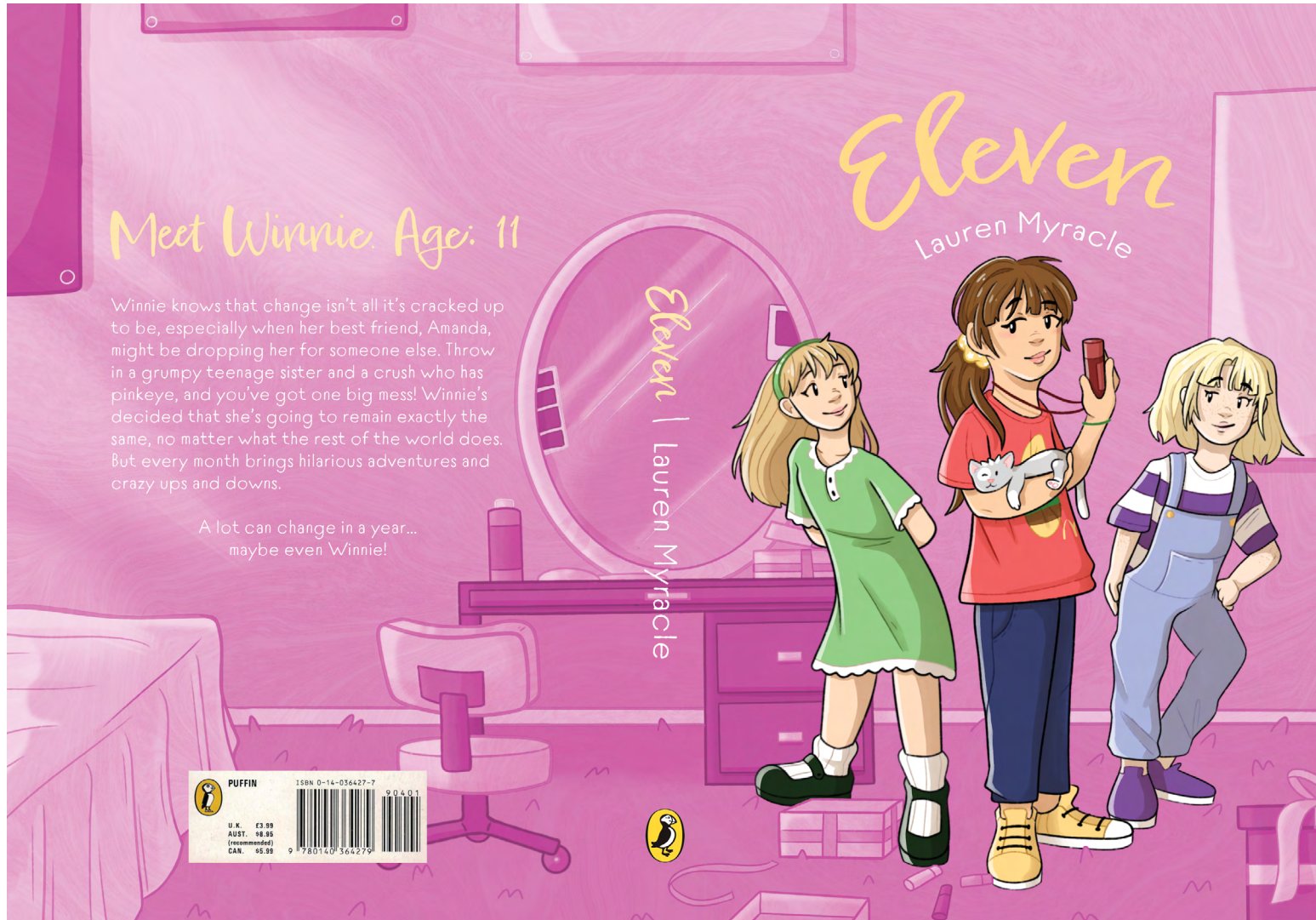
# FINAL LAYOUTS

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# ORIGINAL VS NEW FINAL



# FINAL LAYOUT



# FINAL MOCKUPS

