

Covers are made up of four elements:

1. The **basic format** (the normal arrangement of the page, issue to issue)
2. The **logo and ancillary information** such as date, etc. (usually varying in color only)
3. The **illustration** (varying in subject and graphic treatment, issue to issue)
4. The **cover lines** (varying in words, of course, but also in position, if the format allows)

These four elements make a mix of potentially tremendous variety. The precise mix for any one publication depends on the goals and character of that publication. However, there are some basic criteria involved in deciding the proportions of the particular mix.

...Should the picture be big or small?

This depends on the availability of good pictorial images (photographs, illustrations, portraits, graphs – whatever the visual image may be).