

Exclusive Note from Art Director Erin Craig, on the Development of the Cover for *Intertwined*:

As an art director, I spend my time working on cover designs for various imprints within Harlequin, but when I was handed the role of directing cover design for our newest imprint, Harlequin TEEN, I was definitely excited to have the chance. In this particular case, it was the chance to create the cover for *Intertwined* by Gena Showalter.

For every cover we design we start the process with a meeting between Art, Editorial and Marketing. We discuss everything from the story-line details to character descriptions to comparable titles. From that point the Art Department takes over to further develop options for the cover. For *Intertwined*, I worked initially with three different designers in order to come up with different concepts, each having its own voice. We spent a lot of time researching what teenagers see, the magazines they read, movies and TV shows they watch, music they download, Web sites they visit, cell phones they use—all the types of cultural visual imagery they absorb. From there, we used our research to come up with a variety of concepts that illustrated the story:



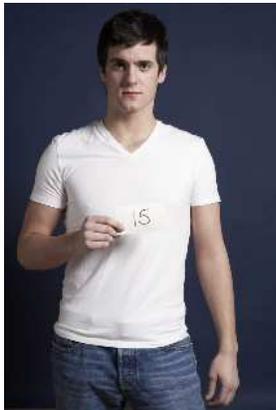
The concepts are then presented to Editorial and Marketing who help us identify the strongest direction and concept.

For the cover of *Intertwined*, we were also able to gain feedback on the concept from our Harlequin TEEN Panel—a group of teens passionate about reading and willing to provide their point of view. As one panelist put it “it’s darker, and the white contrast draws you to it.” In the end, this concept seemed to win us all over:



At that point we needed to bring the cover to life.

I wanted to work with a photographer and type designer who were younger and could relate more closely to the subject matter. I had worked with photographer Regina Garcia in the past and felt that she had the sophistication of a seasoned photographer—able to deliver great shots—but she also had the funk and spunk of a young soul who could work with the younger model and get him to deliver the feeling we were trying to achieve. With the concept approved we started to discuss the finer points of the shooting process. The talent was a key piece for this cover. We needed the right teenager to portray Aden Stone’s role—a model with the ability to take direction, intensity in the eyes and the right look to match the character’s description.



On shoot day I worked together with the photographer and the stylist to decide which outfits we liked.

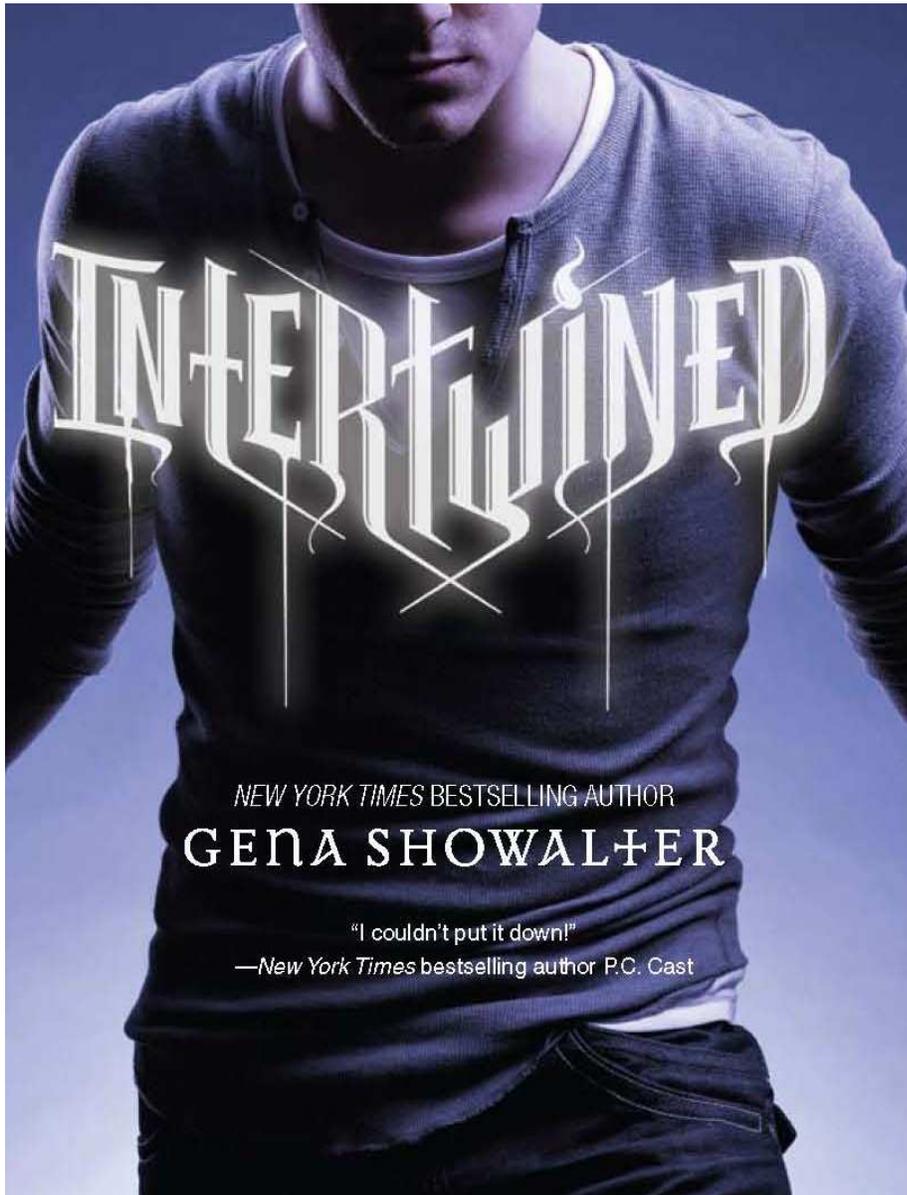


Post work was done in Photoshop to increase the overall drama of the cover—in this case we wanted to give the sense of otherworldliness with a lot of intensity.

For the title type I wanted to do something fresh and funky, something that would capture the attention of the reader. My inspiration came from a combination of skateboard graphics, tattoos and metal band lettering. I worked with Chad Roberts Design to come up with the lettering style. We started with a design that was quite complex. The lettering took more than one month and a dozen variations to get right, balancing legibility and graphic style.



Overall, this cover came together really well with the help of a lot of different people. I hope you feel the same way, too!



—Erin Craig, Art Director for Harlequin TEEN, Harlequin Enterprises Limited