



Canva x Wattpad Sell Your Story

Finding the right
cover for your genre

Canva

Contemporary Romance

Contemporary Romance is best defined as romance stories set in the current day, reflecting current social mores. There are a variety of styles these covers can take. On Wattpad, these stories tend to be read by readers aged 18-25, so if you're aiming to appeal to the broadest reach possible, keep that target in mind. Common elements for these covers include: a young attractive couple touching innocently; rural backgrounds that are colourful and feel innocent; silhouettes that are feminine and romantic; and fonts / title treatments that include a combination of serif and sans serif fonts, usually bold but romantic.

Sourcing imagery for Contemporary Romance

Take it from any cover designer—relying on stock images to perfectly capture the characters and story you're telling can be a challenge. Most images you see on published covers are actually composites of many images, labored over for weeks by very talented designers. In the case of your cover, romance is all about feeling, so when you're stuck, go by feel. What emotions do your story evoke? Can you find imagery to echo and amplify that? If the writing is light and frothy, perhaps a simple image and some playful script will help convey that. Is the writing a bit more pensive and contemplative? Perhaps the colors of a gentle sunrise or sunset evoke that. Go by feel and see how it feels!



Young Adult

Young Adult covers offer a lot of opportunity for creativity! YA novels tend to focus on growth and the transition from teenager to adult. While YA is a genre in its own right, it can also be combined with a variety of genres including Science Fiction, Fantasy and Romance. Common elements for these covers include: a focus on youthful energy—fonts can be playful and bold; bright, colour-driven covers are eye catching and popular; whitespace and shadow are important—they help focus the reader's attention on the elements you decide are most important (usually this is the title, which we can assume is devastatingly clever.)



Approaching imagery

You've got options. Take a look through the trending YA titles on Wattpad and you'll see it all, from illustration, to type-forward covers, to photographic covers. There's no one-size-fits-all approach to covers that capture the vibrancy of youth, but you'll note some comment design trends:

- Bright, bold colours
- Lots of contrast —white space or dark space
- Hand-drawn fonts echo introspective stories
- Lots of experimentation with tones—one color goes a long way



Paranormal & Fantasy

Before creating a cover for your Paranormal / Fantasy story, it's vital you identify the story's subgenre, this will help you determine the best imagery, fonts and colour schemes to use. There is a wide range of subgenres within both genres include High Fantasy, Dark Fantasy, Urban Fantasy and Creature Fiction. Common elements for these covers include: atypical fonts; title treatments that play with word placement; vectors; and bold title only covers.

