

**Dylan Wert**

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**Research and Development  
Penguin Book Cover  
2019**

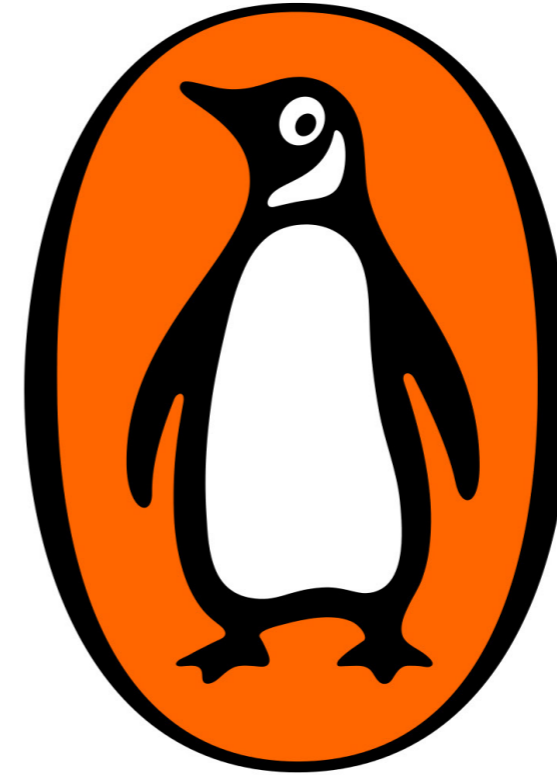
# Brief

The brief was to design a book cover (front, back and spine) for one of three books which were put forward by Penguin. To demonstrate a true understanding of the book and create a new cover which captures the story in a new and original way.

## Competition Deliverables

The Deliverables of the book design competition were stated on the website with several downloadable templates one for each book to ensure you designed the book to the correct specifications. File must be:

- PDF
- bitmaps at 300ppi
- CMYK
- 5mm bleed
- Ideally colour managed to ISO Coated 39 or ISO Uncoated 29
- Trim and crop marks to be included
- Maximum file size 5 MB

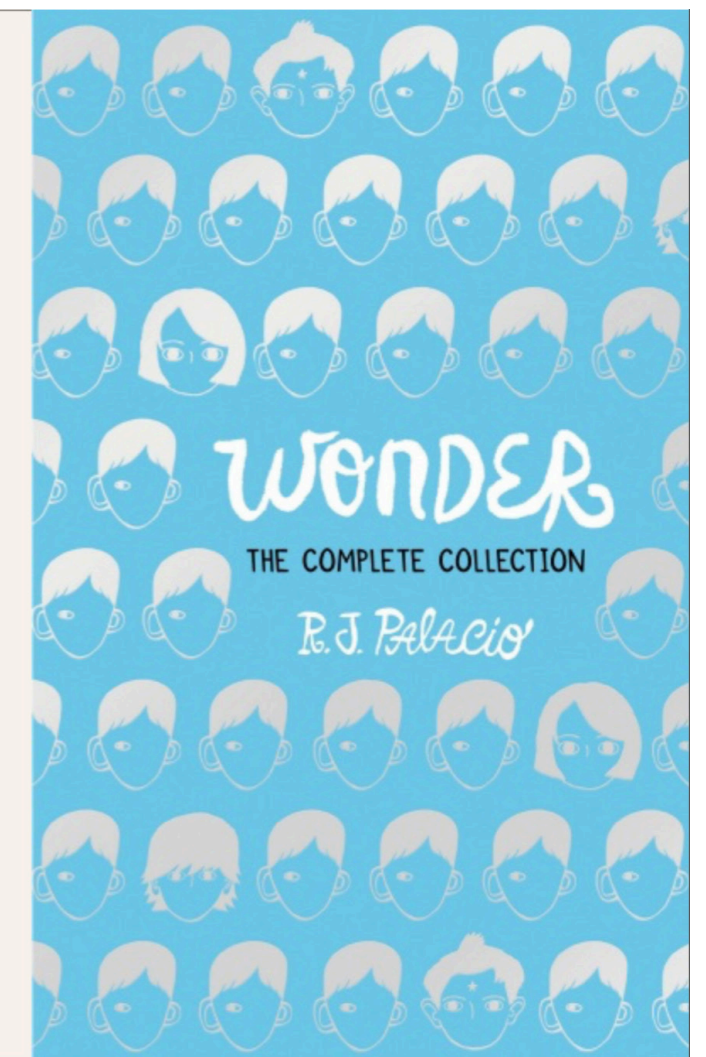
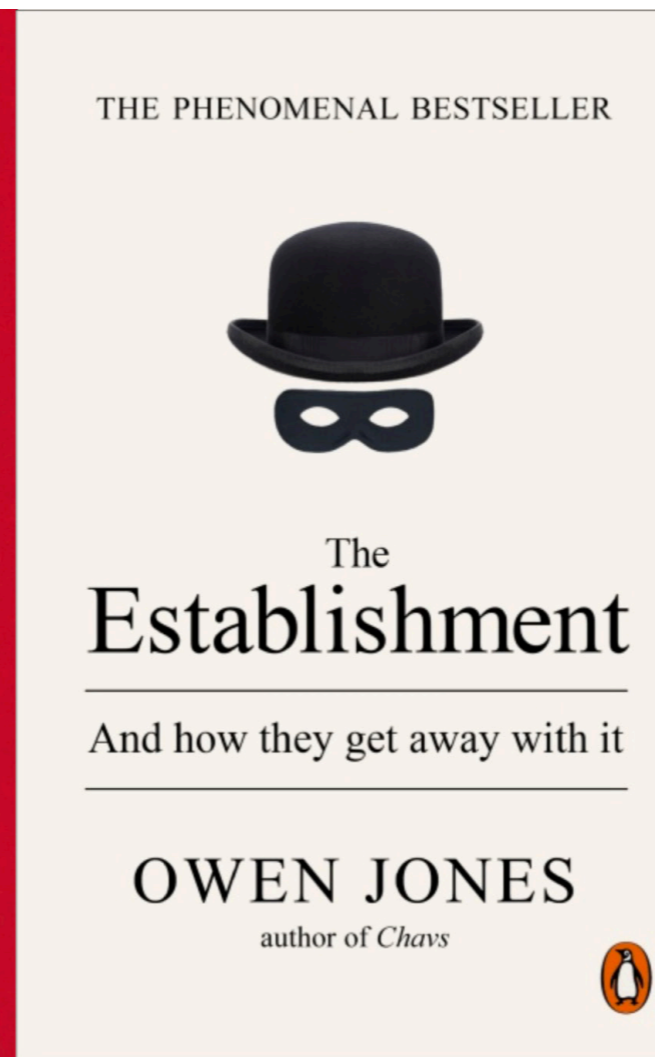


# Choosing the book

The three books to choose from were:

- Norwegian Wood
- The Establishment
- Wonder

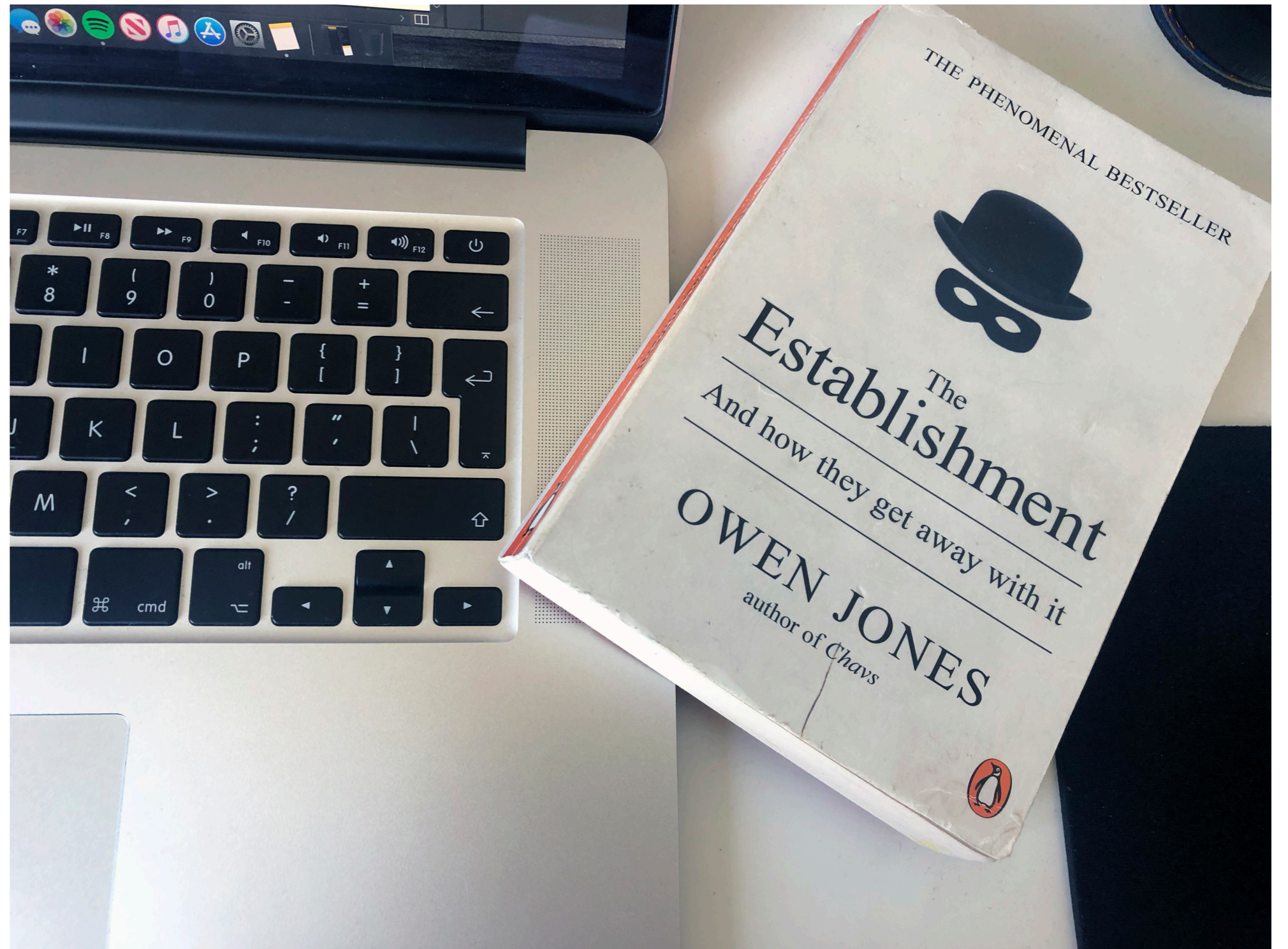
All three are books which have been out for a number of years and i felt after researching into all three that The Establishment was the right one for me. It talks about government issues and politics which i am very interested and felt i would have a better understanding of this as it is new and fresh. The book would be some of the first material that i had ever read on the topic and therefore would inform my design for the book well.



## Reading the book

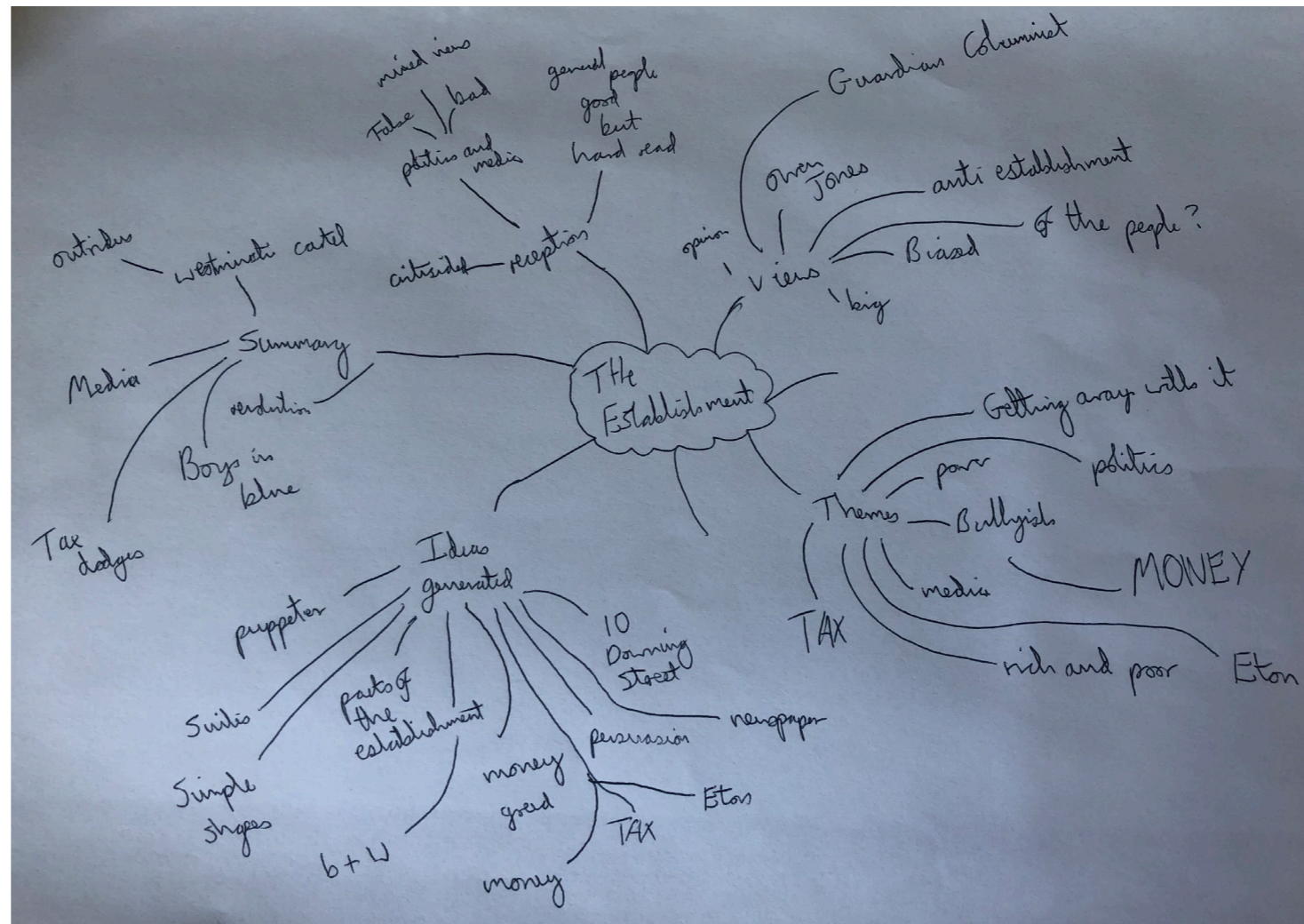
Reading the book is and was a vital part of my research. In order to understand how to design a book cover you must be able to know the contents of the book back to front and to have a true understanding of what the reader is trying to represent. The book must convey the message of the book but also not give away the whole story before you have opened it.

The Establishment was not an easy read because it is very detailed and often used vocabulary that i was not used to. This made the reading expereicne harder at first but eventually it became much more clearer. I found myself on the side of the author by the end of the book and thinking very negatively of the government with not much prior knowledge to help shrug off the views of the book which are very extreme in some regards. This gave me a great starting point when looking at key themes of the book and how best to represent them.



# Ideas and themes

As I read through the entirety of the book I would come across themes and key parts which I felt were noteworthy to think about when designing the book. This then became this mindmap which I used to start to think of imagery which could be applied to the cover design.



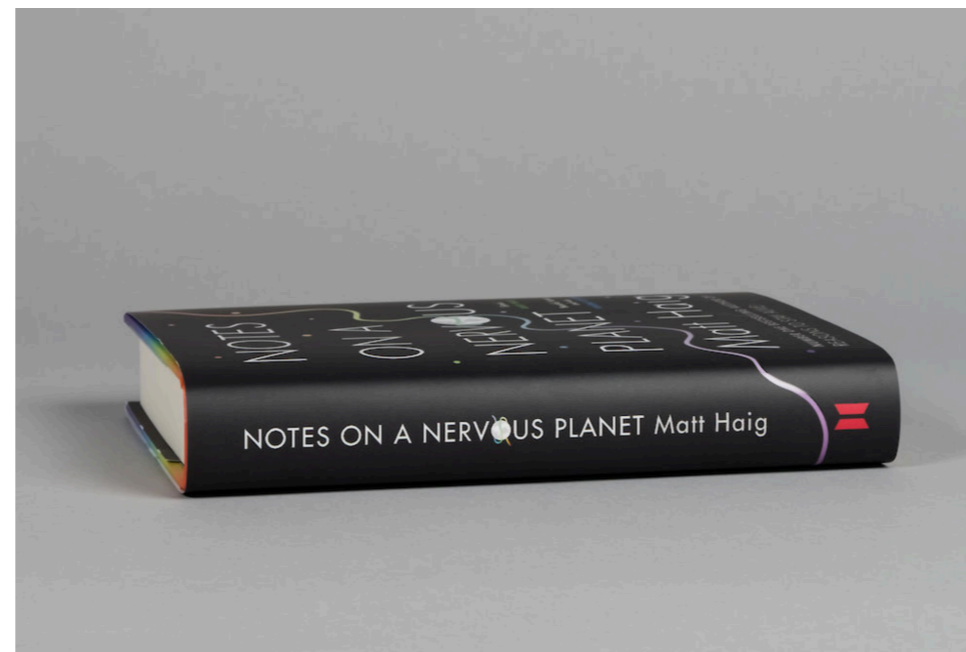
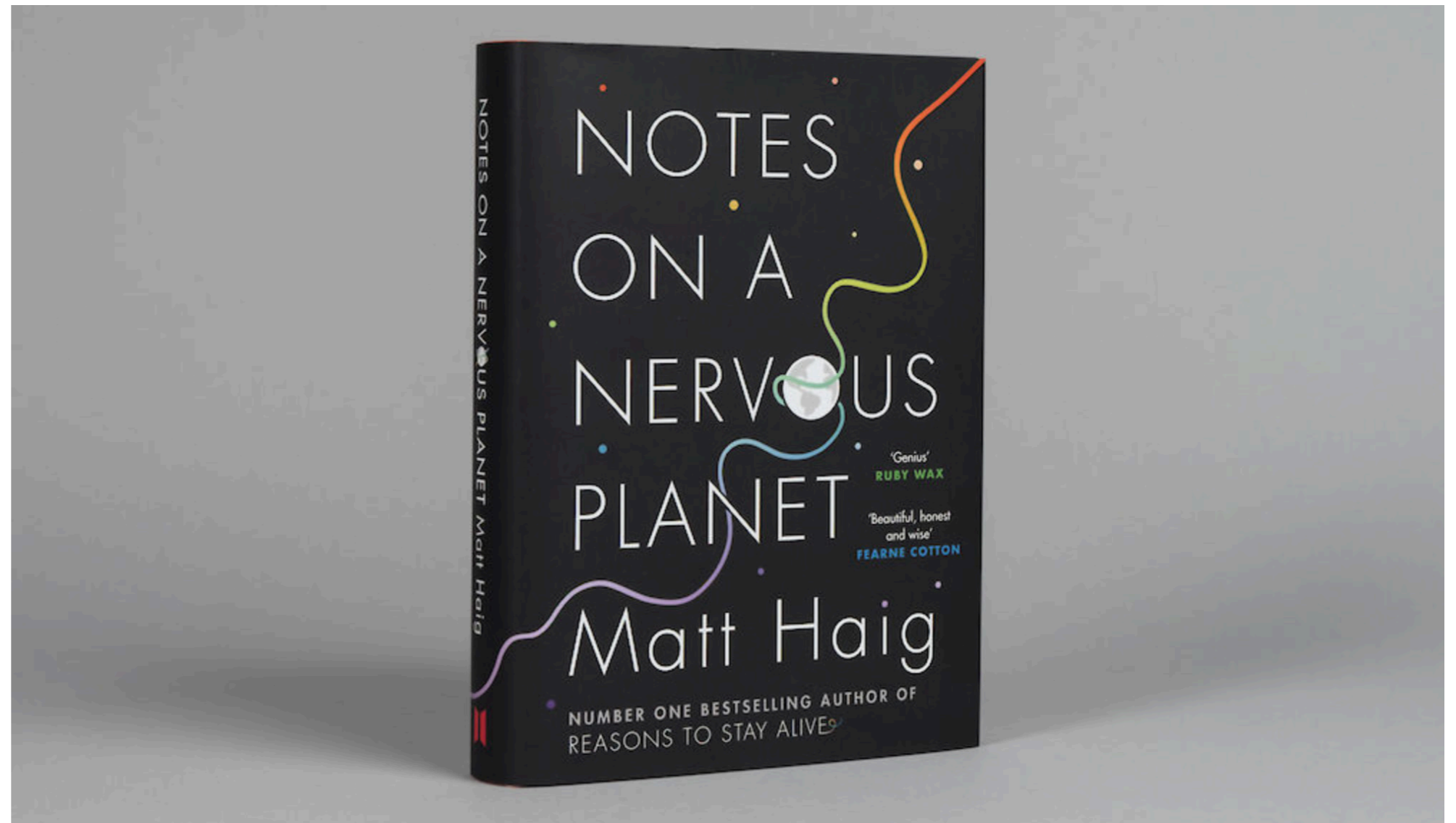
Themes found - Ideas intial

- Control - hands, puppet
- Dictatorship - Fiat, red and black
- manipulation - eyes, hardness
- media - newspaper, foreign
- plutis - Swiss
- greed - indulge in money
- all about money - money
- poor - poor fiat - made out of type?
- rich get rich - money
- poor get poor - money
- Eton college - Swiss, politics, boys
- Tax? - light of sad of money and fat cat
- inequality - big and small
- 1% - the rich
- difference in class - poor and rich

# Notes on the Nervous

As a group research task we were all tasked to research a book design that had good design taking in the front, back and spine together showing thought over all three sides and how they link together well.

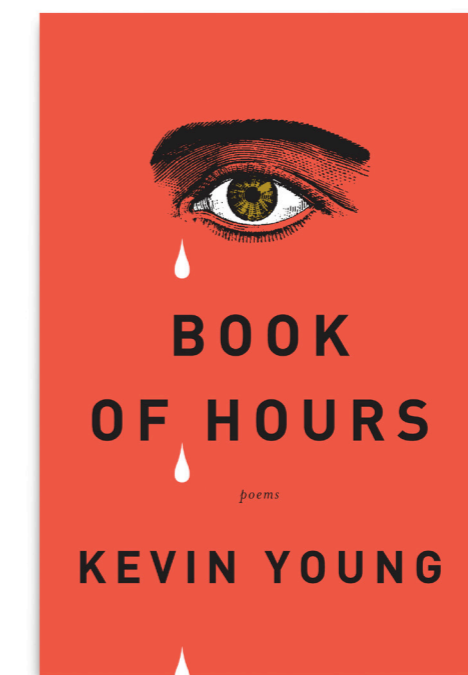
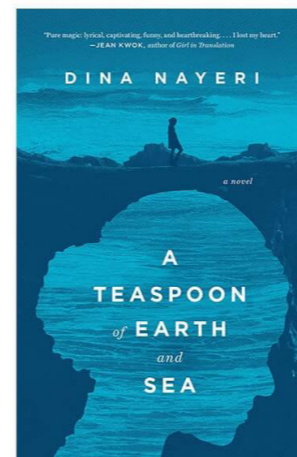
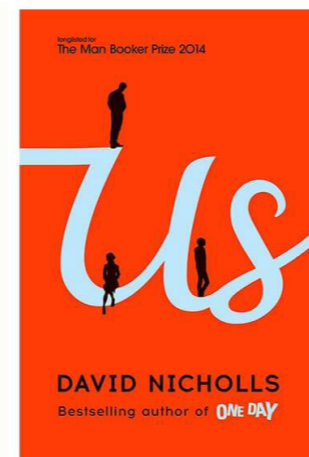
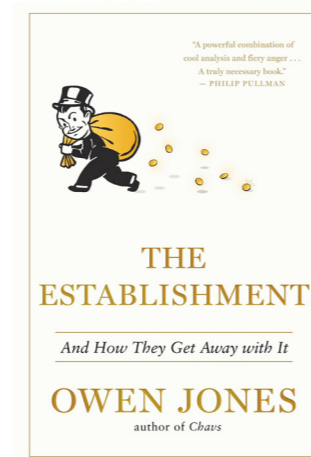
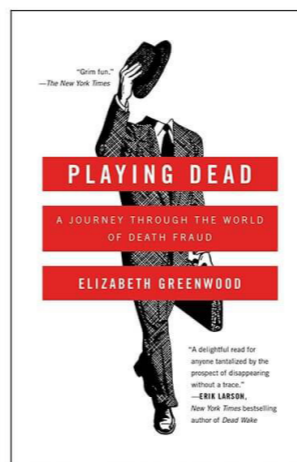
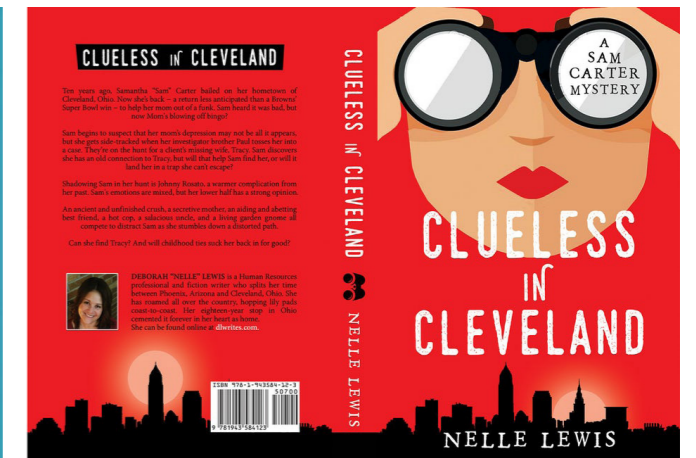
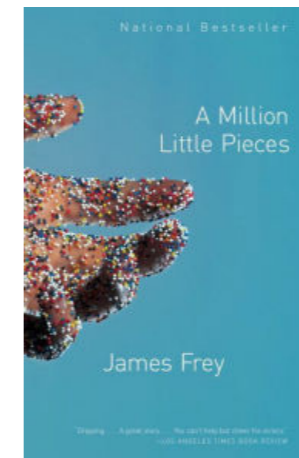
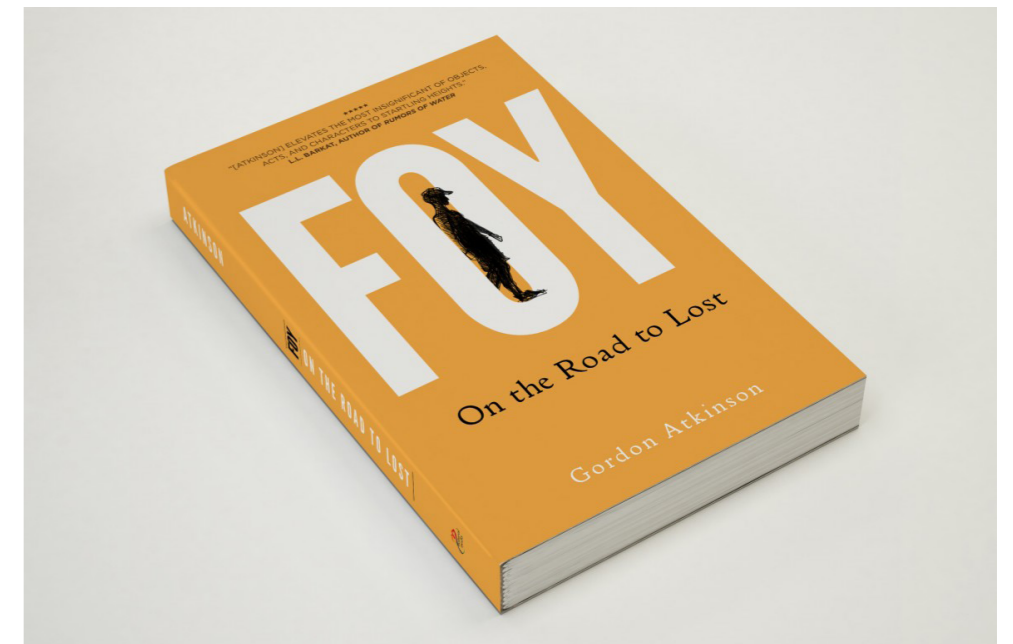
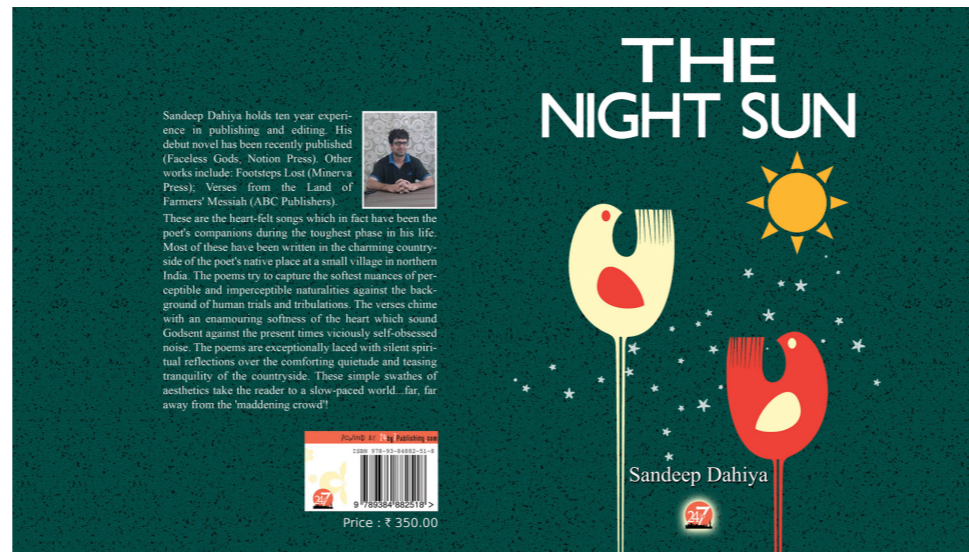
The book my group chose was Notes on the Nervous and it was a fantastic example. The moon and illustrative line play such key roles in the book's narrative and the use of colour on the cover also has a meaning. Each part of the cover is thought out and has reasons for the why. This is vital in book design for good book design which will stand out and catch peoples eyes.



# Research book covers

Researching how other designers interpret books to design their covers is a vital stage to this project and one which i spent several days on. It was important to ensure that i was taking the correct themes from the book and not misrepresenting the book from the cover in any way.

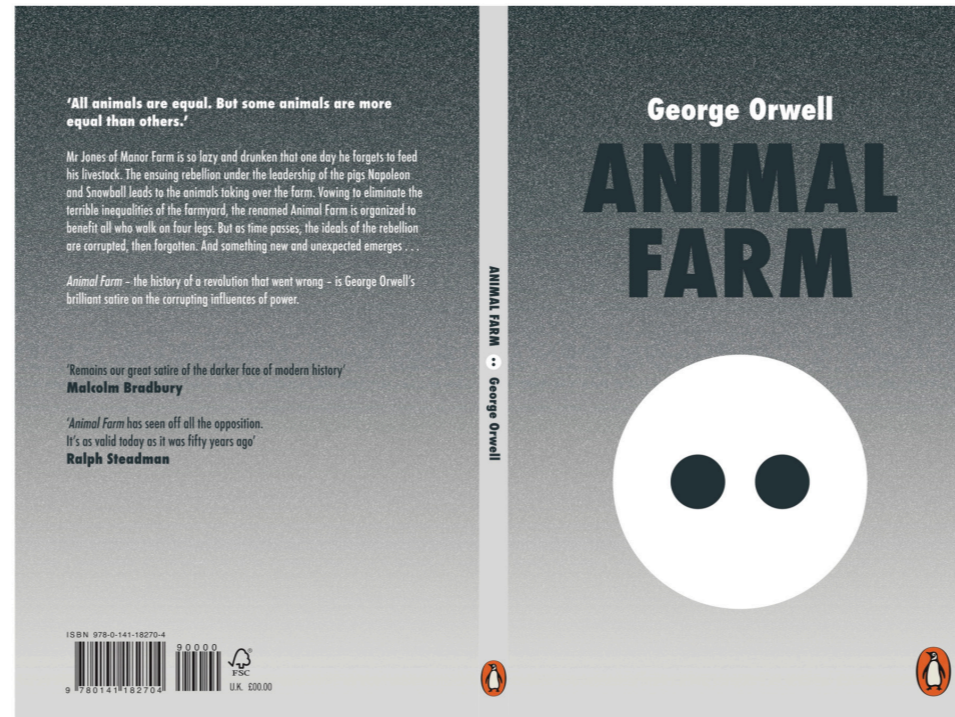
From the cover designs to the right i have been able to select a wide range of book covers including what already exists for 'The Establishment' to have a better understanding of how to design book covers and also what not to include because it may be literal, done before or boring design.



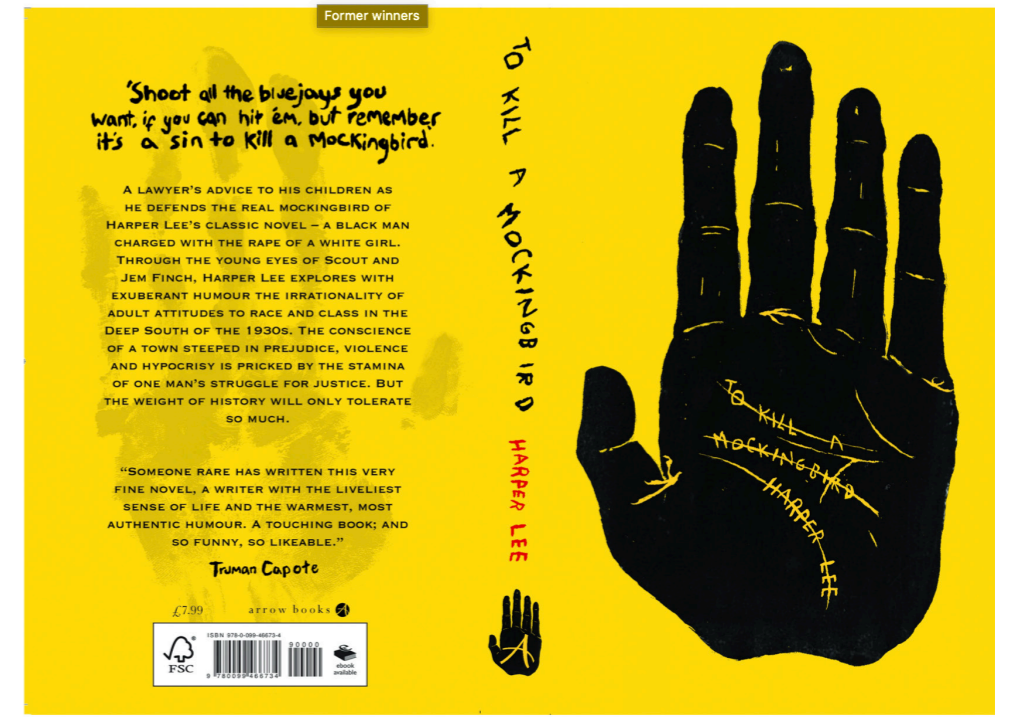
# Research past winners

I thought it was very important to research into what past winners of the competition had created to understand the competition i would be up against. To the right are some past winners which i feel have done a great job. They range in detail with Animal Farm showing that simple and minimal design can work too and win an award.

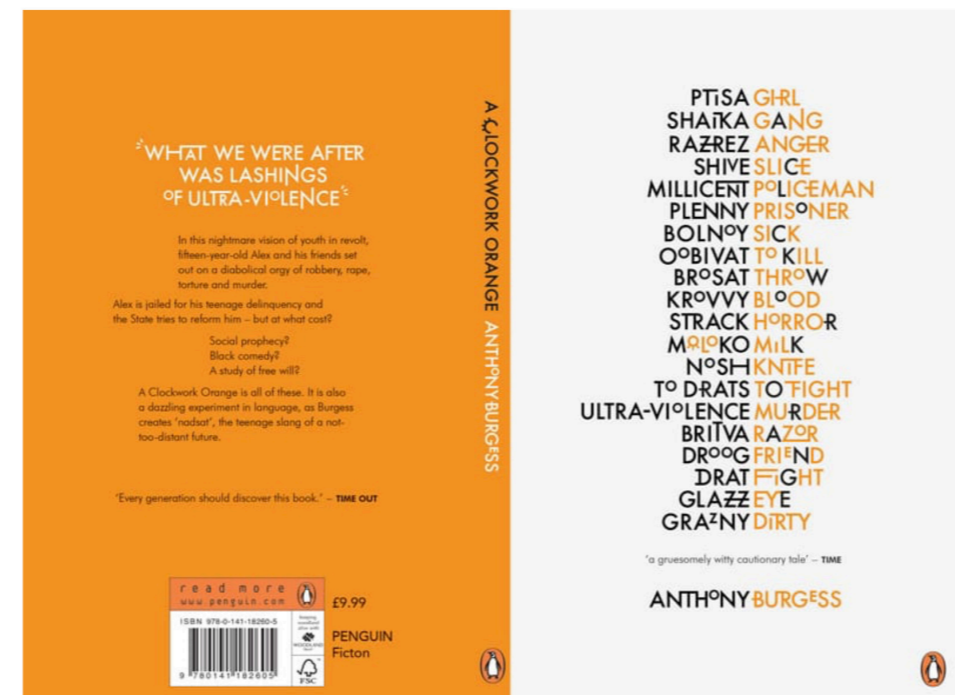
Taking this forward i want to ensure i refer back to these to ensure all minor details are perfected to design the best cover possible. With this competition detail is the key and making sure the spine, back and front are connected is essential through small details and typographic ways.



2018 Adult Fiction Prize, Raemarie Lee, Kingston University



2017 Adult Fiction Prize, Madalyn Farley, Kingston University



2016 Adult Fiction Prize, Zack Crook, University of Central Lancashire



2015 Children's Prize, Lucie Williams, University of Wolverhampton



# sketched ideas

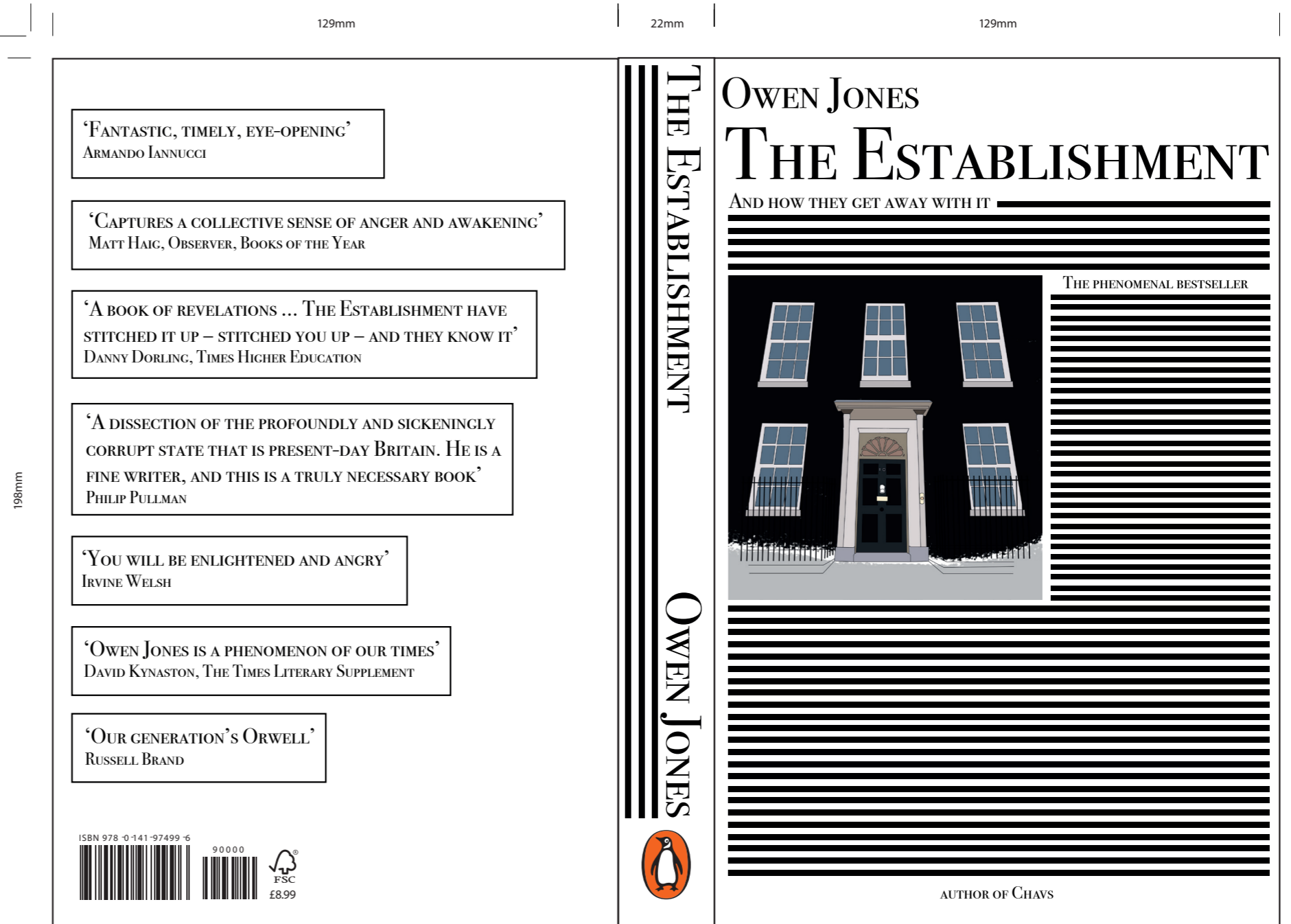
Using the ideas and themes found in the book i started to play around with how to visualise this and trying not to be literal. The main themes i was taking forward was the idea of wealth, power and the secrecy of everyone in the establishment. Constantly asking myself the question of who even is in it? I wanted to create a cover which possibly was implicit in it's design that could be read by people differently.

Taking these ideas forward i started to visualise them digitally following on the next few pages.



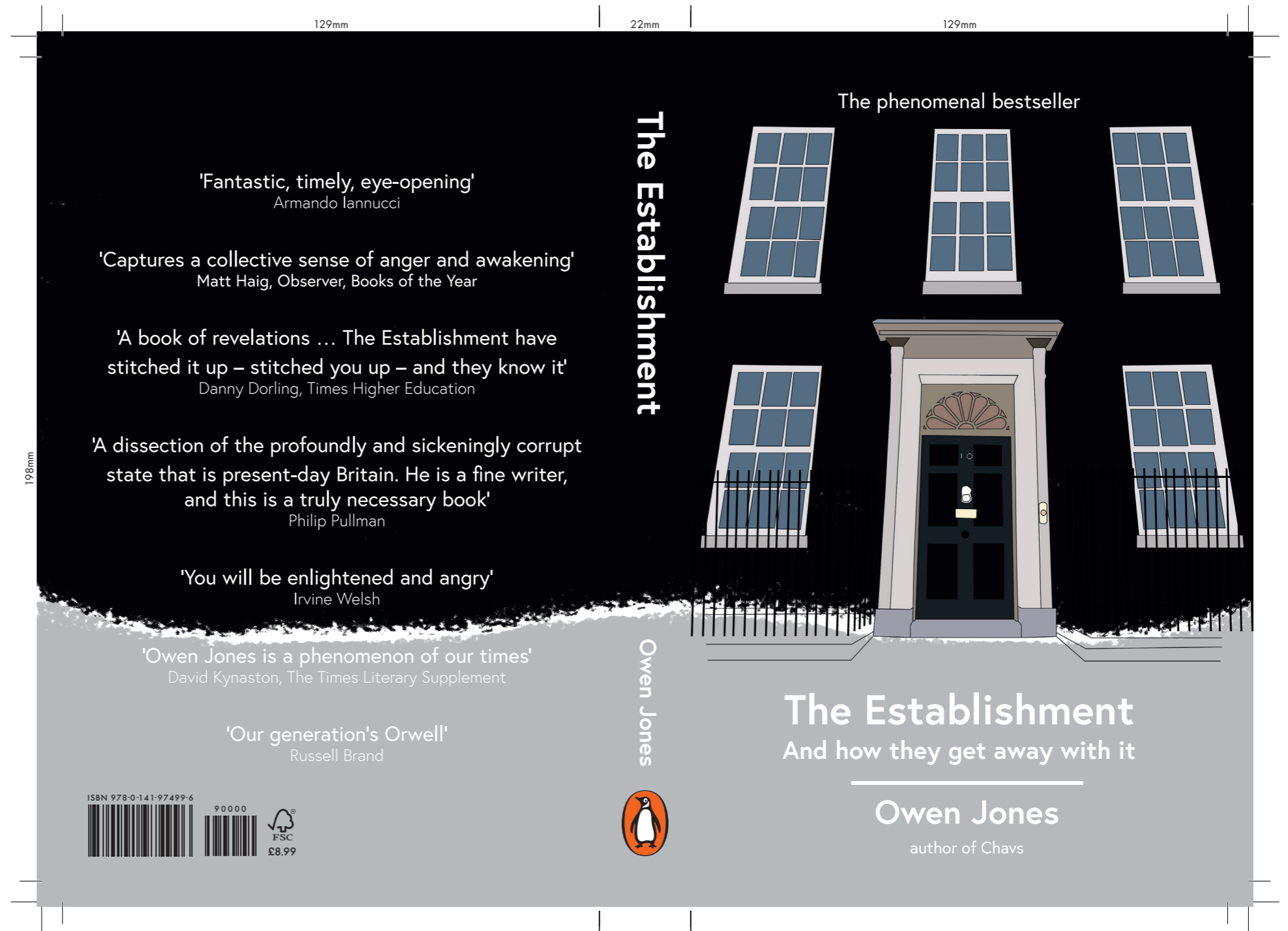
# concept 1

My first concept was based off of the establishments influence on politics and government. i wanted to make the cover look like a newspaper using the lines and the use of a traditional serif font. However, i found that this design lacked any draw as it looks dull and boring with the limited colour and contunies use of the black lines. The illustration of 10 downing street is too detailed in comparison to the rest of the cover.



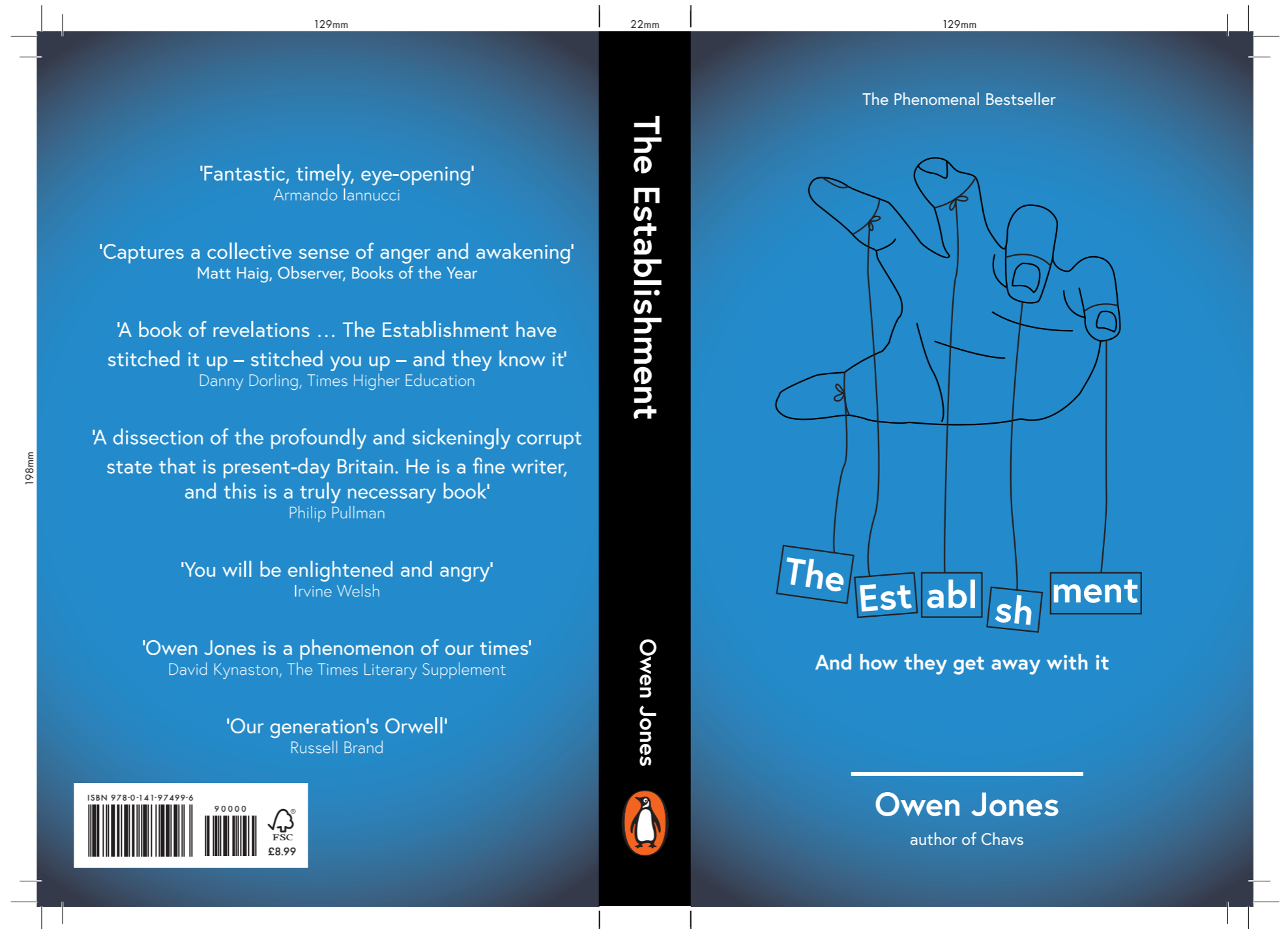
## concept 2

I took the illustration from concept 1 and applied it in larger form across the whole book. I really like the use of imagery that travels over the spine and this gives the book cover more connection between the front and back. Also the typeface Europa-Regular for the cover design. This gave it a modern feel on some older ideas and beliefs which are still relevant today in society. The use of black works well as this gives it a sense of mystery and secrecy but also is the colour of brick for 10 Downing street.



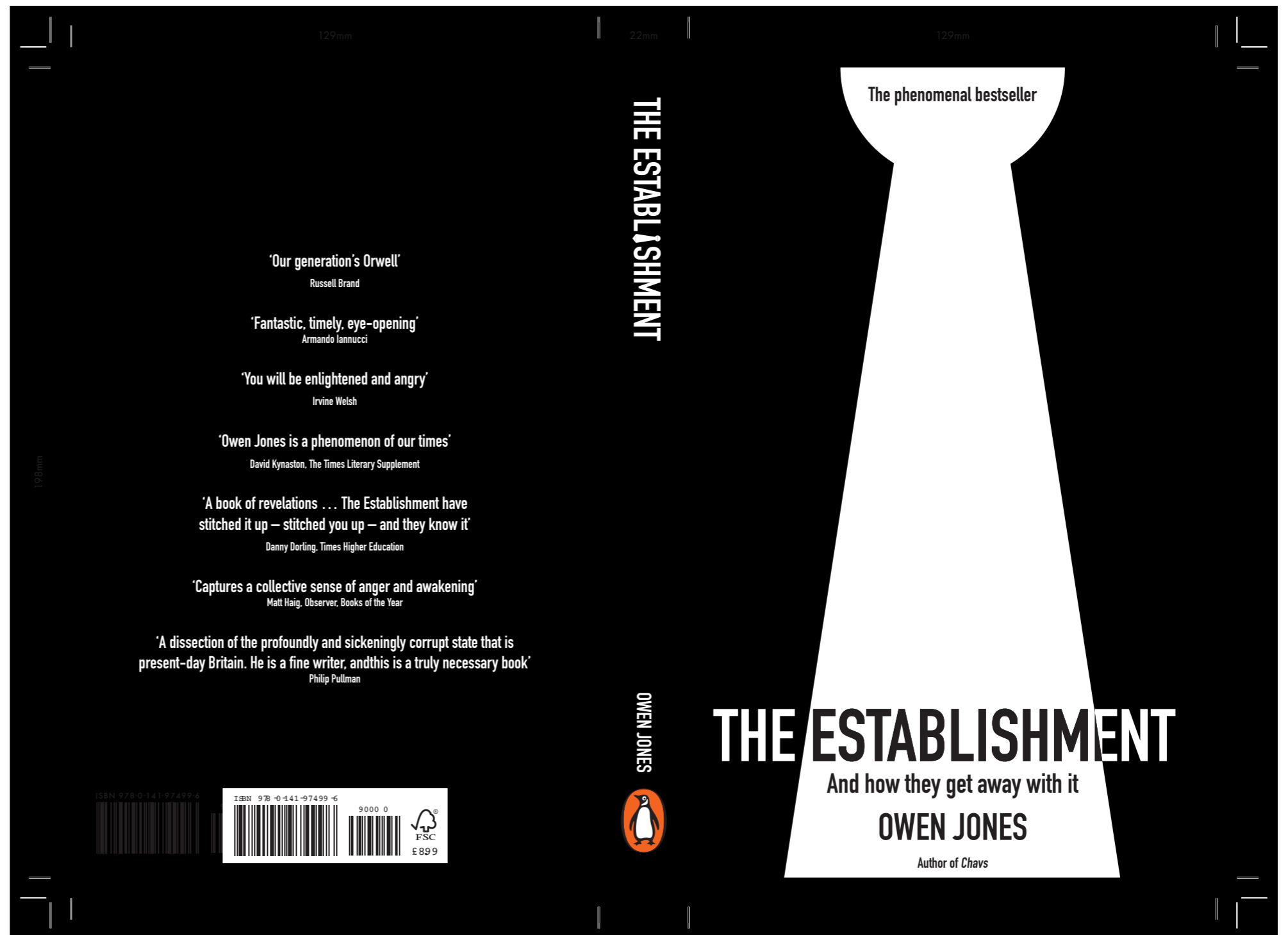
## concept 3

The hand represents the control that the establishment have over people but also that the establishment is made up of a range of people and so therefore the word is cut up. The use of blue relates to the police and their influence in the corruption of the country. However the downside of this design is that the front is false in that it depicts the establishment being controlled when actually they are the controllers. This is the main reason i decided not to take this design forward.



## concept 4

This is my favourite design so far as the cover does not give too much information away. The black and white do not give any clues away like the colour red would meaning danger. Also the shape on the front cover has been suggested by many of my peers as looking like a tie, spotlight and a key hole. Initially i had only thought of a tie but now that other connitations have beeb made it actually works very well as a mystery in it's own, making the mystery and unknowns of the establishment literal yet vague right on the front cover.



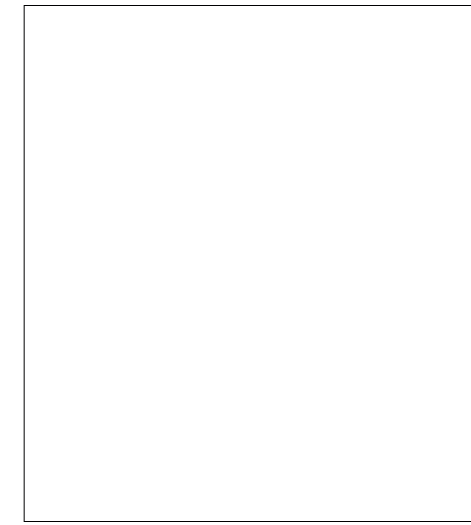
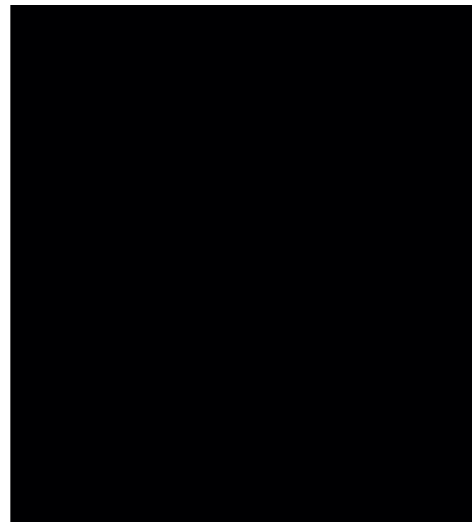
# Colour and imagery

The colour choice and use of imagery matches up to a range of themes throughout the book. For the cover i chose black and white because of the professionalism that it represents and black and white suits which many of the richest wear. Also, it is clean and easy to read but the black can often represent darkness and hold bold connotations.

The golden yellow represents wealth of the establishment and alongside black and white works incredibly well to brighten up the book cover to make it more appealing. This plays into the idea of appearing wealthy but in secret as you do not know where it is going or coming from.

The key represents the books access through Owen Jones' eyes to see what the establishment are like but also, holds the emblem of the house of lords which play a huge role in the corruption.

The tie as discussed before when viewed up close holds other images within like the keyhole and spotlight. This idea of unknown when people look at the book cover is exactly what i want people to see and get frustrated within. The cover is obscure and vague representing 'The Establishment'.



C - 90  
M - 78  
Y - 62  
K - 96

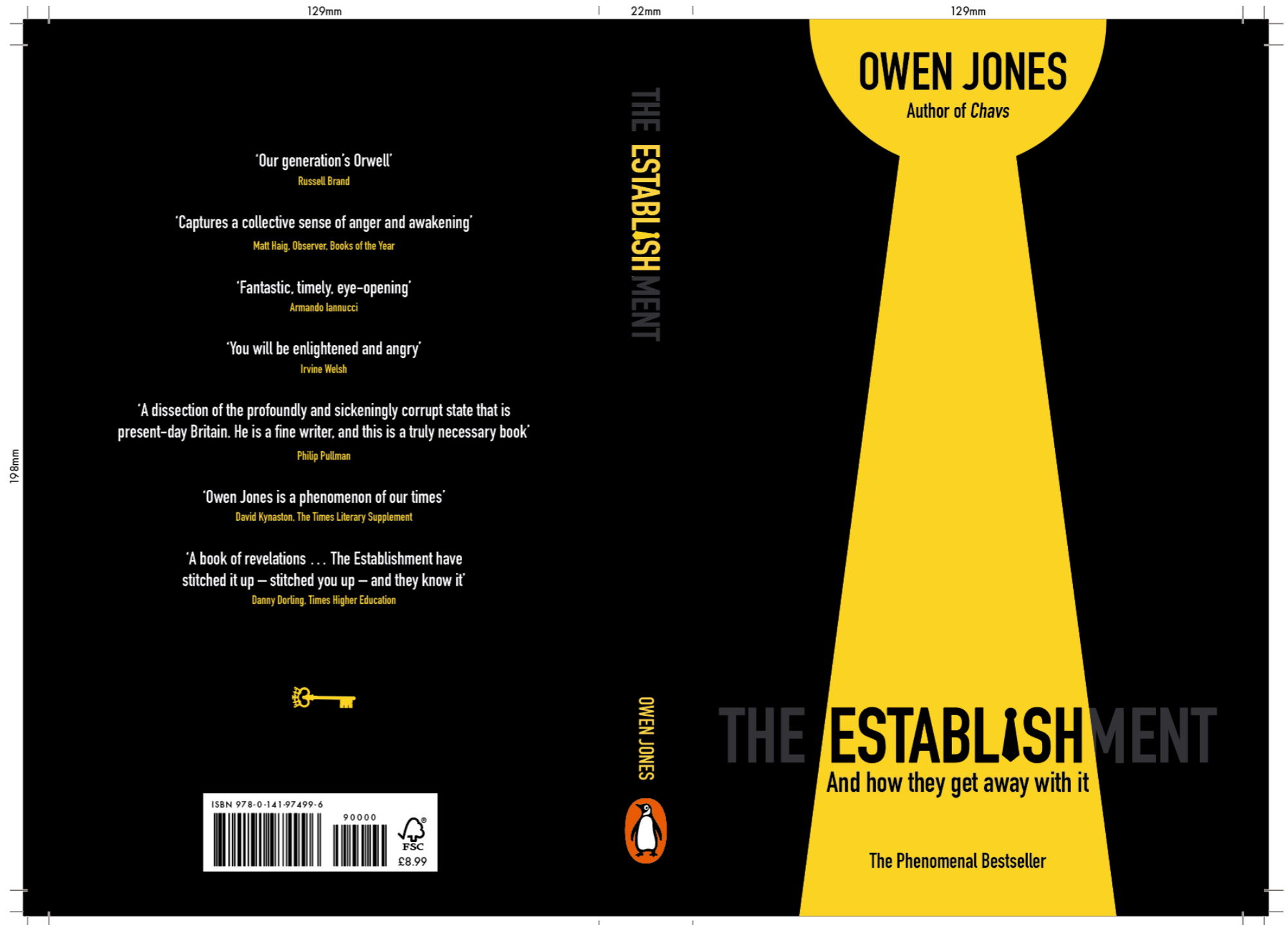
C - 01  
M - 16  
Y - 81  
K - 00

C - 00  
M - 00  
Y - 00  
K - 00

# Final book cover

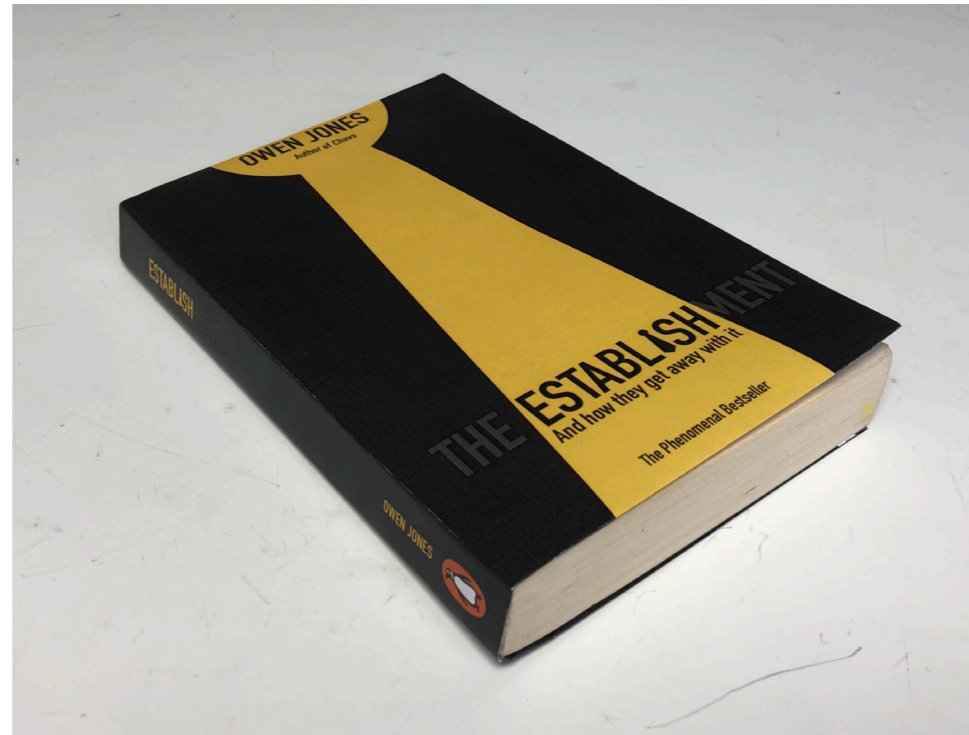
This is the final version of the book cover. I really like how it turned out as it holds so much uncertainty and themes from the book. The darkness and richness and the colours and shapes makes it look expensive and hold more value than it should.

During the design stages of this book there was many different interpretations of the cover and people unsure of what it even represented. I am happy with those responses because that is what the book often talks about.



## In context

To the right is the book cover in context. I needed to see it finally in form of what it would look like the on the book. This ensured that the spine, front and back all sat correctly on the pages and that the bleed lines were correct too not cutting anything off or including white line borders.





# Thoughts

Overall, I am very happy with how my outcome turned out for this project. I feel I have successfully designed a new book cover which does a fantastic job of looking at the themes of the book and the issues which arise but also keeping it very implicit and vague to get the viewers asking what they are looking at.

The imagery and colours work well together which has allowed me to produce a professional piece of work which I hope I can help me improve upon book design projects in the future.