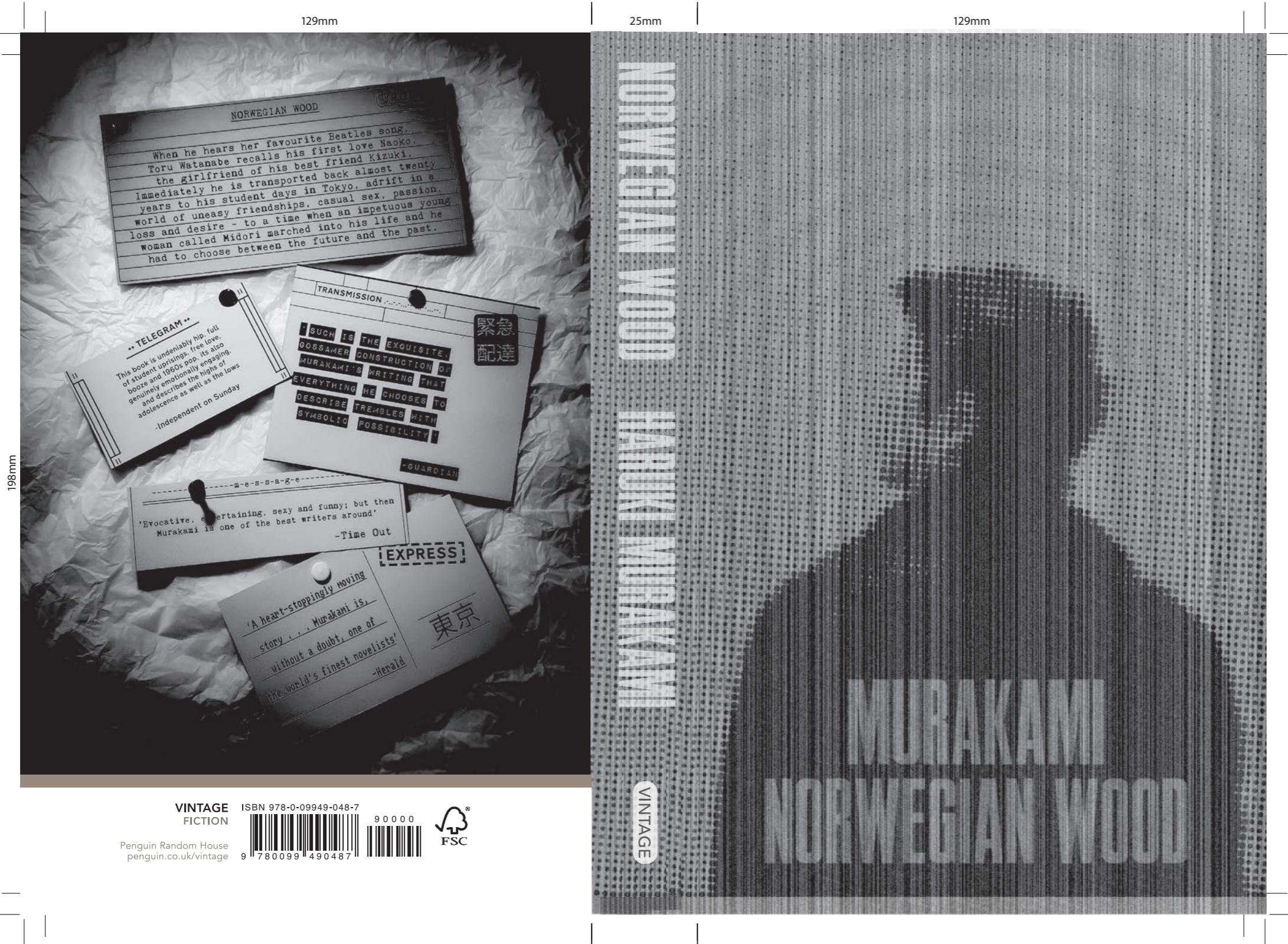


# Norwegian Wood Spread



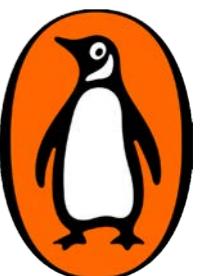
My cover of Norwegian Wood is based around the idea of choice and regret.

On the cover Toru (the book's main character) is looking back. As with the story of him recalling his student days and the distress that came with them.

To aid this idea of looking back I have used a wood grain effect, both through vertical grain texture and faint concentric circles to emulate the age of a tree (linking to the title) and Toru's memories. The cover is also black and white portraying this idea of looking back in the past.

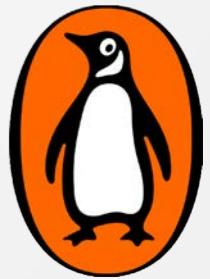
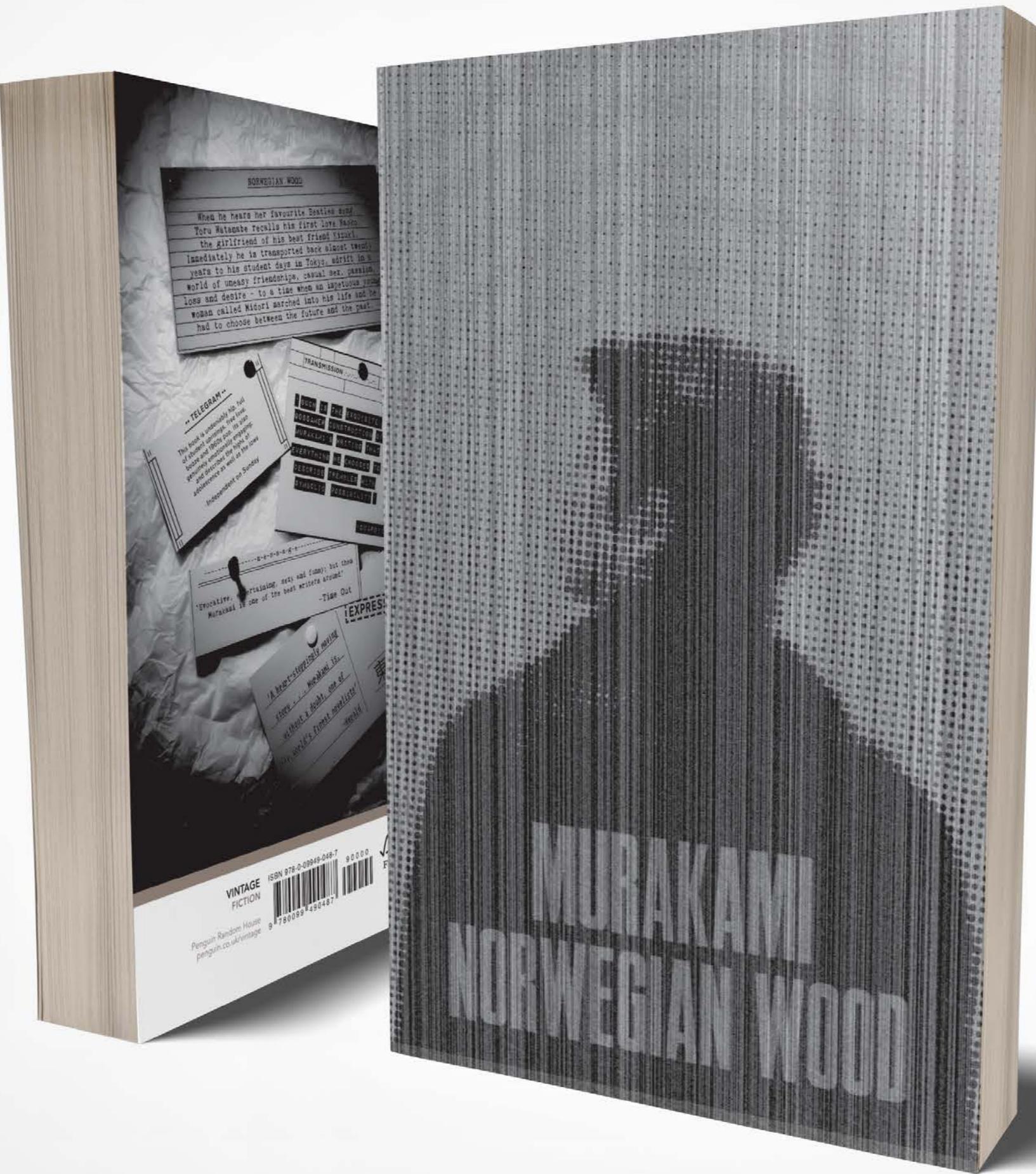
The back cover uses the idea of sending letters (a crucial part of the story) to display the blurb and reviews. They are styled in a way similar to that of the 60's/80's (time periods in the book) and given a graphic flare (inspired by Wes Anderson) to make them engaging.

The design is straying away from the clichéd super minimalist covers iconic to Murakami, presenting meaning in a new way. A way Norwegian Wood can stand out alone, as a story in its own right.



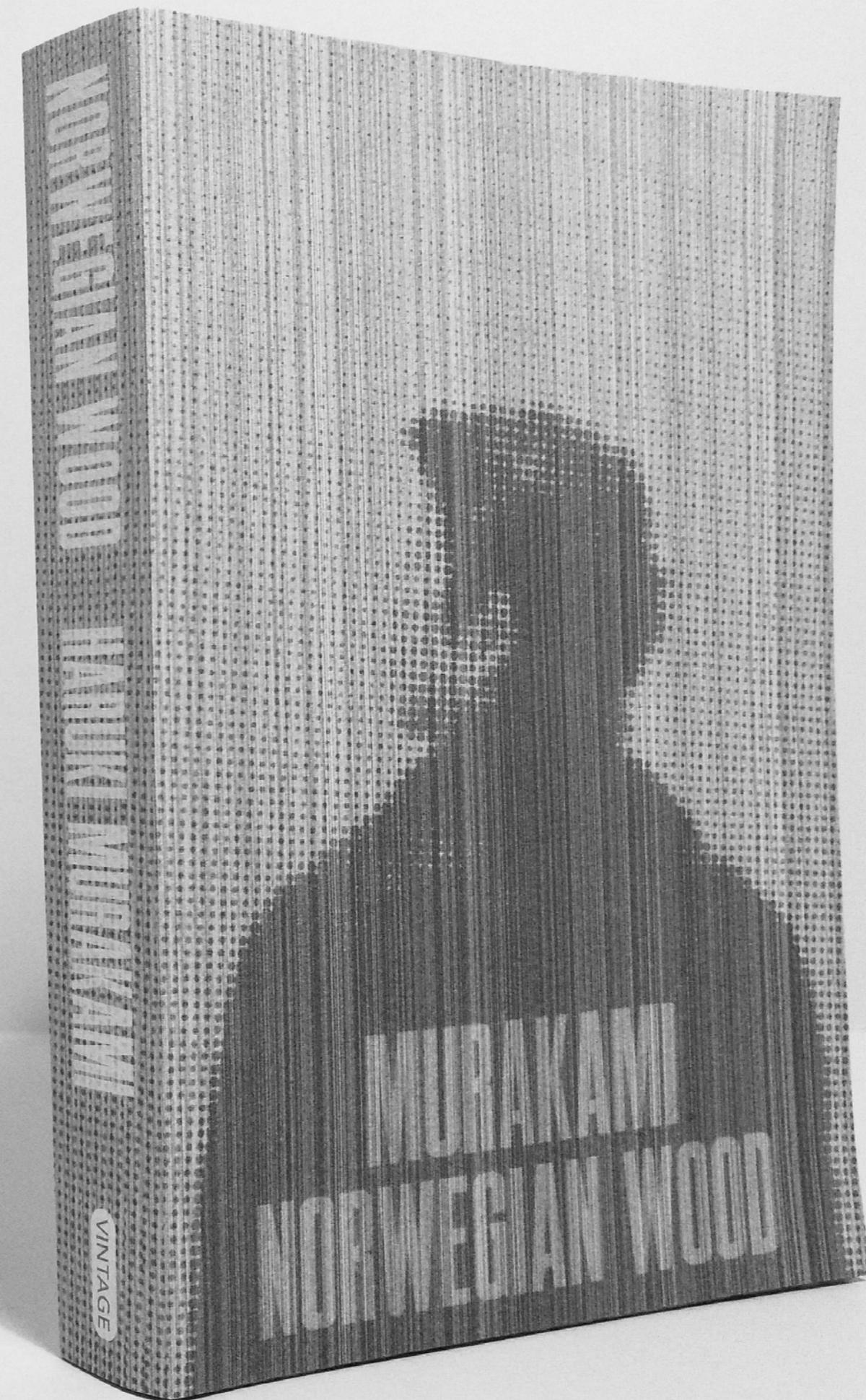
# Norwegian Wood

## Digital Mock up

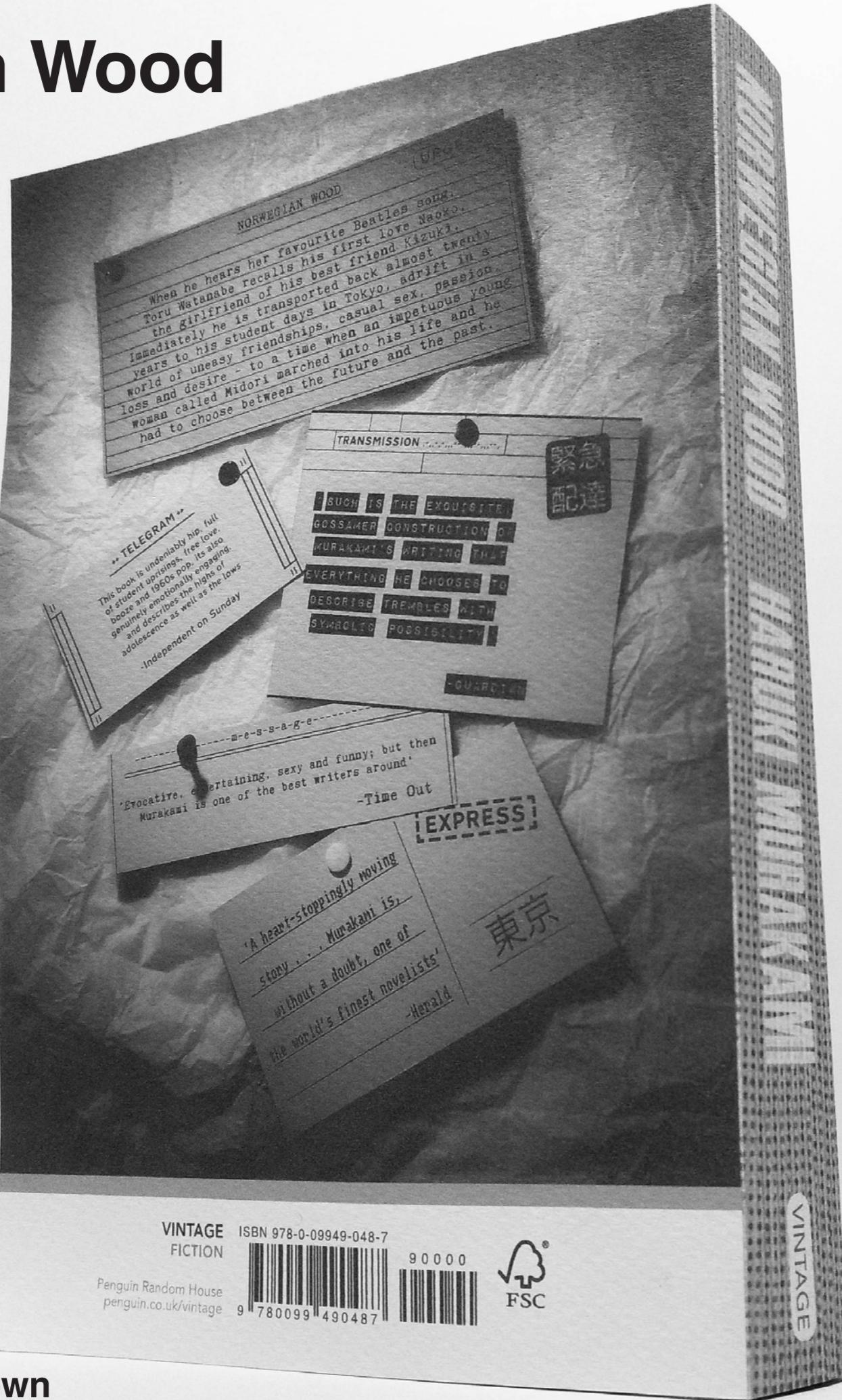


# Norwegian Wood

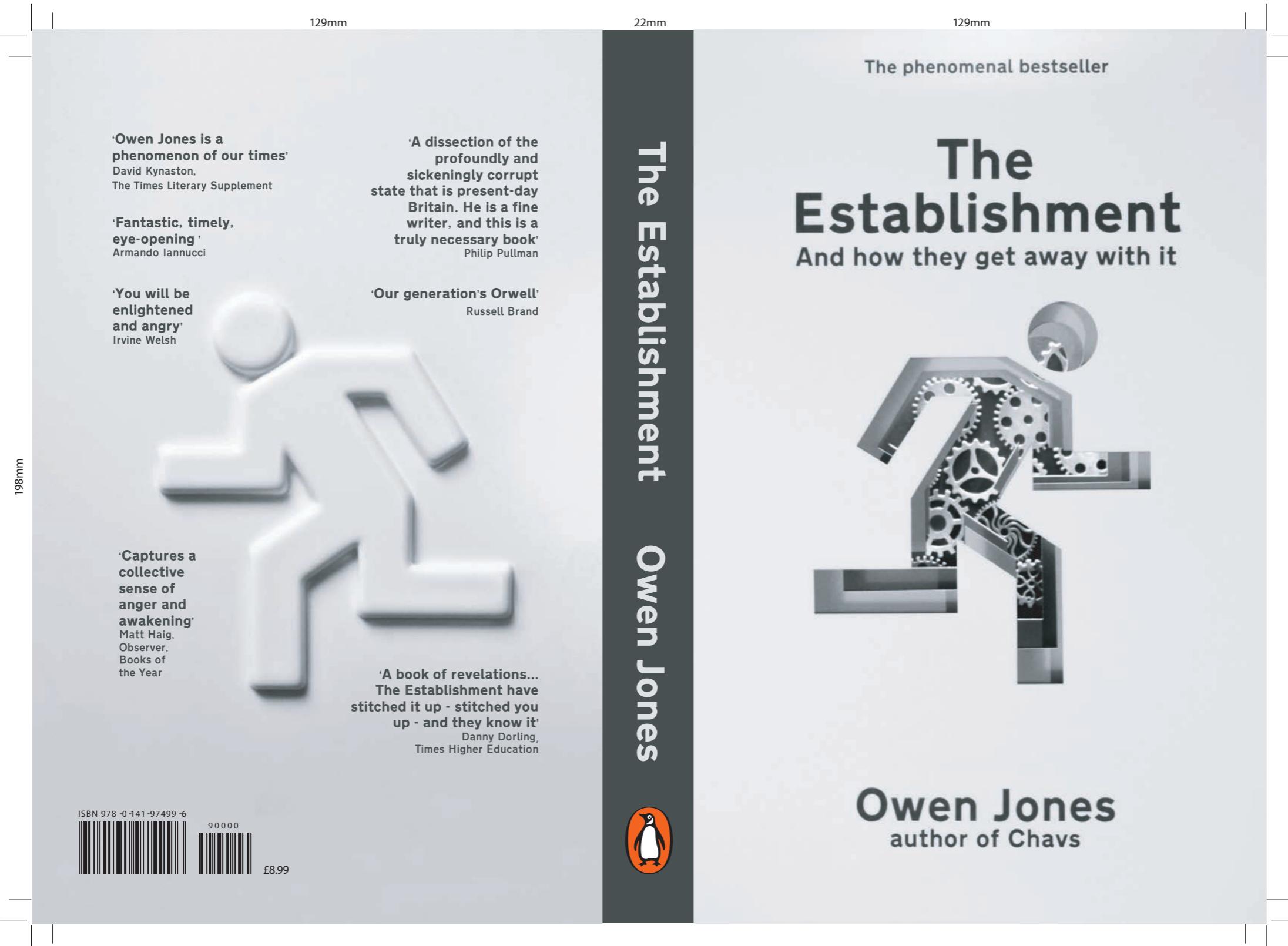
## Photograph



# Norwegian Wood Photograph



# The Establishment Spread



My cover of The Establishment is representing it as an old machine. A dated broken system still lurching on today, shown suspiciously clean.

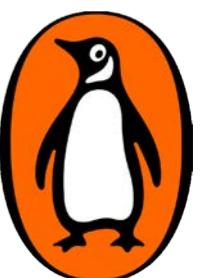
The escape sign figure is supposed to represent escaping from the establishment, as the book highlights these areas of UK society.

The book has eight chapters so the escape figure has been duplicated to show these layers and complexity in the system. Eventually showing the inner workings and machine within.

The idea is that when first reading the book the reader won't know too much about the specifics. By the time they finish and get to the back cover the machine has been exposed and is now clearly visible.

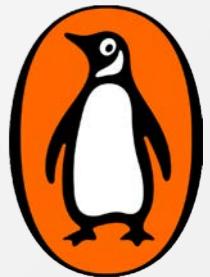
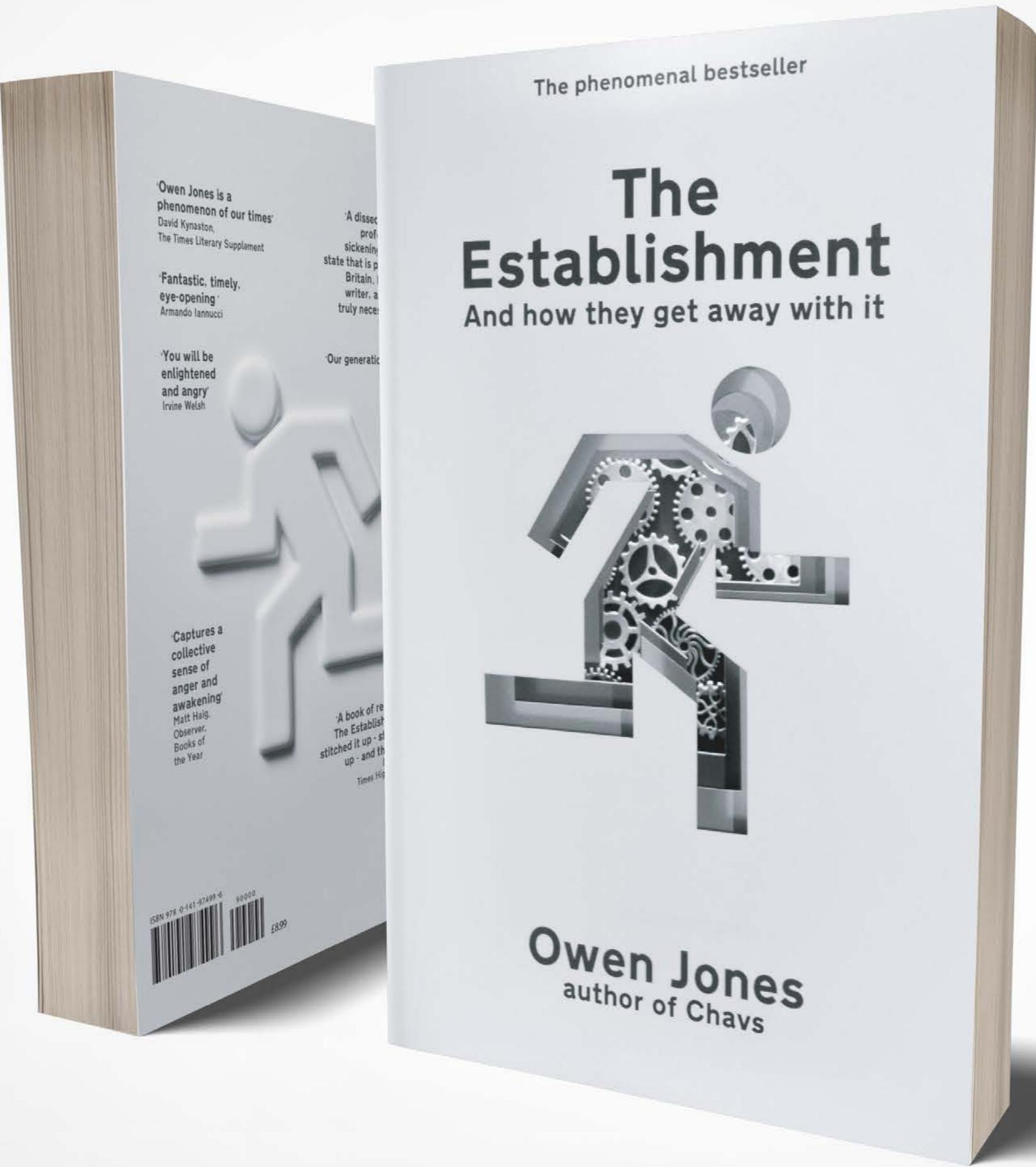
The typeface was TRANSPORT HEAVY commonly used for road signage. This was to mirror the spread of the establishment, an issue throughout the UK.

To stick with official documents and previous covers a similar design style was used, grids and focus points.

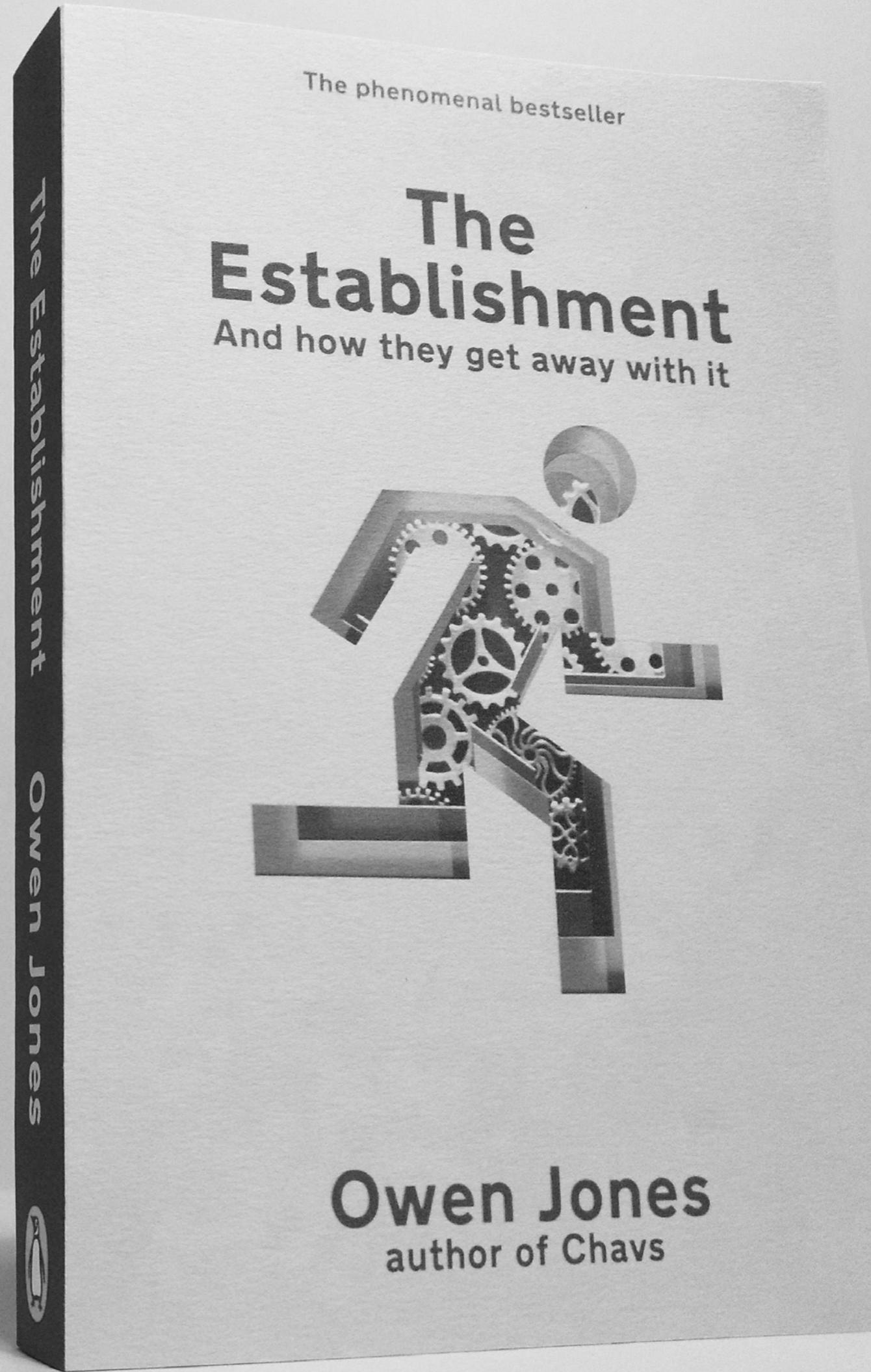


# The Establishment

## Digital Mock up



# The Establishment Photograph



# The Establishment Photograph

