

Enid Blyton Book Covers

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My brief required me to rebrand and recreate the book covers of three of Enid Blyton's books; The Magic Faraway Tree, Adventures of the Wishing Chair and Mr. Galliano's Circus.

I was inspired by the themes of the books and some modern minimalist book covers. I also took some aspects from the original Blyton book covers, such as the solid backgrounds, to create a aesthetic to connect the books. I studied characters that have been created in the past, such as the Mr Men characters, illustrated by Roger and Adam Hargreaves which have been illustrated in a minimal cartoon style, using bright, bold colours, which appeals to children. I initially thought of not including figures, however after looking at ways I could illustrate them in a minimalist style, I realised that I could successfully incorporate them. The minimalist and interactive Herve Tullet books also inspired me to use illustration and I wanted to incorporate a similar childlike style on my covers.

I initially experimented with a collage technique, however, it was challenging to make this style look professional. To resolve this issue, I started working with digital collage technique on Photoshop to deliver a sharper, bright finish to my illustrations. My imagery and aesthetic developed and changed a lot but core elements of pattern and colour held significance in developing my professional and playful aesthetic; I found a way to incorporate the styles of many illustrators I admired. When refining my designs, I considered what would appeal to a younger audience and what depicts the general themes of the books.

I ensured each cover was functional by including a spine, blurb, barcode, title, border and publishing information. Enid Blyton's books are for a slightly older youth audience than standard picture books. I found this to be a challenge as I wanted my covers to be bright and exciting to appeal to children, however I still wanted there to be a sense of minimalism and elegance. I did this by keeping a consistent colour scheme and layout of the front and back covers. The soft, organic shapes and the core cut out symbol silhouette helped frame each composition uniquely. The Magic Faraway Tree is composed within a tree, Adventures of the Wishing Chair, within a chair and Mr. Galliano's Circus, within a tent.

My final book covers were successful as they are bright and boldly coloured to appeal to children and have just the right combination of image and space throughout. I have learnt about what appeals to children in a book cover and the factors that contribute to a successful book cover. My book cover designs stay true to the story and symbolism of each Blyton book but present them in a new light for the current generation to discover.

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