This work is located in the field of Visual Communication, specifically publication design. Two factors contribute to a financial crisis in the publishing industry: fragmentation of the print/digital market and online retailers such as Amazon driving publishers’ profits down. As a result, production budgets are increasingly restricted. Designers must find new ways to create visually appealing books that communicate to a particular target market, without the traditional budgets for stock images or commissioning photographers. In short, designing appealing books is more important than ever for a struggling industry, but designers are being limited by tight budgets.

Creative commons licenses open new opportunities to ‘remix’ archival images within publication design. Many cultural institutions are releasing images (photographs, drawings, paintings) from their digital archives into the public domain for reuse, even for commercial purposes. This phenomenon allows designers to work with rich collections of previously inaccessible material, for free.

Through this suite of illustrated covers I test ways Creative Commons licensed images can be manipulated within a contemporary book design practice. Through these projects I analysed archives of a range of cultural institutions and researched how the (sometimes complicated) licenses work.

Two of the covers were awarded Australian Book Design Awards (2012 and 2013), judged by a panel of 8 publishing design experts, demonstrating industry recognition of my innovative practice. I was video interviewed by D*Hub, the Powerhouse Museum's online magazine, about my design process, and featured on publisher Allen&Unwin’s website.
Two final book covers (Tales from the Tower Volume 1 and Tales from the Tower Volume 2), with a set of rough drafts showing development using sourced archival images.
In this bewitching collection, six great writers choose a classic fairytale and cast their own spell upon it.

Characters transgress, they yearn, they hunger, they love, they hate and, sometimes, they kill.

None of the resulting tales belong in a nursery; these are provocative stories of enchantment, jealousy and deception, as well as courage, daring and passion.

Each story is a gift to savour.
TALES from the TOWER

The WILFUL EYE

VOLUME I

Gathered by
ISOBELLE CARMODY & NAN McNAB

HEART of the BEAST

by Richard Harland

Who believes in his own death? I’ve seen how men stop being, how people that you spoke to and traded with slump to bleeding and lie still, and never rise again. I have my own shiny scars, now; I’ve a head full of stories that goat-men will never believe, and I can tell you: with everyone dying around you, still you can remain unharmed. Some boss-soldier will pull you out roughly at the end, while the machines in the air fling fire down on the enemy, halting the chatter of their guns—at last, at last!—when nothing on the ground would quiet it, I always thought I would be one of those lucky ones, and
The witch is there,” said Griswold, pressing the top to Six-Mile Beach. “Well settled with her broomstick.”

“It’s all right. We’re plenty,” said Griswold. “We’re plenty—here we stand as scared of her as anyone. He shoots his empty sat. We’ve been wet by her sneers. We’re plenty. We’re plenty—here we stand as scared of her as anyone. He shoots his empty sat. We’ve been wet by her sneers.”

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F. M. Lanagan. Tales from the Tower, Volumes One and Two; Sea Hearts

ZOE SADOKIERSKI

A hauntingly beautiful novel from the winner of four World Fantasy Awards.

People are uneasy enough with me—I must be bringing up visions, they say, against my good name."

"I do, I do," said Griswold. "Well settled with her broomstick."

"Are you planning to come back from the ocean?"

"We’re plenty—here we stand as scared of her as anyone. He shoots his empty sat. We’ve been wet by her sneers. We’re plenty. We’re plenty—here we stand as scared of her as anyone. He shoots his empty sat. We’ve been wet by her sneers."
ZOE SADOKIERSKI
Tales from the Tower, Volumes One and Two; Sea Hearts

Set of rough drafts showing development using sourced archival images
Supporting evidence

1. Catalogue for the 60th Book Design Awards, showing Tales from the Tower Volume One is Highly Commended in the Young Adult Cover of the Year category

2. Catalogue for the 61st Book Design Awards, showing Sea Hearts is Highly Commended in the Young Adult Cover of the Year category

Weblinks: