cEwan UNIVERSITY

Abstract

The process of redesigning "The Metamorphosis" by Franz Kafka. This is a dark, German classic that has been designed countless times before. The main goal of this project was to create something unique that would stand out. Brainstorming, mind mapping, and visual analysis were all used in the creation of this book. The manipulation of text, image, and layout enhance the twisted narrative by adding to the reading experience.

Question

How do you redesign a classic book in a new unique way?

Methods

Mindmapping In creating this, you branch off from one main idea into smaller, more specific ones. Then, by combining these ideas, you can create new, interesting concepts that could be incorporated into the mindmap visually, or sketched separately. This enables more creativity by allowing us to explore further to find deeper concepts, rather than common surface-level ones that are likely overused.

Moodboards

Collections of found pieces that allow designers to visually explore and communicate their desired look. This can include colours, textures, inspirations, and other visuals that add to the effects and mood they want to portray.

Visual Analysis

By analyzing what is already out there, we can determine common design characteristics. When looking at previous cover design for the novel, many books used decorative typefaces, illustrated art, and dramatic colours. Many of these covers use texture and colour to look like old paper.

Results

To separate my design, I used limited colour to allow the reader to engage with the imagery by moving the book and seeing its interaction with the light. The cover is illustrated in a way that creates a 3D effect, bringing the audience into the madness. As the story progresses, the type becomes distorted almost glitching into a typewriter styled font that overlaps the original in a messy way. The end of chapters is shown through the repetition of a phrase over and over, as if echoing or being repeated to the point of insanity. When Gregor dies, the story pauses, and the next page is black. This helps slow the reader down to let this death and the despair sink in.

Conclusion

This redesign of Metamorphosis provided me with a better understanding of the book and of working with type as well. Being able to incorporate the design process helped me to created a more unique and modern take on an old classic.

References

Please see print out for image references.

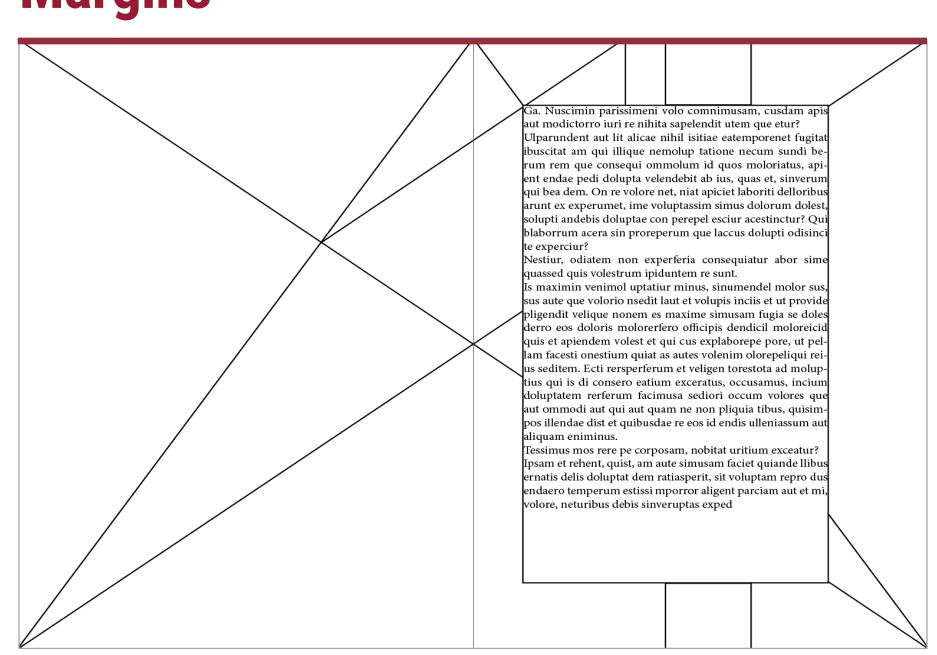
Acknowledgments

Assistant Professor Constanza Pacher (M. Des) for her encouragement and guidance. Karl Krull's artwork was an inspiration for my book covers.

Redesigning "The Metamorphosis" by Franz Kafka

Caitlyn Scaman

Margins



Visual Analysis



Colours Black (16) White (11) Cream (10) Red (9) Brown (7) Grey (5) Green (3)

Bug (14) Man (12 Shadows (Doorway (

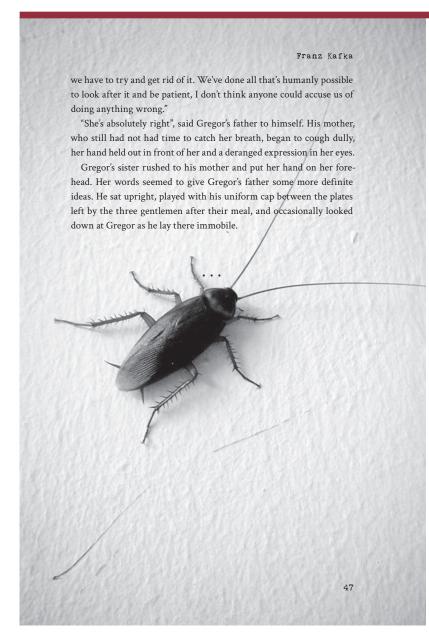
Туре Serif (7) Blackletter (1)

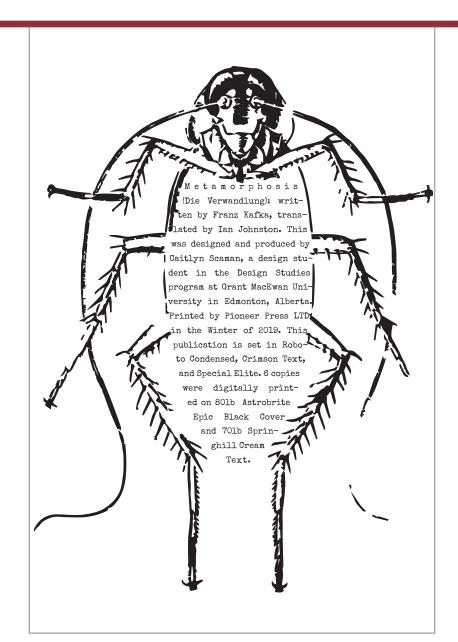
Sans Serif (8) All uppercase (10) Decorative (7) Title case (5) All lowercase (1)

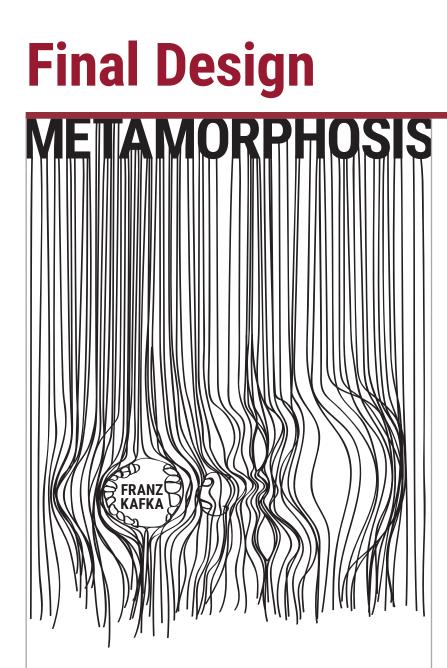


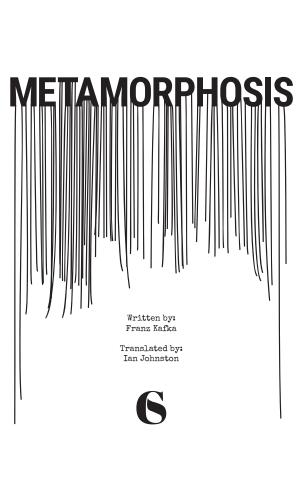
Collage (2) Photography (1)

Image & Illustration









Mindmapping

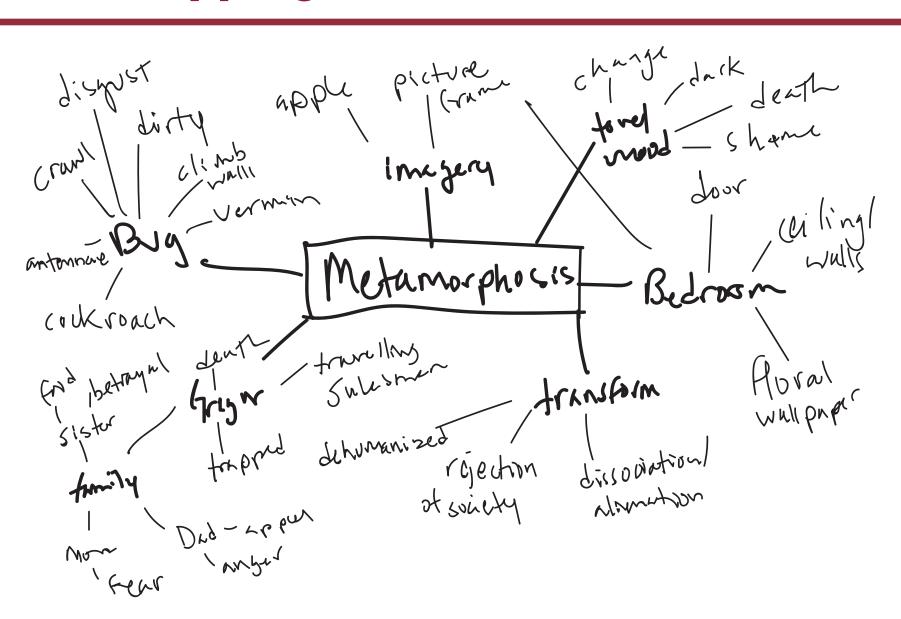


Illustration (15) Type as image (4)

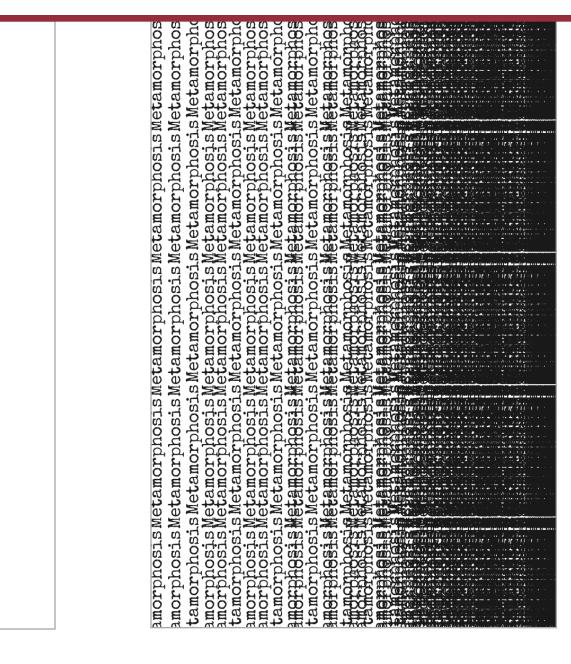
Type & Layout

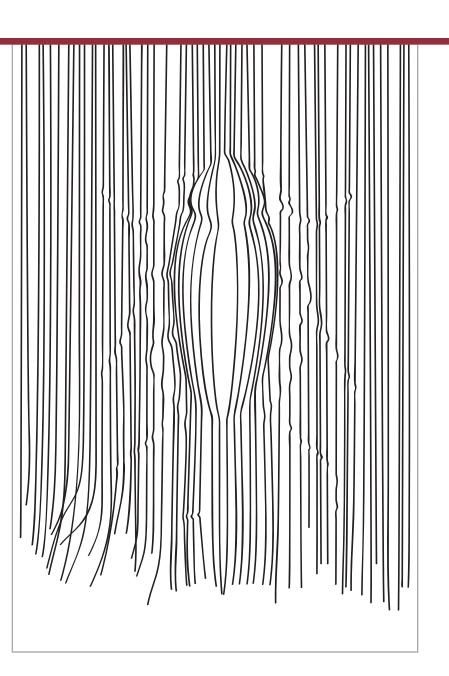
peaceful numination until he heard the clock tower strike three in the morning. Fe watched as it slowly began to get light evenywhere outside the window to Then, without his willing it, his head sank down completely, and his last breath Howed weakly From his nosthils.



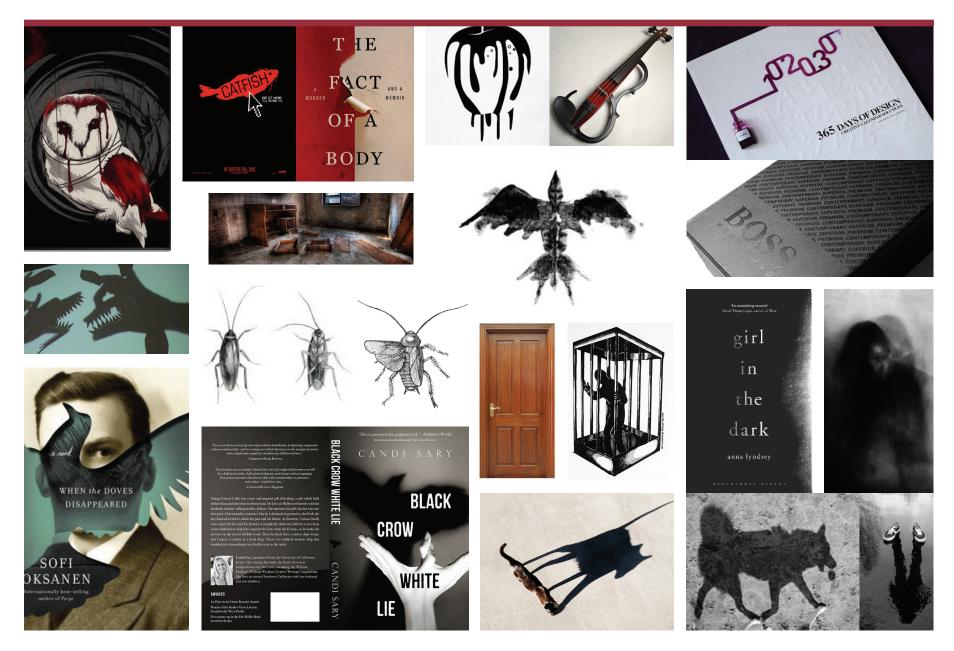
"If the book we are reading does not wake us, as with a fist hammering on our skull, why then do we read it?"

-Franz Kafka





Moodboard



		one, was available i
		the old times. The mo
	Franz Kafka	Franz Kafka regor had brou
occur to his father to open the other of the double doors so that Gregor would have enough space to get through. He was merely fixed on the idea that Gregor should be got back into his room as quickly as pos- sible. Nor would he ever have allowed Gregor the time to get himself upright as preparation for getting through the doorway. What he did, making more noise than ever, was to drive Gregor forwards all the harder as if there had been nothing in the way; it sounded to Gregor as if there was now more than one father behind him; it was not a pleas- ant experience, and Gregor pushed himself into the doorway without regard for what might happen. One side of his body lifted itself, he lay at an angle in the doorway, one flank scraped on the white door and was painfully injured, leaving vile brown flecks on it, soon he was stuck fast and would not have been able to move at all by himself, the little legs along one side hung quivering in the air while those on the other side were pressed painfully against the ground. Then his father gave him a hefty shove from behind which released him from where he was held and sent him flying, heavily bleeding, deep into his room. The door was slammed shut with the stick, then, finally was quiet. all was quiet.	In the other of the double doors so that Gregor e to get through. He was merely fixed on the be got back into his room as quickly as pos- thave allowed Gregor the time to get himself or getting through the doorway. What he did, a ever, was to drive Gregor forwards all the en nothing in the way; it sounded to Gregor as han one father behind him; it was not a pleas- gor pushed himself into the doorway without appen. One side of his body lifted itself, he lay vay, one flank scraped on the white door and eaving vile brown flecks on it, soon he was thave been able to move at all by himself, the hung quivering in the air while those on the painfully against the ground. Then his father from behind which released him from where a flying, heavily bleeding, deep into his room.	home every month th one, was available from the old times. The money which Gregor had kept only a few florin brought home every month (he had kept only a few florins for him self) had not been completely spent and had grown into a small capital pletedy spent and had grown into a small capital an in the intervening time gradually increased. Gregor, behind his door, purchermore, the interest (which had not been touched) had in the intervening time gradually increased. Gregor, behind his door, purchermore, the int nodded eagerly, rejoicing over this unanticipated foresight and frugal- ty. True, with this excess money, he could have paid off more of his father's debt to his employer and the day on which he could be rid of gradually increased this position would have been a lot closer, but now things were doubt- gor, behind his door, no eagerly, rejoicing over At the moment, however, this money was not nearly sufficient to unanticipated foresigh permit the family to live on the interest payments. Perhaps it would be trugality. True, with enough to maintain the family for one or at most two years, that's all upon and which must be set aside for an emergency. But the money to live on must be earned. Now, although his father was old, he was day on which he could b a healthy man who had not worked at all for five years now and thus of this position would could not be counted on for very much. He had in these five years, the been a lot closer, bu
	first holidays of his trouble-filled but unsuccessful life, put on a good things were doubtled deal of fat and thus had become really heavy. And should his old moth- ter the way his fath er now maybe work for money, a woman who suffered from asthma, arrange for whom wandering through the apartment even now was a great strain and who spent every second day on the sofa by the open window labouring for breath? Should his sister earn money, a girl who was gill a seventeen-year-old child, whose earlier lifestyle had been so very de- family to live on ' lightful that it had consisted of dressing herself nicely, sleeping in late, terest payments. Perf helping around the house, taking part in a few modest enjoyments and, would be enough to above all, playing the violin? When it came to talking about this meed tain the family for to earn money, at first Gregor went away from the door and threw at most two years, that himself on the cool leather sofa beside the door, for he was quite hot Thus it only added u from shame and sorrow. Often he lay there all night long. He didn't sleep a moment and just really draw upon and scratched on the leather for hours at a time. He undertook the very must be set aside difficult task of shoving a chair over to the window. Then he crept up emergency. But the mo on the window sill and, braced in the chair, leaned against the vindow Live on must be earned	
	all was quiet. all was quiet.	althoughthis father was a healthy man who
	all was quiet.	not worked at all for

Textures



