



kristie king
P O R T F O L I O

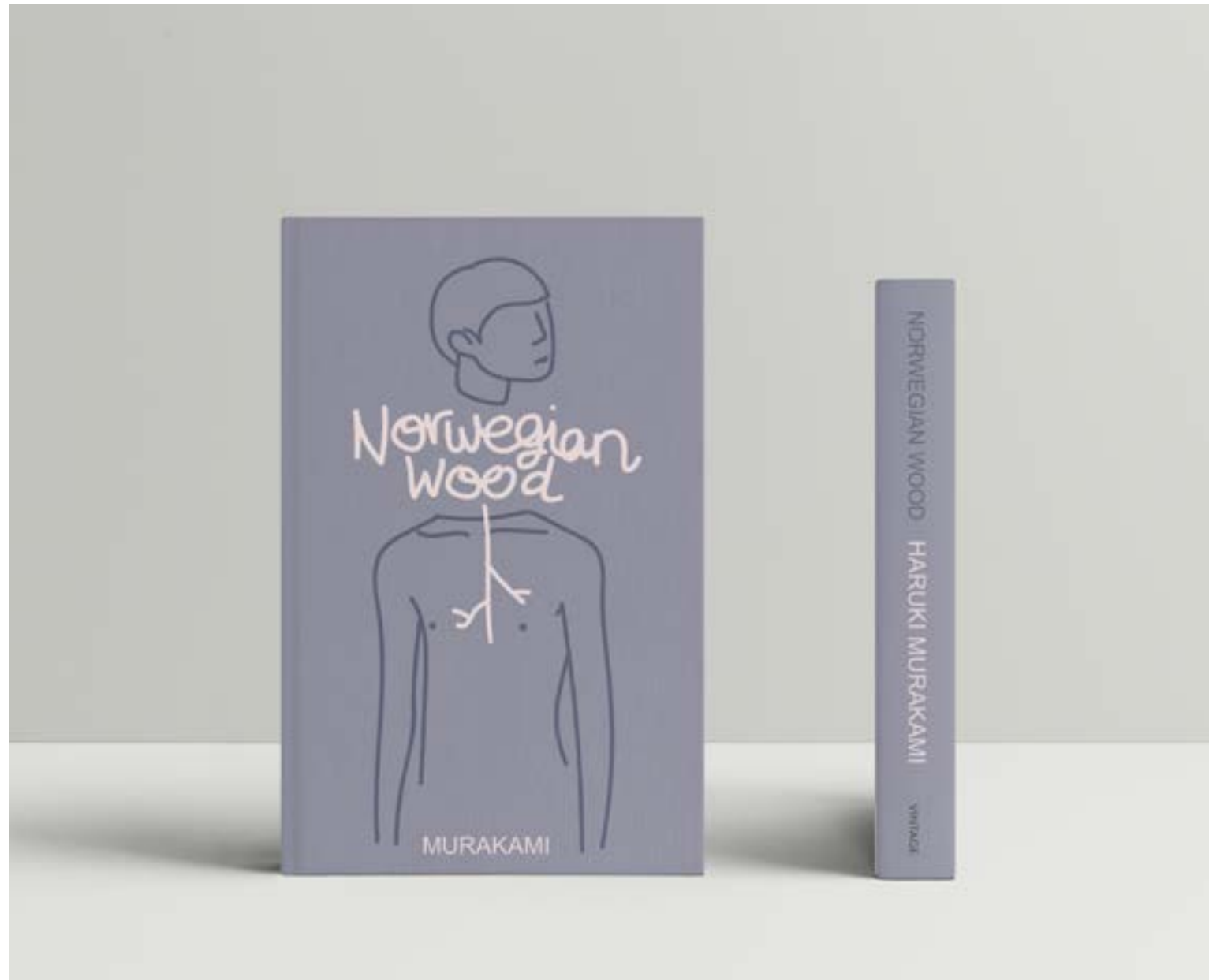
Penguin Book Cover 2019

BRIEF

To redesign the cover of the fiction novel, Norwegian Wood by Haruki Murakami. It should be a new cover for a new generation of readers, avoiding the obvious cliches. Originality is key.

SOLUTION

I used the muted purple colour scheme to set the melancholy tone for the novel. This also gave a refreshing and current feel. I made the illustration jarring with his head decapitated to lend itself to the ongoing theme of mental illness and isolation.





her favourite Beatles song,
recalls his first love Naoko, the
best friend Kizuki. Immediately
ed back almost twenty years to
ys in Tokyo, adrift in a world of
ships, casual sex, passion, loss
to a time when an impetuous
n called Midori marched into his
had to choose between the future
st.

undeniably hip, full of student uprisings,
ooze and 1960s' pop, it's also genuinely
engaging, and describes the highs of
ce as well as the lows'
... story ... Murakami is
... novelists'

NORWEGIAN WOOD

HARUKI MURAKAMI



Norwegian
Wood



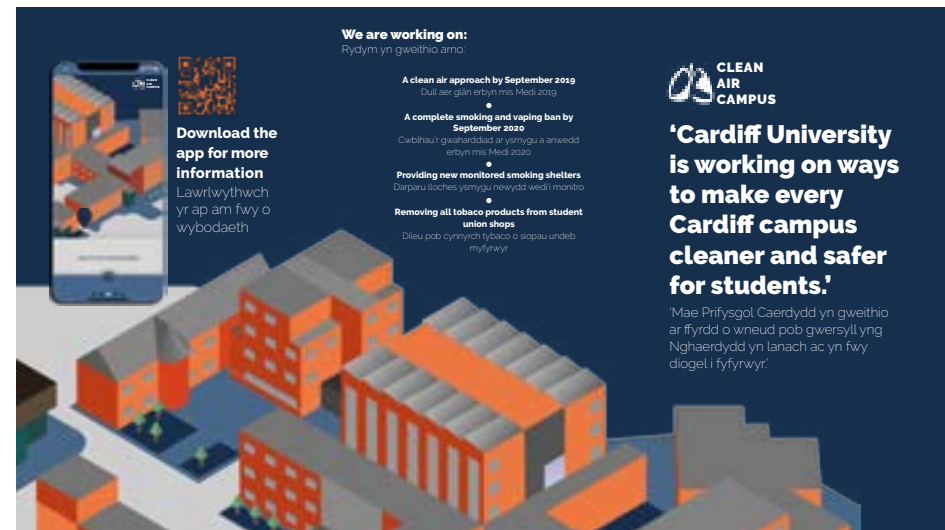
Clean Air Campus 2019

BRIEF

This was a group project in which we were tasked to create an information campaign about the university's Clean Air Campas approach. Students don't know about this yet so getting the word out is key.

SOLUTION

We used the typeface and colour sceme of our university to create continuity, along with multiple ways to inform students including an app, poster and table stand. These as well align with the environmentally friendly aspect the campaign stands for by lessening waste.



Home Truths 2018

BRIEF

The focus of this project is our own home. We explored the relationship between pattern and pictorial storytelling throughout history. The outcome could take the form of either a surface design to be used in the home or a surface design about the notion of home.

SOLUTION

I chose to design plates as my nans house is my second home and she has so many beautiful ones hanging on the walls. It is a vivid memory from my childhood. The bat is to signify safety and happiness and in a sketched style to seem comforting.



Clothing Exchange 2019

B R E I F

Create a persuasive campaign to benefit a chosen topic. Mine was environmental and I wanted to tackle fast fashion. Giving new ways for students to look good but stop the enormous amount of waste that the fashion industry causes.

S O L U T I O N

I created branding for a clothing exchange boutique that would be held at the a university campus. I used bright colours and a modern look to engage with students. I also used students in the campaign to relate to the audience.





A vertical poster for 'SHIFT' clothing exchange. The background is light gray with a repeating pattern of orange geometric shapes (squares and lines) and the word 'SHIFT' in a stylized, outlined font. A central photograph shows a woman with long dark hair, wearing a black strapless tube top and patterned shorts, standing on a set of outdoor stairs with a metal railing. The word 'SHIFT' is printed in large, bold, orange block letters across the bottom of the photo. Below the photo, the text 'CLOTHING EXCHANGE' and 'COMING NOV 2019 TO CARDIFF MET' is written in a smaller, orange, sans-serif font.

SHIFT

CLOTHING EXCHANGE
COMING NOV 2019 TO CARDIFF MET



A vertical poster for 'SHIFT' clothing exchange, identical in design to the first. The background features a repeating pattern of orange geometric shapes and the word 'SHIFT' in a stylized, outlined font. A central photograph shows a man with short dark hair, wearing a white t-shirt and khaki shorts, standing on a set of outdoor stairs with a metal railing. The word 'SHIFT' is printed in large, bold, orange block letters across the bottom of the photo. Below the photo, the text 'CLOTHING EXCHANGE' and 'COMING NOV 2019 TO CARDIFF MET' is written in a smaller, orange, sans-serif font.

SHIFT

CLOTHING EXCHANGE
COMING NOV 2019 TO CARDIFF MET



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T H A N K Y O U

kristieking.graphics@gmail.com
kristieking.graphics.com
07592034407

I'm Kristie King, an aspiring Graphic Designer living in Cardiff. I moved from my comfortable coastal village in Devon to the city in order to pursue a career in Graphic Design.

I find beauty in the unexpected. Collecting antiques has been an avid hobby of mine since a child. Another is watching documentaries and expanding my knowledge of the world around me.

I'm into a wide range of practical things also such as photography, painting, clothes making, upcycling, embroidery, cooking and crafts.