

# Rodrigo Corral

Designer

Research project presented by *Lena Chou*



## Who is Rodrigo Corral?

- Rodrigo is a graphic designer based in New York City
- Rodrigo Corral has worked on design projects for notable authors including Chuck Palahniuk, James Frey, Jeanette Walls
- Rodrigo has designed book covers for celebrities such as Mary-kate and Ashley Olsen

## Background

- Graduated from the *School of Visual Arts* in New York City
- After graduation, formed his own studio, *The Rodrigo Corral Studio*
- Currently a creative director at *Farrar, Strauss, and Gauss*

## What Initially Drew Him to Design

*"I'm fascinated with popular culture-while growing up, was affected by TV shows, advertising, and the ideas behind them. I was interested in the way visual communication could reach and affect people during the seventies and eighties."* (Source: Metropolismag.com)

## His Idea Generation Process

*"I keep lots of notebooks and binders of things that inspire me, which I think is so important for the creative process. I think everyone starting out in design should get in the habit of tearing thenings from newspapers and magazines regularly. Even if you don't know why you're keeping something, one day you will use it."* (Source: Metropolismag.com)

Rodrigo has mentioned previously that he likes taking on projects for an audience that is new to him. The process of designing graphic images for a new audience is a learning experience he indulges in 100%.

*"In approaching a new audience, I start by checking out what that audience reads. When I started designing fashion related material, I picked up tons of magazines. I try to ingest as much as I can and then put my own ideas into the actual content I'm designing. I don't want to copy what's out there, but it's important to know as much as you can about what exists."*

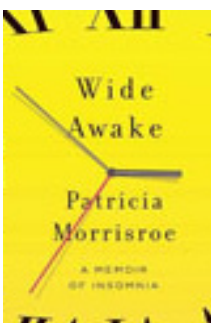
For instance, Corral has designed many book covers for the author Chuck Palahniuk. He has a sense of familiarity about the readers, and follows a guide when creating book cover concepts for Palahniuk's books.

*"I'm really proud of the work I've done for Chuck's books, and a large part of that is because his fans seem to get it. It's no something I can explain, other than that I read each new book a couple of times, try to get a sense of the deeper concepts, and then illustrate them. It sounds obvious because I'm just laying out the definition of jacket design, but with Chuck's books, I can be a little more obscure, because his readers generally respond to it."* (Source: Metropolis-

## My Opinions

I first noticed Rodrigo Corral's work when I became interested in the bestselling memoirs Corral designed book covers for. The subject matter in books such as *A Million Little Pieces* by James Frey, *The Glass Castle* by Jeanette Walls, and *Wide Awake* by Patricia Morrisroe are intriguing to me. The topics discussed within each book are controversial, personal, and relateable to many, and a designer who knows how to grab the essence of the themes in these books is truly talented.

Rodrigo Corral tends to focus on one or two main elements in a book and emphasizes this theme graphically on his book covers. This can include enlarging typography, enlarging a part of a scene, or an object. This simplistic way of highlighting themes resonates a quick connection and understanding from a reader about what to expect from the book when they lay their eyes on a book cover for the first time.



Wide Awake



A Million Little Pieces



The Glass Castle

# Rodrigo Corral

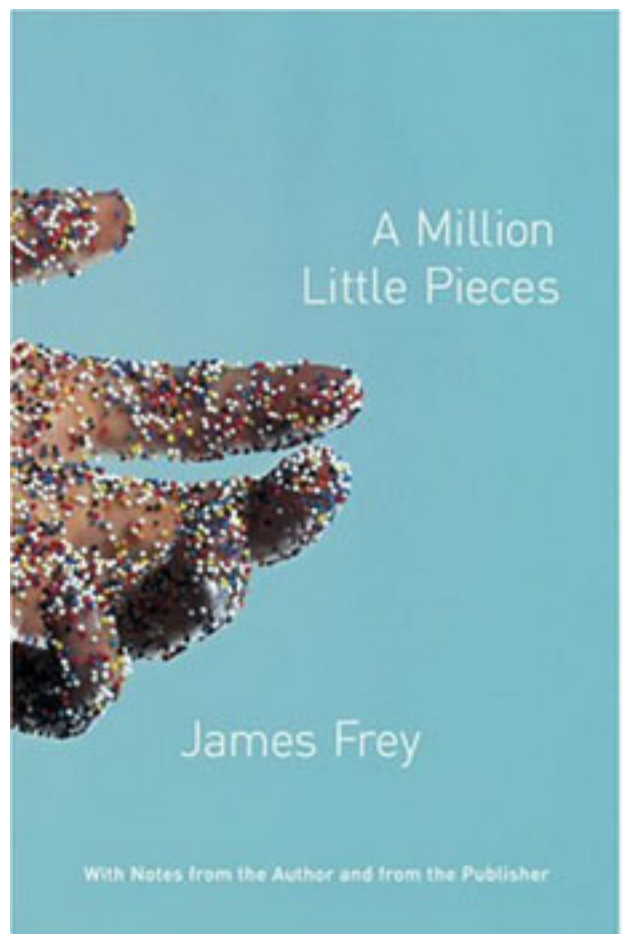
*Designer*

Opinions on Rodrigo Corral's Book Covers  
(written by Lena Chou).

The cover for A Million Little Pieces depicts the picture of a part of a hand that looks like it's reaching out and trying to grab something. The hand is covered with numerous tiny, multi-coloured balls. For many, the hand is a symbol of gesturing and action, as it is included in such phrases as 'lend a helping hand', 'i have to hand it to you', 'hands down', etc. The tiny coloured balls conveys a message of numerality, and it sort of ties in with the title, "A Million Little Pieces".

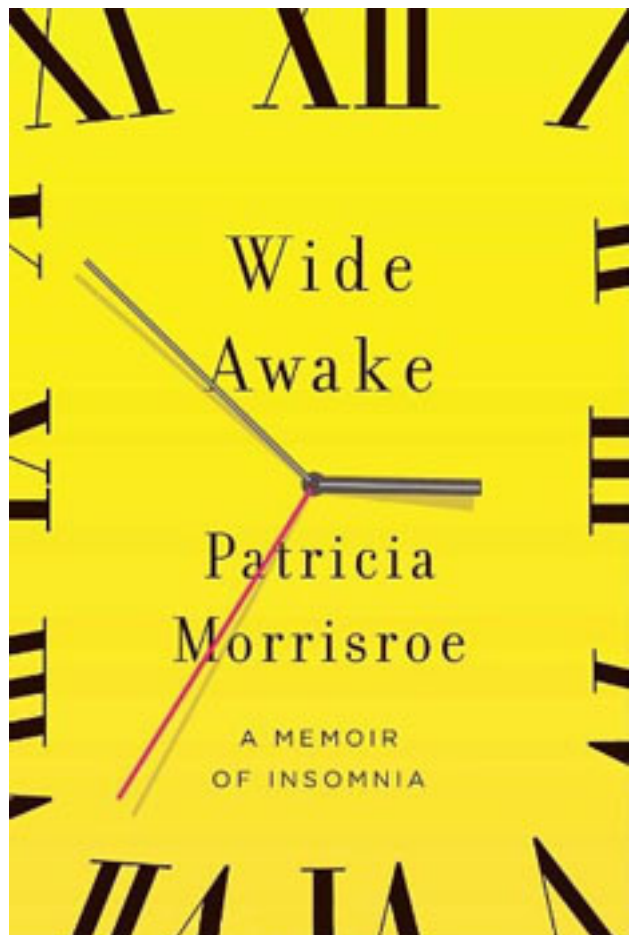
A Million Little Pieces

**Portfolio:** Sample of Rodrigo Corral's Work



Wide awake is a memoir of insomnia. I like the vividness of the bright yellow colour and the depiction of a clock on the cover. This conjures up images in my mind of the worry one usually is overcome with in regards to insomnia. The time is ticking. I keep watching the clock go by while I am consciously awake and unable to drift into a state of unconscious sleep. The clock and the topic of insomnia go hand in hand with one another.

Wide Awake



The Glass Castle by Jeanette Walls has a black and white photograph on its cover. It is a picture of a young little girl whispering something to a little boy's ear. The Glass Castle is a memoir of a woman's hard childhood, having to deal with abusive parents in a dysfunctional household. The image on the cover is very profound, it indicates a message of conviction among veils of secrecy.

The Glass Castle

