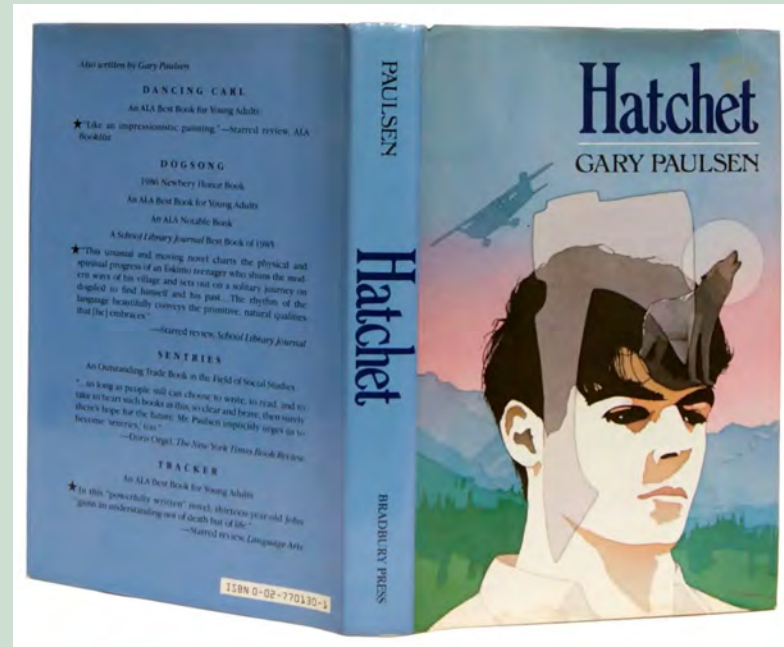
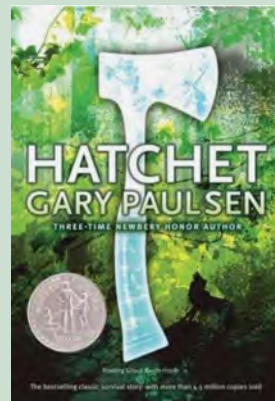


# Book: Hatchet | Author: Gary Paulsen



**Designer: Sterling Bridgmon**

# Summary

## Book Summary:

Hatchet by Gary Paulsen is a survival novel about a boy named Brian Robeson, who survives a plane crash in the Canadian wilderness and must learn how to live with only a hatchet, his only tool. The story explores themes of isolation, resilience, man versus nature, and personal growth.

## Design Summary:

Over the years, Hatchet has seen a wide range of cover designs that reflect evolving graphic design trends, audience expectations, and marketing strategies. While each cover approaches the story differently, they all aim to capture key elements of survival, isolation, and transformation in nature.

## Common Threads Across Designs:

The plane and wilderness are repeated motifs. Nature is often both beautiful and dangerous. Varying degrees of symbolism vs. literal interpretation.

The hatchet itself is sometimes central, sometimes subtle or missing.

# Justification Summary

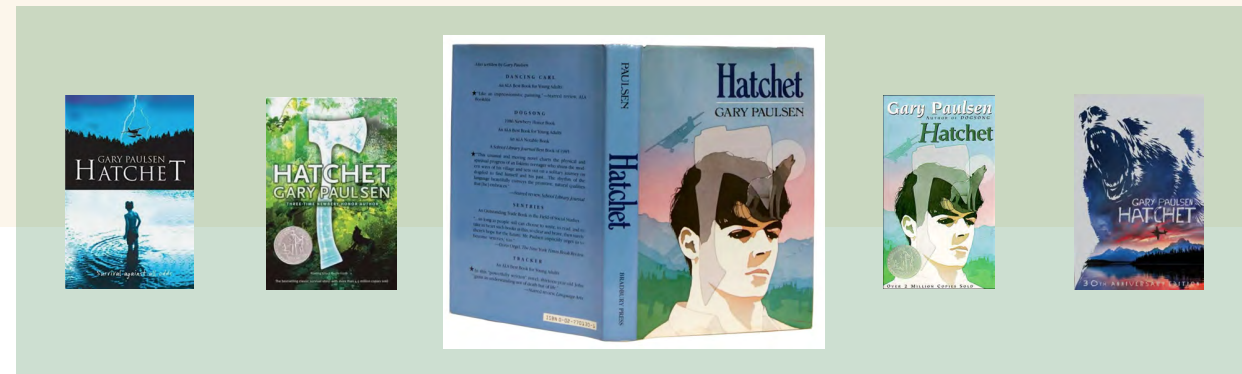
## Intended Audience & Appeal:

The intended audience for this 2025 Collector's Edition redesign of Hatchet is young adults and nostalgic older readers. Those who read the book during their youth and now reflect on it through the lens of adulthood.

This audience is increasingly absorbed by technology, gaming, and digital immersion, often disconnected from nature and real-world survival skills. The design seeks to tap into that contrast, reintroducing Hatchet not just as a classic, but as a challenge to the modern reader.

## Design Justification:

The 2025 redesign honors the novel's legacy while offering a bold, immersive twist. It poses a direct question: "Would you survive?"—transforming the cover into an experience, a call-to-action, rather than a passive visual. This elevates the design from a nostalgic reprint to an interactive piece that bridges literature, survivalism, and modern gamer culture.



# Design



Gary Paulsen (1939–2021) was a three-time Newbery Honor-winning author known for his powerful coming-of-age stories set in the wilderness. With over 200 books to his name, Paulsen's deep respect for nature and adventure inspired generations of readers to explore the outdoors—and themselves. *Hatchet*, his best-known novel, has become a modern classic and remains a cornerstone of young adult literature.

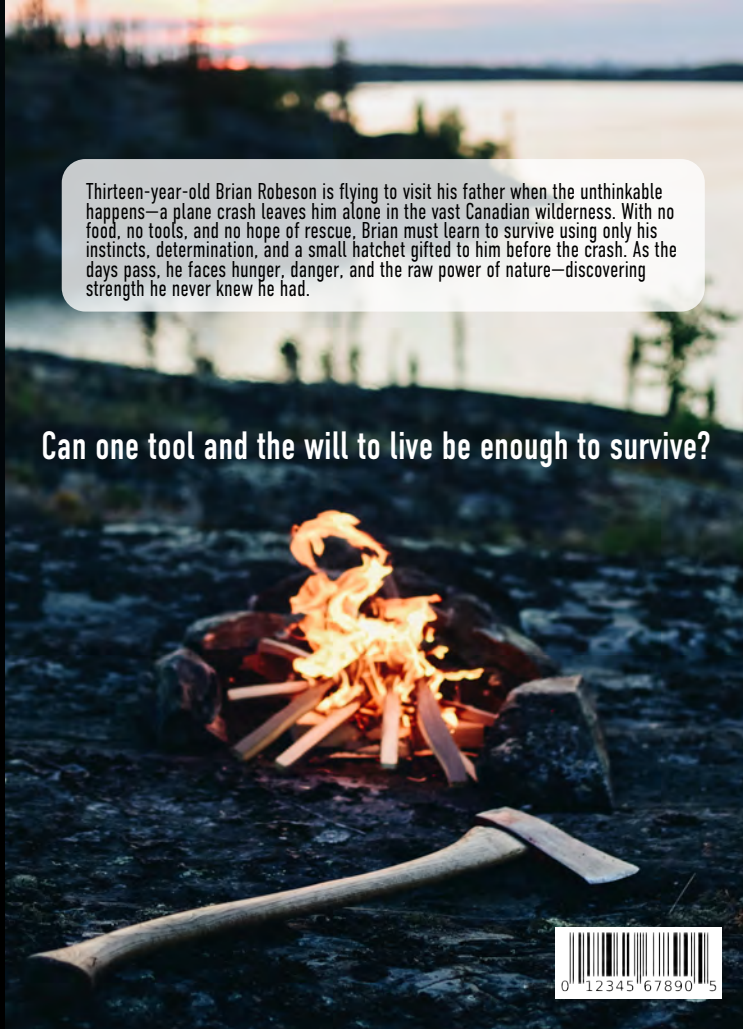
Cover Design by Sterling Bridgmon

This 25th Anniversary edition was designed to challenge readers in a modern way:

Step into the story. Feel the fear.

Ask the question... Would you survive?

Photo by Eugene Tkachenko on Unsplash  
Photo by Iain Keefe on Unsplash



Thirteen-year-old Brian Robeson is flying to visit his father when the unthinkable happens—a plane crash leaves him alone in the vast Canadian wilderness. With no food, no tools, and no hope of rescue, Brian must learn to survive using only his instincts, determination, and a small hatchet gifted to him before the crash. As the days pass, he faces hunger, danger, and the raw power of nature—discovering strength he never knew he had.

Can one tool and the will to live be enough to survive?



HATCHET  
HATCHET  
Gary Paulsen



HATCHET  
25th anniversary special edition

Would you survive?

Gary Paulsen

You're alone in the wild.  
No phone. No map.  
No help.  
Just a hatchet.  
Could you make it?

This special edition of the classic survival story reimagines *Hatchet* through a modern lens, inviting a new generation of readers to step inside the story like never before.

Told from the raw, immersive perspective of being right there with Brian, this version challenges you to go beyond the page.

Whether you're a first-time reader or coming back after years, the question remains:

Would you survive?

- 🔥 For the adventurers & untamed souls
- 📵 Put the phone down. Pick the story up.
- 🌲 Step outside. Look within.

Our Challenge Begins The Moment You Open The Cover

# MOCK UP

