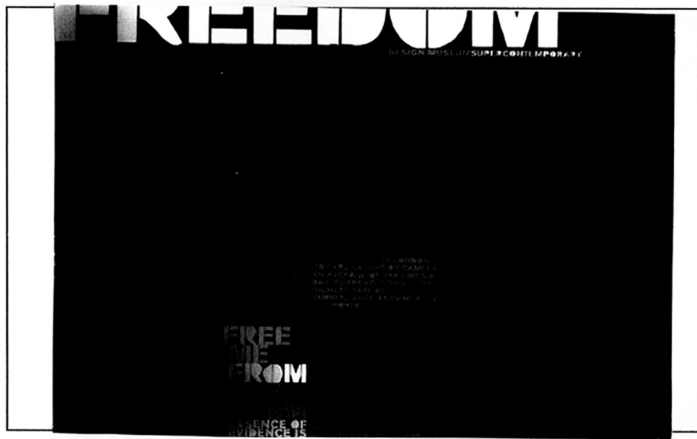


Resources

Resource 1: Task 1.1: Summary Sheet for Neville Brody



Title: _____ Date: _____



Title: _____ Date: _____



Title: _____ Date: _____

Techniques
How does **colour** contribute to the messages the works communicate?
Red text on black and white background is eye catching for words of importance. ①
Red - blood spilt on freedom. ②

How does the **juxtaposition of subject matter** (including focal points created, complexity and position) contribute to the messages the works communicate?
The black contrasts of background with white text (and vice versa) gives contrast. To engage our brain (capture attention) and keep us interested.

How does the **text** (including size, weight, and placement) contribute to the messages the works communicate?
The movement of letters in a word create movement and the hierarchy of word importance. eg: 'Banise', and 'Just zap it'.
Important words larger or coloured.

How does **image manipulation** (including layering of images and cut and paste) contribute to the messages the works communicate?
Creates intensification and concentration on an image. Closely cropped areas to show emotion - close up effects.

Concepts and common themes informing Neville Brody's work
Who or what influences have informed Neville Brody's work?
Text, music, film, literature, sport politics.
Typography, making text - common theme used in these designs.

What ideas or themes does Neville Brody often work with?
Modern culture, social issues ~~between~~ the african american face showing how the stereotype is that they are all good at basketball.

What subject matter or settings does Neville Brody often use? What is the significance of this?
Photography, layered shapes, variety of type faces.

Links to other artists:
What similar techniques does David Carson use?
Typography - Layering.
Text heirachy.

What other artists use similar techniques?
Oded Ezer, Bauhaus, David Carson. ③

Resource 4: Task 2 – Design Analysis Sheet – Neville Brody

Student _____

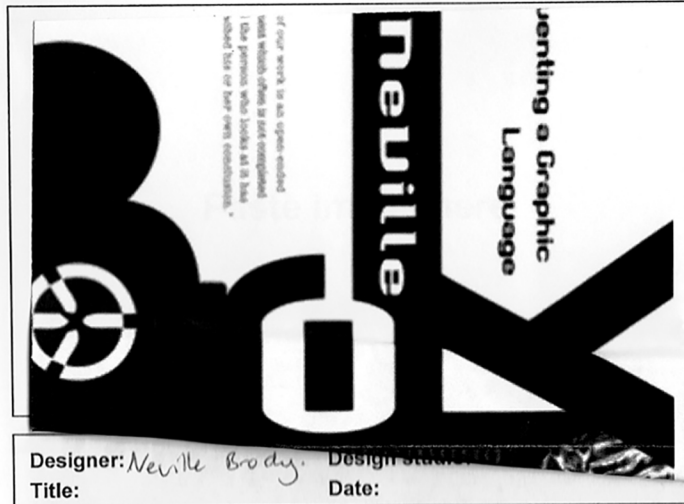
Purpose: ^{Inform} about digital communication for students and designers (client).

Client: Designers, design students, Businesses advertising.

Target Market: Contemporary society

Cultural Context: Western + Global cultures – visual language.
No matter what language you speak – everyone can understand and appreciate visual language.

Evaluation: Effective typography, using his name in the design is very effective.



COMPOSITION

Contrast of each side with use of black + white.

Space to 'breathe' on left side.

Contrast with space on each side.

Play between positive and negative in the 'O' which can be read as either a solid letter or empty space

4

COLOUR

Would not need colour. 5

There is ~~not~~ focal point in the image where colour would be useful for attention grabbing. If this design contained hard colour it wouldn't work. - There would be no focal point. Black/white makes it effective.

IMAGERY

Digital processing

Combination of images + text.

Layered Image - Photo-montage.

Shape repetition.

Uses and creates hand made images for works.

Photo-montage.

TEXT

1 – Heading 2 – Subheading and/or pullout quotes

3 – Body text

1 – Neville Brody

3 – Right hand side

2 – Inventing graphic language.

- Crisp, clear type.

Whilst many of his designs are busy and abstract, but he always remembers that his designs must have meaning and be functional.

CONSTRUCTED ELEMENTS

Negative Space

Linear, geometric shapes.

Used simple grid system.

To balance the composition, linear, geometric and typographic elements are purposefully placed in relation to body text.