

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

Purpose: "Graphic language" - To set up information for students and designers regarding digital communication.

client: ^{design} students / designers / business wanting advertising.

Contemporary Design Society.

Target market!



Designer: Neville Brody Design studio:
Title: Date:

COMPOSITION
- contrasting use of Black and white.
- page one has a lot of space left leaving it simple but effective.

COLOUR
- for colour to be included in this image the colour will distract the eye from detail. The white space and type creates the focal point for the eye.

IMAGERY
Digital processing
- Type and imagery have been ~~comp~~ combined
- repetition of shapes
- frame is created around images by negative space.

cultural context: Western and global culture. It is the invention of the language of imagery and text.

Evaluation: ~~all the elements are very clear~~
any culture could understand the design. Clever use of Design for "Brody" Name.

TEXT
1 - Heading 2 - Subheading and/or pullout quotes
3 - Body text
1) Neville Brody
2) "Inventing a graphic language"
3) second page (the article itself) in the white type.

CONSTRUCTED ELEMENTS
- a simple grid system is used for basic magazine layout.

Resource 5: Task 2 – Design Analysis Sheet – David Carson

MESSAGE

Purpose (What is the page communicating in terms of product/service, atmosphere, style, culture, values?):

Ray Gun magazine pages.

Design is communicating contemporary culture.

Client: Ray Gun Magazine.

Target Market: magazine aimed at contemporary culture interested in the arts, music etc...

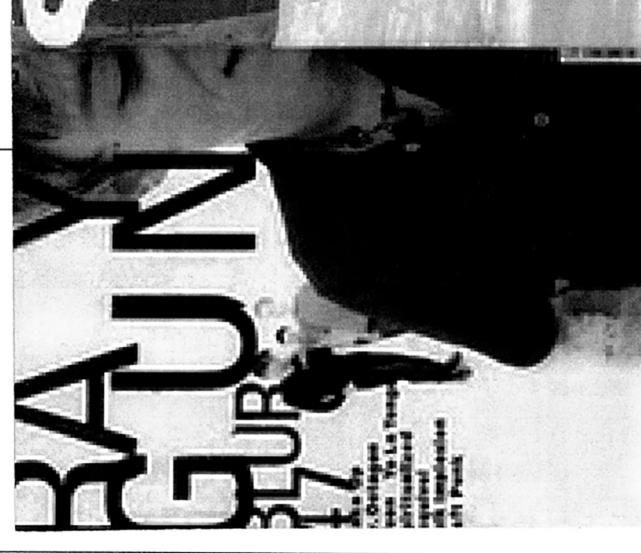
Cultural Context: -anti establishment of youth, relates to the kind of photos the audience takes themselves.

Evaluation (How effective is the design?): appeals to its market with the photographs and type. The design reflects the genre of the band.

TEXT

- 1 – Heading
- 2 – Subheading and/or pullout quotes
- 3 – Body text

- 1) Ray Gun / Sticker
- 2) Blur
- 3) additional information.



Designer: David Carson Design studio:
Title: Date:

COMPOSITION

- overlapping, cut off images, 2
- variety of fonts.
- arrangement of text becomes decorative to allow reader to take in the design. 3
- the text is arranged around the image.

COLOUR

- contrast of blue sky and black and white.
- blue (bright) creates tension for the image of snowboarder.

IMAGERY

- appeals to youth (cool, anti establishment.)
- photographs are out of focus that look like "amateur" photography which also appeals to the youth culture as this type of photography is the kind youth culture is capable of. 4
- lead singer positioned at front with band smaller in the background.

CONSTRUCTED ELEMENTS

- the grid system is used but to the reader this is not obvious.
- simple digital process, would be easy to re-create through cropping, erasing, copy and paste etc...
- type has parts taken away and added to eg- "Sticker"