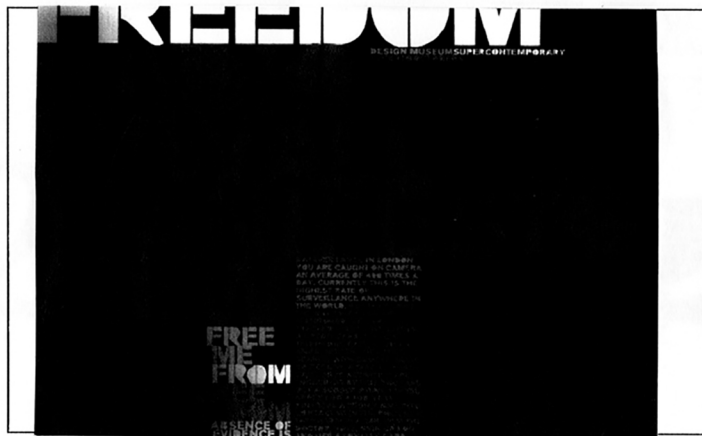


Resources

Resource 1: Task 1.1: Summary Sheet for Neville Brody



Title:

Date:



Title:

Date:

Student:



Title:

Date:

Techniques

How does **colour** contribute to the messages the works communicate?

Gives a good point of focus (initial)

Red flows through design, highlights important aspects. Between white, provides irony (freedom in red).

How does the **juxtaposition of subject matter** (including focal points created, complexity and position) contribute to the messages the works communicate?

African-American man with white text compared to a white background, shows all backgrounds, mainly centred text with main text standing out.

How does the **text** (including size, weight, and placement) contribute to the messages the works communicate?

Hierarchy of type. Important words larger and/or coloured.

How does **image manipulation** (including layering of images and cut and paste) contribute to the messages the works communicate?

Closely cropped intensifies the emotion & simplifies the entire image making it ~~have~~ have less to focus on and therefore becoming more effective.

①

Concepts and common themes informing Neville Brody's work

Who or what influences have informed Neville Brody's work?

Type is the common theme. Typography - modern day culture, music etc.

What ideas or themes does Neville Brody often work with?

~~Type~~. movies - music - modern culture.

What subject matter or settings does Neville Brody often use? What is the significance of this?

Photography, Layered shapes, text, Type faces.

Links to other artists:

What similar techniques does David Carson use?

What other artists use similar techniques?

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

Student _



~~purpose~~ looking at a digital market inventing a graphic language info for students & designers about digital communication

Client: Students & designers. Business's interested in content marketing

Target Market: as above western & global cultures.

Invention: of a visual language.

Cultural Context: You don't have to speak the same language to understand an image

Evaluation: I like the 1st page of the layout. While it is this name it contains images appropriate to the text.

Designer: Neville Brody Design studio:
Title: Date:

COMPOSITION
 Contrast between black & white.
 Negative Space
 Contrast between two pages
 - detailed on right-hand side.
 - not detailed on the left.

COLOUR
 are no focal images.
 There is not focal images.
 The focal point of the image is the fact that it is black & white, colour would become distracting & draw attention away from the image rather than towards it.

IMAGERY
 Digital processing
 Combination of type & imagery.
 Images use ^{negative} space around them to gain attention. (3)
 Image is 'B' repeated as a positive image over type.
 Images framed with negative space.

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

① Neville Brody – Inventing a graphic language – Clever design using his name.

② Opposite page – fit around the image and uses a positive image on top of the writing which we can see the text through.

CONSTRUCTED ELEMENTS
 Framed images by negative space.
 Using Design Grid.
 Simple shapes to create more complicated ones.