

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

Purpose: looking at a digital market, to setup information for students and designers regarding digital communications.

Client: students and designers design students, businesses that want designers to do designs for them, contemporary visual communications.

Target market: contemporary society.

Cultural context: western culture, global cultures you don't have to speak a certain language to like a certain design.

Evaluation: I like the way Neville's last name "Brody" is linked in with the design - this technique is very effective.



Designer: Neville Brody Design studio:  
Title: Date:

## COMPOSITION

Proportion: main image/text - Neville Brody - stands out, bold, large, effective.

contrast with the use of black and white (black on white, white on black).

There is breathing space (negative/blank space)

contrast between detail and lots of detail..  
negative/breathing space creates balance within the design.

②

## TEXT

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

heading - Neville Brody

subheading - Inventing a graphic language.

Body text - The opposite page (right side) - body text on the other page.  
small text  
white print.  
hard to read.

"Typography is a hidden tool of manipulation within society" - Brody

①

## COLOUR

If this design in particular had colour it would not work. You would have no focal point. The main focal point in this design is the black and white colour.

Once you see the colour you don't tend to look at the rest of the design after that.

Because this design is just black and white the design is much more effective.

## IMAGERY

## Digital processing

combination of type and images (designs) on the right side of the design.

layered images. images (shapes) have been repeated to make the design more effective.

Brody was one of the first to make full advantage of the new digital technologies which were very different to traditional print processes. But he didn't get all super fancy but showed great restraint - simplicity = a classy outcome.

## CONSTRUCTED ELEMENTS

negative space/breathing space creates a frame and balance within the design  
- use of a simple grid system for basic magazine layouts/compositions.



Resource 6: Task 2 – Design Analysis Sheet

Student \_\_\_\_\_

MESSAGE

Purpose (What is the page communicating in terms of product/service, atmosphere, style, culture, values?):  
an article about David Carson's gallery exhibition.  
Communicating with youth culture  
These are conveyed through the usage of colour (dark red, black, yellow beige) the imagery and the layout.

Client:

Ray gun buyers.  
People interested in David Carson and his work

Target Market:

Youth culture, anti-establishment, cool and Ray gun buyers.  
People interested in David Carson's designs.  
design company's

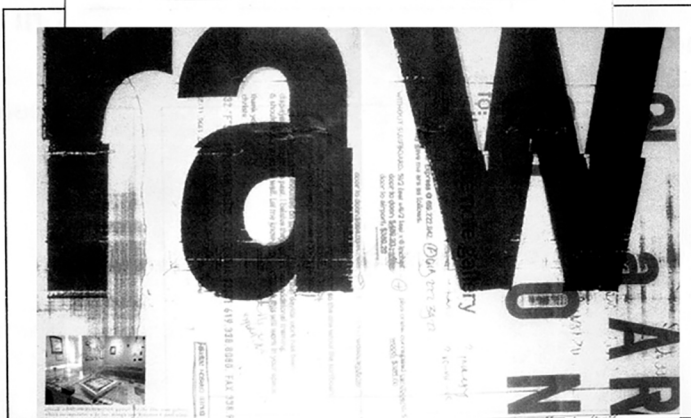
Cultural Context:

Youth culture, anti-establishment, relates to the kind of photos the audience takes themselves.  
- portrayed through the layout and grungy text/type.

③

Evaluation (How effective is the design?):

effective: "RAW" - stands out, very bold grungy type  
This design successfully delivers its intended messages by using type, colour



Designer: David Carson. Design studio:  
Title: Date:

COMPOSITION

proportion: - "RAW" is the largest image/type in this design, drawing our focus to this point.  
This design is a little bit busy, but it also gets straight to the point.  
Space: The negative space balances the design gives the readers eyes a place to rest (focal point).  
contrast with the use of colour - Red (deep red), black, and a yellow beige.  
The arrangement of the type and images help the composition of the design.

COLOUR

Main focal point (RAW) - dark/deep red  
black type behind the deep red "RAW"  
Yellow beige colour for the background.

Red text/type stands out from the yellow beige colour background.  
Emphasises the word "Raw" with the deep red colour.

IMAGERY

The main type/focal point "Raw" is a very grungy text/type.  
The images in this design are not cleaned up  
David Carson has used type as a primary source.  
main type/focal point helps the audience identify what this cover spread is about.

TEXT Ray gun magazine

- 1 - Heading - "Raw"
- 2 - Subheading and/or pullout quotes - "The Blue note gallery"
- 3 - Body text

④

Font - bold text, expressive, easy to read.  
Format - not curved, straight, grungy  
Filters - pixelated  
Transparency - main words are easy to read, small print is subtle.  
black text.

CONSTRUCTED ELEMENTS

David Carson has used grid lines to create this design to create more effect.  
The use of negative space balances the design well.  
Images and type are both set out very simply.