

GRAPHIC DESIGN

Deadline: To be completed for the benchmark assessment 3.11.20

Task: You are to produce an imaginative two-page A4 spread covering the work of one of Neville Brody

1. Research work by Neville Brody
2. Create 2 A4 pages demonstrating the style/techniques used by Neville Brody. Side 1 – create 1 digital copy of one of Neville Brody’s designs and then for the rest of Side 1 and all of Side 2 - develop your own typography based designs in his style; the theme for your designs can be about you as a designer. Make sure you are working in his style, select Brody designs to use as reference. <https://www.pinterest.co.uk/JDEschool/neville-brody/> <https://www.pinterest.co.uk/lnorfeey/neville-brody/>
3. Vary the size of the images you are creating.
4. Make all of your designs different.
5. Include quotes/biographical information on Neville Brody in your designs.
6. Your designs should include some structured typography and letters structured out of shapes. Overlap text, add layers, transparencies etc.
7. Write 150-200 words biography and analysis of Neville Brody and his work.

Below are instructions on how to structure your analysis.

Analysis Tips

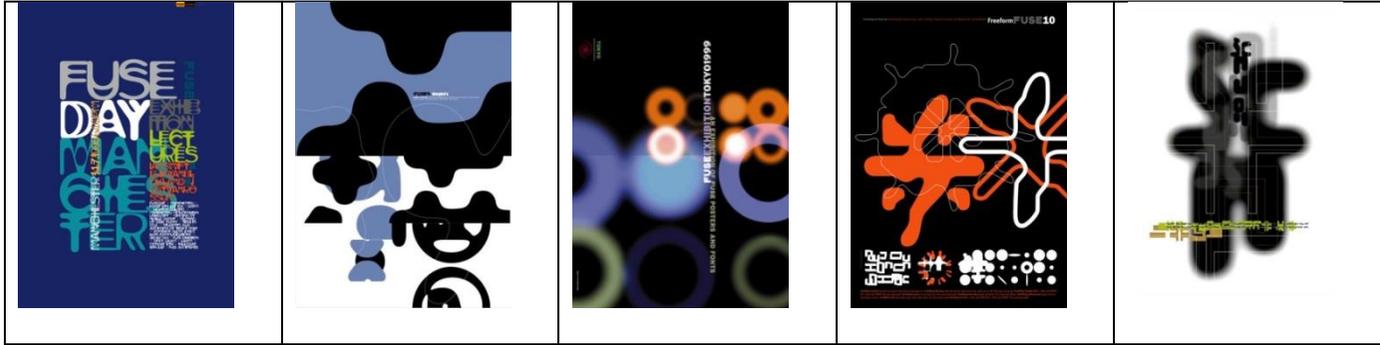
- Analyse the characteristics of the shapes and font, for example; the opaque, translucent, energised, delicate, dynamic...
- Discuss the moods and emotions this evokes...
- Ask yourself how you feel about the work, and what do you think the artist wants you to think/feel?
- Include quotes from the artist.

Phrases starting points

- I think the artist evokes a sense/ of... (*calm/energy/melancholy/foreboding/space/lightness/delicacy*) through the use of (*bright/rhythmic/line/colours/shapes*).
- *For me, the key to this work is the...*
- *The use of strong bold colours of the shapes emphasises the...*

This presentation will count highly for you overall AS mark so be creative and reflect some aspect of his genre and style.

Below are examples of Fuse



Links:

<http://www.researchstudios.com> http://www.citrinitas.com/history_of_viscom/images/computer/nevillebrody-fuse.html

NO-ON

FORM
FOLLOW
FORM
FORM
FORM

EVILLE

2017

Neville Brody

Graphic Designer

1957, London

Neville Brody

Neville

Face Magazine
Arena Magazine
Typographer
Art Director
Fuse

Neville Brody

FEUS
FEUS
FEUS
FEUS

Exhibition

2017
26-29 November

Neville

Brody

Exhibition