



Neville Brody

DESIGNER'S FULL NAME: Neville Brody

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1957

COUNTRY IN WHICH DESIGNER BORN: England

YEAR DIED:---

COUNTRY IN WHICH DESIGNER DIED: ---

RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT

IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.

None of the above qualities of the designer provided a challenge for the time.

DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD BE CONSIDERED GRAPHIC DESIGN TODAY? EXPLAIN.

Brody has many design skills one being a typographic designer. He is one of the founding members of Fontworks and in charge of the website *FontShop*. He has created many different typefaces such as Arcadia, Insignia and many more.

LIST AT LEAST ONE OTHER WORK THAT IS NOT NAMED IN THIS TIMELINE FOR WHICH THIS DESIGNER IS WELL KNOWN. IF WORK CO-CREATED, LIST THE OTHERS INVOLVED.

Brody caught the attention of music record companies such as Fetish Records where he created many grungy and punk scenes. The album *Micro-Phonies by Cabaret Voltaire* was art directed by Brody. His infamous typography is featured on the front and a bandaged figure with liquid coming out of his mouth stares at the viewer.

EXPLAIN IF THIS FAME IS ONLY WITHIN DESIGN CIRCLES OR ANY OTHER SUBSET OF THE POPULATION.

The design was known in the design circle but his name was not necessarily known outside by regular people.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

No.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Brody's most notable work is "The Face" magazine. The magazine altered how designers and readers approach the typography and layout. It was known as the "fashion bible" setting many trends of design during that time period. The magazines cover would change every issue but Brody is most known for creating this revolutionary magazine.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

Brody gained recognition during the 1980's when the "New Wave" started. In the 1990's Brody challenged the current ideas of typography and the visual language put forth in an age of changing technology and media of that time. Brody also started a fire

between a magazine graphic design and typeface design. Each package includes a publication with articles that relate to themes such as “pornography” and “religion”. He related these by the use of typography and surrounding subjects.

WHAT MATERIALS WERE MOST OFTEN USED BY THIS DESIGNER IN THE CREATION AND PRODUCTION OF WORK?

Brody believed if you could create something by hand there was no need for a machine. He has since changed his mind on the subject and forced himself to experiment with the computer. To master his skill with the computer he played a game called Crystal Quest to help him loosen up with the computer keys.

EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

Brody attended the London College of communication and Hornsey College of Art a very conservative college. He pursued a degree in graphics rather than a degree in Fine Arts.

DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

Brody's work is considered postmodernism and was highly influenced by dadaism which is very similar to his work he produces today. Just like dadaism Brody's work is very typographic and quite different by using heavy design and abstract images.

WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

His revolutionary ideas of punk rock and grunge design for album covers. His typefaces are well known and still used to this day.

IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

No.

YOUR NAME: Lydia Belew

GIVE YOUR EDUCATED OPINION OF THIS DESIGNER AND HIS/HER WORK. ALSO EXPLAIN WHAT INFLUENCE, IF ANY, THIS WORK HAS HAD ON YOUR OWN. A LACK OF INFLUENCE MUST BE EXPLAINED.

Brody is a revolutionary designer who got his main influence from the punk rock times in London. The punk rock time greatly impacted his work and motivation. His teachers did not see eye to eye with this influence and Brody almost got thrown out of college for putting the Queen's head sideways on a postage stamp. He wrote his thesis on the comparison between Dadaism and pop art. He began working in record cover designs that made his name popular in the design circle. His revolutionary works really hit a nerve in some people but others loved the designs. Brody has pushed the boundaries of visual communication in all medias through trial and error.

His goal when starting his design company “Research Studios” was to give a new visual language ranging from film to publishing. He has achieved this goal considering the works he has done for famous movies and corporations. The geometric and simplicity to the form of the design is elegant to me. His work for the Ocean's 11 and Ocean's 12 movie cover is ideally one of the greatest pieces he has created. He gives type a whole new perspective on the poster by making it the main focus of the piece. He does this by

playing with your eye and making the number look as if it is apart of the ground. Some may see it as just numbers, but to a designer, the placement of those numbers is everything. It gives a flat look to the images to help draw more attention to the type. The numbers eleven and twelve became part of the image and help engage the viewer more in the poster. This is so important because the focus should not be directed on the illustration. The first thing you want to see when looking at a movie poster is the title of the movie and then the illustration keeps you gazing and intrigued. This poster radiates a mysterious feel and intrigues the viewer to engage more with the poster and try to figure out what all is exactly happening.

It is important when I am working on a project to remember what the viewers main focus will be and Brody really helps me in regards to keeping the focus. I enjoy Brody's work because of the clean, simple and graspable look of his designs. Brody stays true to the point of his poster and those ideas have influenced my own work.

Brody works all across the board when it comes to design. That is quite inspiring to do many different jobs rather than to isolate yourself with just one. I feel if you isolate yourself to one type of job you will either get bored and make mediocre work or hate the repetitiveness and not have any inspiration left in the tank. That is my opinion for myself as a designer. Many designers do stick to one trade and that is great for them. I feel that I would get very bored and not be able to create my best work without a new challenge every once in awhile. Brody discusses how his favorite design process is figuring out the language and strategy for the design. I feel the same way as I have always been really into puzzles and problem solving. When I start to brainstorm ideas, I get all jittery inside because the ideas just keep flowing. The down side is this usually happens at 3 A.M. when I can't fall asleep.

BIBLIOGRAPHY

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