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“Design is more than just a few tricks to the eye. It’s a few tricks to the brain.” --- Neville Brody

Neville Brody is an English graphic designer, typographer, and art director. He is an alumnus of the London College of Printing and Hornsey College of Art and is known for his work on *The Face* magazine (1981–1986) and *Arena* magazine (1987–1990), as well as for designing record covers for artists such as Cabaret Voltaire and Depeche Mode. He created the company Research Studios in 1994 and is a founding member of Fontworks. He is the new Head of the Communication Art & Design department at the Royal College of Art. He is my favorite

graphic designer because his works are very inspired me in design. His works are bold, scale, dramatic and unique. As he said “design is a few tricks to the brain,” do not lock yourself in your “design rules,” break the rules and just design it.

He born in London and studied in Britain during the 1970s. He spent three years studying at the London College of Printing where his work. He is the art director for The Face magazine and obtained high attention from the society and the design industry from 1980 to 1993. The magazine was very popular in the 1980s, it was called a “fashion bible” and set many of the trends of design which enjoyed success during the same time period. Neville Brody Studio is formed in 1994 and now it’s a Research Studios. He has the most success in his life and the studios expanded to include offices in London, Paris, Berlin, and Barcelona. He is a founding member of the London based type foundry Fontworks and has designed over 20 different typefaces during his career. He has said, “Its focus wasn’t on the written word but how the word was written.” He was also a major contributor to FUSE, which was a publication about the practice of experimental typography and was an avid user of the computer as a design tool during its developmental stages.

He is a worldwide professional graphic designer and has a major success in graphic design and communication design. Neville Brody inspired the newer designer to work hard and be bold on the design. Neville Brody is one of the founding members of Fontworks and the leading website the FontShop. He designed numerous notable typefaces for the website such as Industria, Insignia, and Blur, which was included in the Museum of Modern Art’s architecture and design collection in 1992. A well-known FUSE project was also the result of his initiation which featured the fusion of a magazine, typeface and graphics design. Besides, he co-founded a

typeface library, the FontFont, with Erik Spiekermann, in 1990. Currently, he is appointed at the Royal College of Art as the Head of the Communication Art & Design department. In January 2011, he became the dean of Communication and head of Visual Communication studies at the Royal College of Art in London. Neville Brody has obtained a great amount of accomplishment in graphic design such as Design for Tribeca Issey Miyake in New York with Frank Gehry, Major contributor to FUSE, an influential publication on experimental typography, London's Victoria & Albert Museum hosted an exhibition of Brody's work, and D&AD President's Award 2011.

According to the research, his strong interest in art movements such as Dada, Futurism, and Constructivism which influenced much of his work. These movements deconstructed old ideas about painting and art and design in general, and these movements are coming from the Bauhaus in Russia. In the study of the History of Graphic Design, the earliest graphic design has come from the Bauhaus in Russia and it the began revolution of the graphic design movement.

Citations

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