

SAUL BASS

DESIGN IS THINKING
MADE VISUAL

For forty years Saul Bass was a prolific graphic designer, revolutionizing Hollywood movie posters. His work includes collaborations with some of the most renowned and influential directors of our time, including Alfred Hitchcock, Stanley Kubrick, and Martin Scorsese. Bass also produced the opening sequences to many films as well; his first being for the movie *Carmen Jones*, directed by Otto Preminger. Bass took this as a way to improve the movie going experience as a whole, not just as a title sequence. Bass was an early pioneer to harness the creative opportunity afforded by the opening and closing credits of a movie.

Bass also worked extensively on corporate logos as well. He is remembered as creating some of the most iconic logos in North America. He designed the logos for such companies as AT&T, Avery International, Continental Airlines, Geffen Records, Minolta, and Quaker Oats. Bass has this to say about his work with opening credits, "My initial thoughts about what a title can do was to set mood and the prime underlying core of the film's story, to express the story in some metaphorical way. I saw the title as a way of conditioning the audience, so that when the film actually began, viewers would already have an emotional resonance with it.

1920 Born in New York City

1954 Designs poster for *Carmen Jones*

1955 Creates opening title sequence for *The Man With the Golden Arm*

1958 Creates poster for *Anatomy of a Murder*

1958 Works with Alfred Hitchcock for *Vertigo*

1995 His last title sequence for *Casino*

1996 Passes away at the age of 75