

SYMBOLIC MOVIE POSTERS

INSPIRED BY SAUL BASS

Saul Bass is one of my favourites. He was a designer who worked in the mid 20th centuries and was famous for, among other things, his innovative and evocative movie posters. Bass used a technique of extreme simplification along with a collage technique and a penchant for finding the perfect symbol to create visually stunning, unique and captivating imagery to represent the movie he was working on.



YOUR ASSIGNMENT:

Using collage techniques and extreme simplification inspired by Saul Bass create a poster for a movie of your choice.

- The imagery should be connected to the movie and symbolic of themes within the movie. If you are struggling why don't you just google search "symbolism in (insert movie name here)"
- Unfortunately, if you are looking for symbolism in the latest Avengers movie you are probably barking up the wrong tree. Choose your movie wisely.
- Everything major in your poster must be collaged including the title (but if you want to add some small type at the bottom with credits, actors, studio – whatever you can type it)
- The poster can be any size you want but must be a 4 x 6 ratio (this means it should be a vertical rectangle) Size and format should be recognized here as two separate things.
- Use ANY paper you have including recycling. You may want to create a small collection of paper scraps before you begin as that may direct your colour choices as well as determine the size of your poster.
- RIP or cut – whatever seems more appropriate.
- Do rough copies first. They really help in developing imagery, determining composition etc. be quick with them though – they don't have to be pretty – just useful. Include your rough drafts in your submission.
- Write a short (100-200 words?) statement explaining your choices of imagery and include it in your submission.
- Take a good photo (or scan if you have the capability) of your finished poster, touch it up a bit in Photoshop (Levels, contrast, brightness, colour-balance, crop etc) and submit.
- Anything not mentioned in these notes is completely up to you – have fun!