

# Saul Bass

## Saul's work



Saul Bass born May 8, 1920 – April 25, 1996 was a graphic designer and filmmaker, best known for his design of film posters and motion picture title sequences. During his 40-year career Bass worked for some of Hollywood's greatest filmmakers. Bass designed some of the most iconic corporate logos in North America, including the AT&T "bell" logo in 1969, as well as AT&T's "globe" logo in 1983 after the breakup of the Bell System. He also designed Continental Airlines' 1968 "jetstream" logo and United Airlines' 1974 "tulip" logo which became some of the most recognized airline industry logos of the era.

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Saul Bass designs are influenced by Henri Matisse cut-outs and the Bauhaus minimalism and geometricism of the 20's and 30's. The "Man with the Golden Arm" poster is very different from those of the time in that it doesn't have a picture from the film or of the main actors. The Leonardo DiCaprio film 'Catch me if you can' used Saul's style to get a 50's feel.

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# David Carson

## David's work



David Carson was born September 8, 1954 is an American graphic designer. He is best known for his innovative magazine design, and use of experimental typography. He was the art director for the magazine Ray Gun. Carson was perhaps the most influential graphic designer of the 1990s with his widely imitated "grunge typography" style. Carson recently has been involved with design in the quicksilver brand and his work has use of handwritten text, layering, and image distortion.

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David's influences include the environment around him. Surf culture is strongly used throughout his work. Carson uses the approach of image distortion by layering text and colors on images he is able to do this by using Photoshop, he does this to give his work a unique grungy style which Carson is known for.

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