

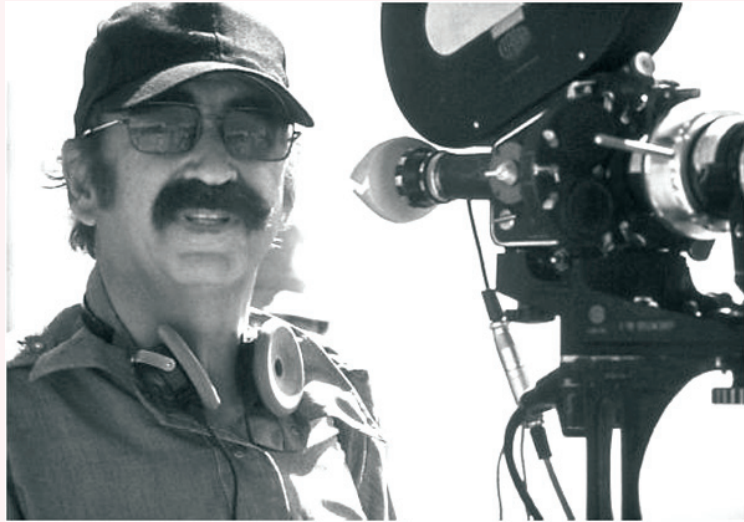
The book cover features a white central panel with a slight perspective tilt. This panel is framed by dark blue shapes at the top and bottom, and medium blue vertical bars on the left and right sides. The text is centered on the white panel.

**Saul Bass**  
Master of Moving Type

Salandy McEwen

## **SAUL BASS - “Bass on titles,” 1977**

“**I** began as a graphic designer and as part of my work I created many film symbols for ad campaigns. During that period I happened to be working on the symbols for ‘Carmen Jones’ and ‘The Man With The Golden Arm’ for Otto Preminger. At one point in our work Otto and I just looked at each other and said: “Why not make it move?” It was really as simple as that.”

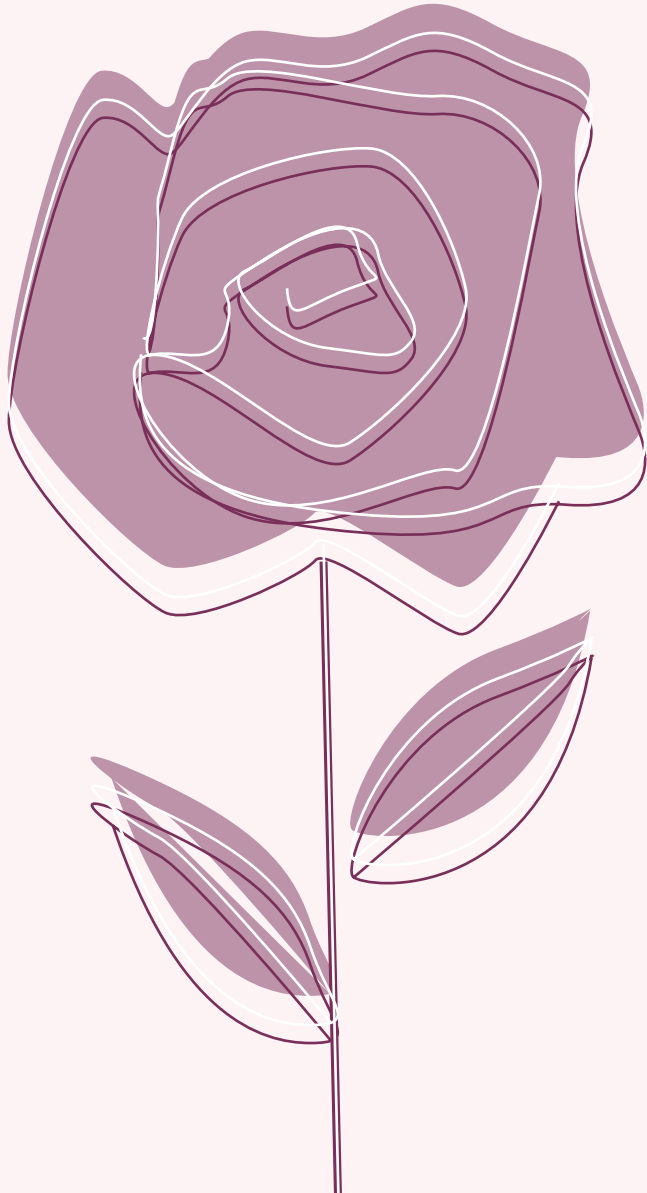


**S**aul Bass is a Jewish American graphic designer born on May 8, 1920. He studied for a short while at the Art Students League in New York City and from there he went on to study graphic design at Brooklyn College. Bass went on to Hollywood where he spent time doing print work and print ads. Working with big names like Alfred Hitchcock, Otto Preminger, Stanley Kubrick and Martin Scorsese, Bass has made a name for himself as a respected film director and graphic artist. He is best known for his design of motion picture title sequences, which he has done up until a year before his death in 1996 due to non-Hodgkins Lymphoma.

# Carmen Jones

## **S**aul Bass on **Carmen Jones:**

“My initial thoughts about what a title can do was to set the 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”



**T**he title sequence for Carmen was created in 1954 along with the title sequences for Un Americano A Roma, The Barefoot Contessa, Black Widow, The Caine Munity, The Country Girl, Crime Wave, Les Diaboliques (France), Dail M For Murder, The Far Country (France), Gojira (Japan), Human Desire, It Should Happen To You, Johnny Guitar, Magnificent Obsession, On The Waterfront, Phffft, Push Over, Rear Window, River of No Return, Sabrina, Seven Samurai (Japan), Silver Lode, A Star Is Born, La Strada(Japan), Suddenly, Them!, There's No Business Like Show Business, Touchez Pas Au Grisbi (France), Track of The Cat, Vera Cruz, and White Christmas.



FROM THE ORIGINAL SOUND TRACK

OF THE CINEMASCOPE FILM

OTTO PREMINGER PRESENTS . .

OSCAR HAMMERSTEIN II'S

# CARMEN JONES

MUSIC BY GEORGES BIZET

DIRECTED BY HERSCHEL B. GILBERT

STARRING HARRY BELAFONTE, DOROTHY DANDRIDGE

ENABE BAILEY, OLGA JAMES, JOE ADAMS

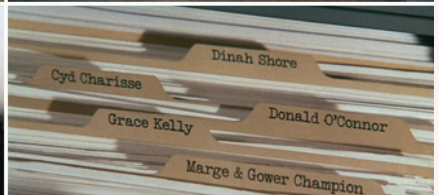
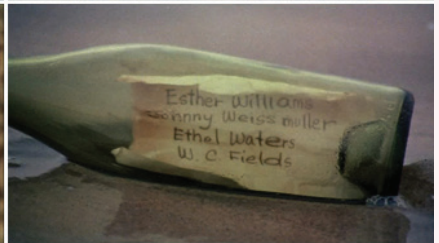
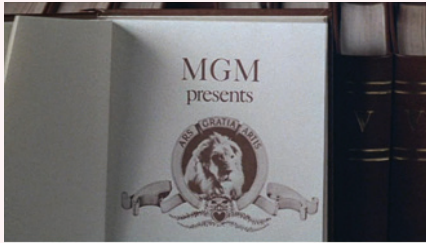
WITH THE VOICES OF: LYVERN HUTCHESON

MARILYN BROWN, HARVIN HAYNS, BOOC PEYERS



## That's Entertainment Part II

**T**he title sequence for That's Entertainment part II in 1976. Also created in 1976 were his title sequences for All The President's Men, Assault on Precinct 13, Down and Dirty (Italy), Carrie, The Enforcer, Family Plot, The House of The Laughing Windows (Italy), In The Realm of The Senses (France), Marathon Man, Network, Novecento (Italy), Obsession, The Omen, The Outlaw Josey Wales, Police Python 357 (France), Rocky, Rome Armed To The Teeth (Italy), The Shootist, and Taxi Driver.







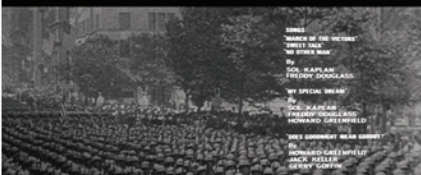
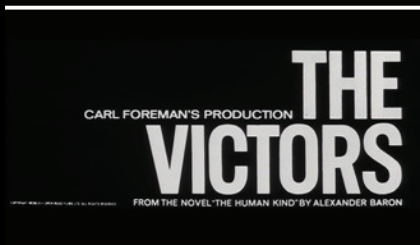
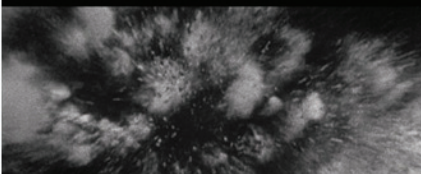
This was Saul Bass' most glorified title sequence. with its bold, jagged, black and white cut outs, combined with the Jazzy score, created a powerful opening sequence.

# **The Man with the Golden Arm**

**T**he title sequence for The Man With The Golden Arm was created in 1955 along with the title sequences for 5 Against The House, All That Heaven Allows, Animal Farm, Artists And Models, Bad Day At Black Rock, The Big Combo, Bob Le Flambeur (France), The Desperate Hours, Du Rififi Chez Les Hommes (France), East Of Eden, House Of Bamboo, Illegal, Killer's Kiss, Kiss Me Deadly, The Ladykillers (UK), The Last Frontier, Lola Montes (France), The Man From Laramie, Marty, Mister Roberts, Mr. Arkadin, New York Confidential, The Night Of The Hunter, Not As A Stranger, Nuit En Brouillard (France), Ordet (Denmark), Pather Panchali (India), The Phoenix City Story, Picnic, Razzia Sur La Chinouf (France), Rebel Without A Cause, The Seven Year Itch, To Catch A Thief, and The Trouble With Harry.

# The Victors

**T**he Victors was created in 1963. Other title sequences include 8 1/2, The Birds, IL Boom (Italy), Charade, From Russia With Love, IL Gattopardo (Italy), The Great Escape, The Haunting, High And Low (Japan), Hud, Irma La Douce, It's A Mad, Mad, Mad, Mad World, Melodie En Sous-Sol (France), The Nutty Professor, The Pink Panther, La Ragazza Di Bube (Italy), Shock Corridor, The Thrill Of It All, and Under The Yum Yum Tree.





## **BIG (1988)**

**20th Century Fox**

Directed by Penny Marshall

Starring: Tom Hanks,

Elizabeth Perkins, Robert Loggia

**F**or the average audience, the credits tell them there's only three minutes left to eat popcorn. I take this 'dead' period and try to do more than simply get rid of names that filmgoers aren't interested in. I aim to set up the audience for what's coming; make them expectant."

**SAUL BASS**

## **SAUL BASS** - “Bass on titles,” 1977

“I want everything we do - that I do personally, that our office does - to be beautiful. I don't give a damn whether a client understands that that's worth anything, or that a client thinks it's worth anything, or whether it is worth anything. It's worth it to me. It's the way I want to live my life. I want to make beautiful things. Even if nobody cares.”