

Graphic design artist reference

Saul Bass

Saul Bass uses a mix of print, collage, text and digital to create his movie posters and other designs. His designs are simple yet effective as they carry the message across for what is being presented. The bold colours and enlarged text, paired with the printed/drawn images creates an eye-catching piece; Saul manages to know when to pull back to not overwhelm the poster, etc, which allows for a stripped back effect.

I really enjoy the mix of drawing and digitized art in their work as it creates a personal feel with the inclusion of drawing/printing. I find that 100% digital art has a lack of human touch so I appreciate it when there is the inclusion of physical art mixed in. Saul's artwork has a cut and stuck look to it which I enjoy through the use of collage, it creates more eccentric and appetizing pieces. A "feast for the eyes".

