Personal Study Plan

Define the objective or focus of the essay:

I'm going to write about Saul Bass and how he reduces his designs to symbols to provide a visual identity for a film and his way of incorporating motion design into movies which played a huge role in revolutionizing how we see them today with the dull boring credits being replaced with engaging title sequences that help condition the audience for "the story that was about to unfold".

The relationship between the practical work and the focus of the study:

In my project, I'm focusing on narrative where I will be designing a book that will contain a series of illustrations that reflect the Japanese tradition "seppuku" along with marketing material (posters) and branding which include will include motion design. The focus of the study will link to my project as I plan to take influence in the way in which Saul Bass can communicate the essence of a film to his audience through motion and design and how he is able to convey reductive imagery through narratives and symbols to get an audience to come watch a film within his print designs.

Sources to be used:

Books (at least THREE):	Websites:	Other sources:
Saul Bass: A Life in Film & Design **Saul Bass: 20 Iconic Film Posters** **The Graphic Design Idea Book – page 72-73**	https://www.artofthetitle.com/title/around-the-world-in-eighty-days/ https://www.artofthetitle.com/title/the-man-with-the-golden-arm/ https://www.denverartmuseum.org/en/object/2007.111 https://medium.com/art-science/saul-bass-on-his-approach-to-designing-movie-title-sequences-47fd537c457b https://www.artofthetitle.com/title/anatomy-of-a-murder/ https://www.kingandmcgaw.com/prints/saul-bass/the-man-with-the-golden-arm-472238#472238::air:25_frame:880229_glass:770007_media:1_mount:108649_mount-width:0_size:428,620 https://www.artofthetitle.com/title/its-a-mad-mad-mad-mad-world/	https://www.youtube.com/watch?v=3Cip49iQYq4 https://www.youtube.com/watch?v=Q_Mo0MqICXI https://www.youtube.com/watch?v=TtO9iTns2Xo https://www.youtube.com/watch?v=2IoVLB1shwI

List the pieces of work that you will analyse in the study. Identify reasons for choosing these particular pieces and points that may be highlighted in the analysis. Mark the primary source/s with *

Name of piece:	Reasons for choice/Points to be raised:
"Around the World in 80 days" Title Sequence – 1956	ability to depict scenes from the movie and deploy them into thoughtfully produced motion designs. Point – his way of designing keeping in mind the narrative of the film, taking out major scenes from the film and animated them in his minimalist, snappy style. -His ability to create a visual identity of the film -Following a narrative structure, having a beginning, middle and end to the sequence. - Illustrates how storytelling played a vital role when designing
"The Man with the Golden Arm" Title Sequence – 1955	Its Symbolic presents of a jagged arm and use of minimalist ideas like black tiles on a white background to convey the struggles of a drug addict. Point- His way of designing a subject that symbolizes the film. -The simplicity he conveys when designing these symbols going against the conventions of a mainstream film poster, title sequence at the time. - Adapting these symbols into a motion title sequence that successfully portrays the mood and narrative of the film - Transforming title sequence from dull and boring credits that were mostly ignored to something an audience can engage and get a sense of "the story that was about to unfold."
"It's a mad, mad, mad, mad world". Title Sequence – 1963	Creating humour within his designs and continually making the audience surprised and amused. Points -His ability to establish the lively essence of the film whilst simultaneously making it comedic for the audience at the same time. -The difference in the way he approached this title sequence as opposed to his other ones as he doesn't try to make a link to the film but rather set the tone for the audience.

Visit/s made/to be made:

Possible conclusion/s to the study:

To conclude, Saul Bass legacy was one where he had the ability to create a visual identity for a film by informing his design through symbolic imagery but also adapting them into a piece of motion design keeping an audience far away from boredom reflecting his view that "[he] had felt for some time that audience involvement with a film should begin with its first frame."

Quotes:

"**Design is just thinking made visual**".

"I shattered the notion that a movie had to be advertised with realistic elements from the story."

"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."

"The very first pieces of film that I did were really graphic designs translated to film. Graphic designs that moved. That was a very new notion."

"I began as a graphic designer. As part of my work, I created film symbols for ad campaigns. I happened to be working on the symbols for Otto Preminger's 'Carmen Jones' and 'The Man With The Golden Arm' and at some point, Otto and I just looked at each other and said, 'Why not make it move?' It was as simple as that."

"This is my real concern: to give each film a unique individuality."

"In TV the main purpose is to have them keep their hands off the dial. In movies, where you have a captive audience, the opening is intrinsic to the film."

"I had felt for some time that audience involvement with a film should begin with its first frame."