

# Graphic Design Legends **Key:** Saul Bass

Read the article and answer the questions below (NOTE: some of the questions may require you to do some extra digging/research):

<https://www.digitalartteacher.com/blog/2019/11/famous-graphic-designer-saul-bass>

1. When was he born?  
**May 8, 1920- April 25, 1996**
2. What type of graphic design is he known for?
  - a. Print Design:
    - Book and Publishing Design
    - Marketing and Advertising Design
    - **Brand and Logo Design**
    - Packaging Design
    - Typography and Typeface Design
    - Illustration
    - **Movie Poster Design**

3. What is one of his most important/influential designs (paste it here if possible)? Why do you think that it was so important?



**This design shows his characteristic “cut paper” look. It was one of his earlier movie poster designs that gained him his fame.**

**NOTE: Replies here may vary, just look for well thought out and explained responses.**

4. What is your favorite work that he has done (paste it here if possible)? Why do you like it?  
**AGAIN: Replies here will vary, just look for well thought out and explained responses.**
5. What did you find **most interesting** about him?  
**POSSIBLE RESPONSES (they may find something else :)~**
  - **Met his wife while working on a design project and continued to work with her after they were married**
  - **Reinvented the presentation of movie credits in the 50s and 60s**
  - **Took a long break from designing posters when he became a father**
6. When and why did Bass decide to take a break from his career as a movie poster designer and title sequence designer.  
**He took a break from his work as a poster and title sequence designer when he became a father in the mid 1960s.**

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