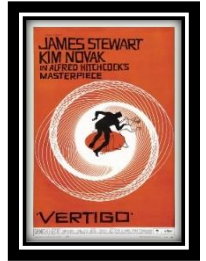# *'VERTIGO'* by SAUL BASS 1958

FUNCTION
- The function of this poster is to advertise the movie 'Vertigo'. Bass created several poster designs to advertise the movie as well as the opening title sequence of the movie.
- A primary function of the poster was to place the film's actor James Stewart and director Alfred Hitchcock in a prominent position. Both men were very famous and marketable at the time.

FITNESS FOR PURPOSE
- The poster fulfils its function because it advertises the film in a clearly legible and stylish way. It is clear who the main actors are, who directed it and what it is called.
- It is also fit for purpose because the imagery and letters illustrate the feeling of vertigo which re-enforces the theme and title of the movie. The letters mirror the feeling of Vertigo because they are different sizes and distorted. The spiral and silhouetted figures mirror the dizzy feeling of vertigo.

MATERIALS and/or TECHNIQUE
- The poster was created by the screen printing technique which makes the colours very bold and eye-catching. The screen printing process involves printing each colour individually, brightest colours first.
- Bass used hand drawn letters and stencils for the text and images.
- The spiral vortex was created for Bass by the animator John Whitney snr.

TARGET MARKET/ AUDIENCE
- Alfred Hitchcock was a very popular director in the 1950's and James Stewart a famous actor, so the target market was probably a wide-range of people, from people in their late-teens to older men and women.
- The poster is simplified but not childish. This would appeal to a sophisticated older audience rather than children.

VISUAL IMPACT
- The black text is clearly legible against the red background so the target audience would not have to work hard to understand what is being advertised.
- The bright red/orange of the background contrasts with white spirals creating visual impact.
- The black text and silhouetted figures are clearly seen against the orange/red background.
- Red and orange are advancing colours and appear to come towards the viewer. This contrasts with the white spiral which forces the eye towards the centre on the poster.

STYLE
- The style is deceptively simple. The swirling white lines draw your eye to the figures in the middle of the poster and the hand-drawn letters mirror the feeling of Vertigo.
- The hand-drawn letters would have looked stylish and modern at the time and make the poster eye-catching and memorable.
- The layout is cleverly arranged so that the viewer sees the names of the actors, then intriguing imagery that relates to the movie and finally, the title of the movie.
- The spirals appear in the opening credits of the film, so Bass is directly referencing the film.

DESIGN CONSTRAINTS
- Saul Bass would probably have had to ensure that the text for 'Vertigo' was clearly legible on the movie poster design because the image alone might be a little hard to understand.
- The director and actor's names had to feature prominently on the poster to maximise marketability.