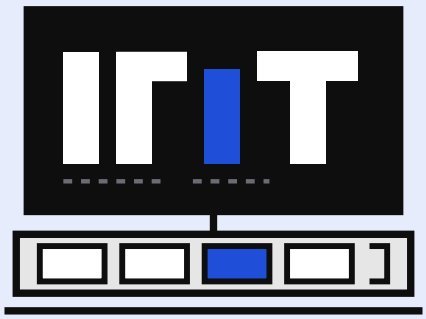
Specialty

Title design

Designs the credit sequences at the start or end of a film or series, using type, image, motion and music, to set the tone and introduce the story.



In Spanish

Diseño de títulos de crédito

Origin

Titles since silent film; Saul Bass turned them into a designed piece in the 1950s (Bass and Kirkham, 2011)

What problem it addresses

Credits have to name many people and, at the same time, prepare the audience for what's coming, in a few minutes and without giving too much away.

Principles

One idea that sums up the film

A symbol, a shape or a color condenses the theme before the first scene.

In time with the music

Type and images appear and move following the sound.

Names can be read

Each credit lasts long enough and has contrast, even when the sequence is expressive.

Applications in design

✓ Use it like this

Look for a single visual idea that says what the story is about and develop it with the music.

✗ Avoid

Telling the plot or giving away surprises in the credits.

Don't fall for it

Check the sequence on the real screen: if a name can't be read in time, hold it longer or raise its contrast.

Connections

Related to

- Graphic design
- Sound design
- Typography

Authors and works

1955	**Saul Bass**	In Otto Preminger's «The Man with the Golden Arm», white bars on black move to Elmer Bernstein's jazz score until they form a broken arm, a symbol of the main character's addiction.
2011	**Jennifer Bass and Pat Kirkham**	Gathered the work of Saul Bass, who with Elaine Bass made credits a piece that gives the film mood and context.
2007	**Gemma Solana and Antonio Boneu**	Surveyed the history of title sequences, including pioneers before Bass and many designers who for decades went uncredited.

Sources

Secondary sources

- Bass, J., & Kirkham, P. (2011). Saul Bass: A life in film & design. Laurence King.
- Art of the Title (n.d.). The Man with the Golden Arm (1955). Extracto de Bass, J., & Kirkham, P. (2011), Saul Bass: A life in film & design. View source (https://www.artofthetitle.com/title/the-man-with-the-golden-arm/)
- Thrift, M. (2020, May 8). Celebrating Saul Bass's centenary: 10 essential title sequences. BFI. View source (https://www.bfi.org.uk/lists/celebrating-saul-basss-centenary-10-essential-title-sequences)
- Solana, G., & Boneu, A. (2007). Uncredited: Graphic design & opening titles in movies. Index Book.

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