

Saul Bass Poster Critique

Communication

How effective is the communication of the poster? Does it Establish a clear narrative? Will someone who's not familiar with this movie understand what it is about by the poster? What suggestions do you have to make the communication stronger?

Graphic Quality and Design

How effective was the use of simplified graphic forms in the poster? Does the poster look overworked or does it give a clear message by simplified forms? How is the composition working? ...Hierarchy?
....Contrast?

Saul Bass Style

How effective is the poster in showing the style of Saul Bass? Did the design employ the techniques of jagged or "torn" elements, image deterioration, or a Saul Bass like color scheme? What suggestions do you have to make the Saul Bass style stronger?