

The background is a solid red color. Overlaid on this are several white geometric elements. In the upper left, there is a series of vertical white lines of varying heights, resembling a stylized fence or a series of steps. To the right of this, there are several white rectangular outlines of different sizes, some of which are nested or overlapping. One of these rectangles has a small white circle inside it. On the far right, there are several thin, slightly curved white lines that fan out from a point, resembling a stylized tree or a series of rays. The overall composition is abstract and geometric.

SAUL BASS

AND

TABEA GROESEL


IN AN ADOBE MASTERPIECE

ORGANIC DESIGN

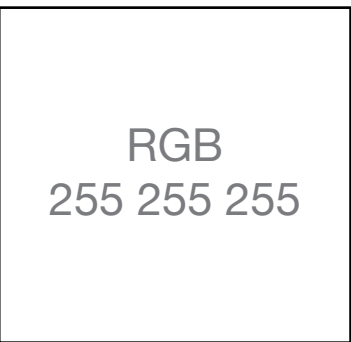
MOODBOARD



COLOR SCHEME



RGB
0 0 0



RGB
255 255 255

In the Organic Style white and black are important colors to add highlights, contrast and dramatic features. Especially the text is very often written in big black capitals.

The Organic Style does not capture to many different colors in one image. Primary colors are the ones that are used most often, especially in the work of Saul Bass.

In my work I've decided to use three different shades of red. It especially highlights the dramatic side of the Style.



RGB
153 26 17

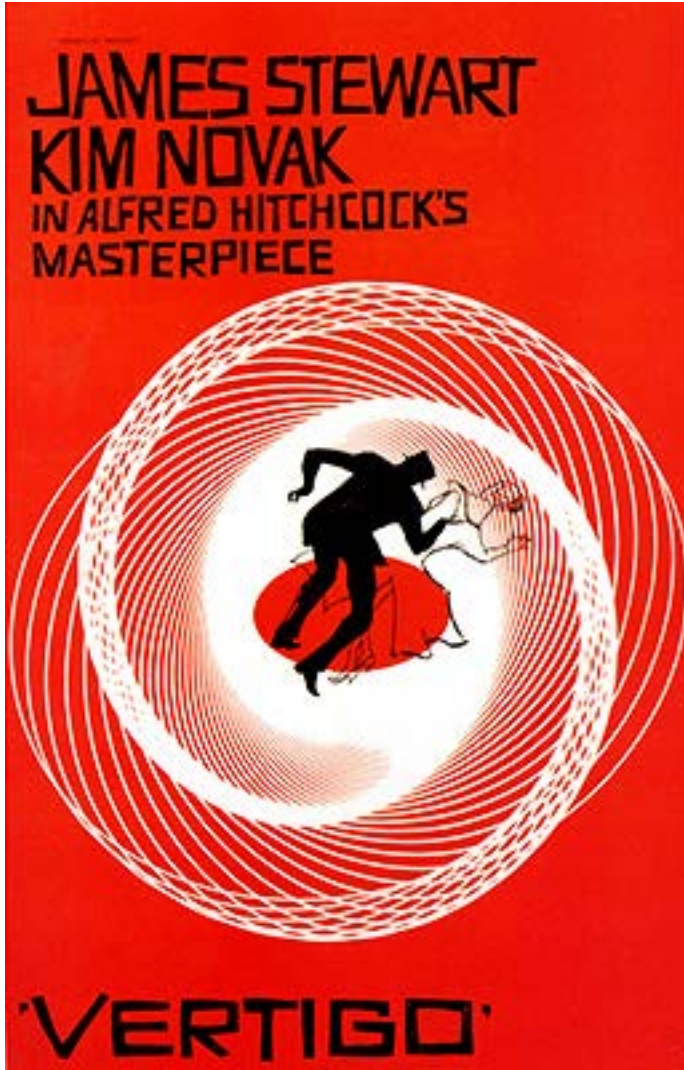


RGB
212 35 23



RGB
255 43 28

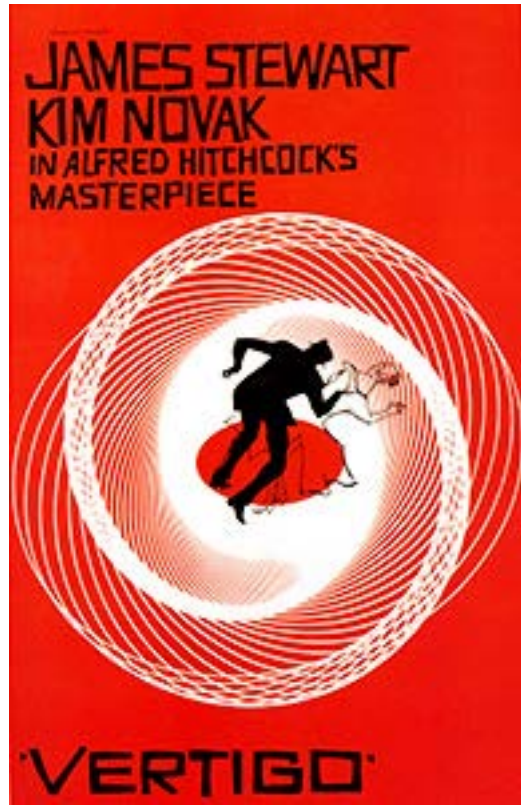
IMAGE ASSETS



Large 98 KB
256 x 400

Medium 57 KB
192 x 300

Small 29 KB
128 x 200



TYPOGRAPHY

To find the right font for the Organic Style was not hard. The iconic **HITCHCOCK** used by Saul Bass does not only look handwritten but it also easy to recognize. Its a perfect eyecatcher with its capital letters. Used in Headers and Titels on both movieposters and commercials this font makes sure you read what your supposed to.

However it can be very difficult to read longer texts written in this font. That's why I choose a more calm font, called Avenir, for texts, contents and articles.

HITCHCOCK
A SAUL BASS FONT BY MATT TERICH

ABCDEFGHIJKLMNOPQRSTUVWXYZ.
12345678: ? @ # \$! %

LOGO IDEAS



TEXT EXAMPLES

ORGANIC DESIGN: WHERE ARE THE APPLES?

What do we expect when we read organic design? For me it was earth colours, script typography, and natural shapes such as trees, animals and well, apples. Until I heard of Saul Bass, a man that redefined graphic design.

WHAT IS ORGANIC DESIGN

Bass uses simple shapes such as lines and circles. However they are never straight. His graphic designs look more handmade than actually made by a digital computer. I guess that is why we can call the style; organic style - not one single thing that nature creates is straight, grows in perfect shapes or 90 degree angles. That's what makes it beautiful though, the imperfection, the reason that not two trees look exactly the same.

Another typical characteristics of the organic design is the CAPITAL writing. Especially the posters created by Bass, but also later by other designers. It calls for attention and makes sure you read the message first and then interpret in your own way how this could work together with the image you see.

[read more](#)



Warner Communications, Designed by Saul Bass in 1974, currently used by Warner Music Group

SAUL BASS

FAR AHEAD OF TIME

When you type organic design into the google search bar you end up with pictures of amazing furniture, shaped like shells, waves and bee warps. If you enter Organic Design - Saul Bass though, you end up in a complete different world. One full of movie posters, commercials, logos. All made to last. And not at least a picture of the man himself.

The Organic Style how Bass has created it is completely timeless. Logos he developed in the 70's are completely untouched until today. Examples for that is Girl Scouts, Geffen Records, Minolta, Avery and Warner Communications. The last two have a lifespan of over 40 years and still counting.

FOLDER STRUCTURE

