

Daniel Rodrigez

Prof. Matthew C. Lange

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## Roger Kastel JAWS Movie Poster

Throughout history, many designers created many designs and some are time famous today. One thing that caught my attention was a 1975 movie poster JAWS design by Roger Kastel. Roger Kastel became famous in the 1970s as an artist, becoming one of the most well-respected illustrators in the business, working for every major publishing house in New York. He soon was recognized for the illustration of the paperback cover of Peter Benchley's bestselling classic JAWS. After designing the JAWS illustration he soon designs the movie poster for George Lucas' highly anticipated sequel to Star Wars, The Empire Strikes Back. During 1975 it was becoming a trend that artists used watercolor and other paint styles to design movie posters. During this era movie posters needed to be able to turn black and white to promote it in the newspaper because it was known as the main media that people got their information. For example, some movies were promoted with full-page ads to create buzz for people to go see that movie. After finding this movie poster I notice that some of the readings that we discuss follow directly or indirectly, theories of design. The question that is going to be asked is Did Roger Kastel show that he is a true designer with his movie poster JAWS?

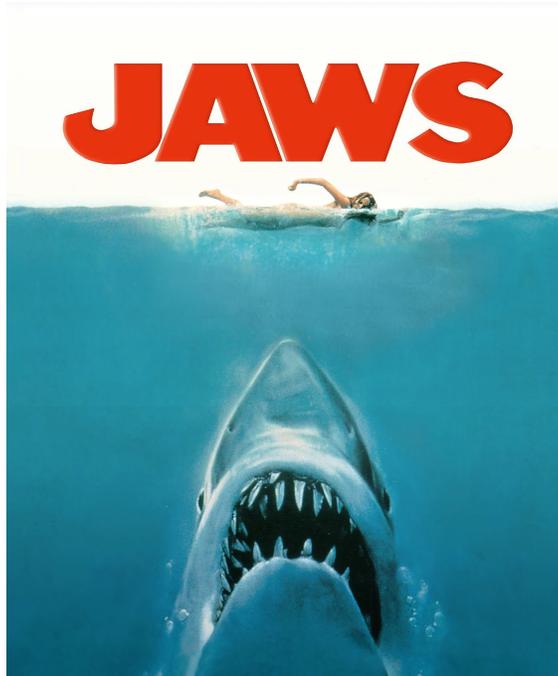
The reading of Helen Armstrong and Bruno Munari discusses what role designers play in society. In this case, Roger Kastel's role was to design a movie poster that catches people's attention. He did this by composing a poster that tells you exactly the kind of entertainment this

movie was about. During the 1970s technology wasn't that advanced so that is why Kastel's poster was a watercolor design. Most designers during the 1970s were needed to design concepts that solved the problem. The key tool they use was visual language, which was the use of signs, colors, and symbols. When Kastel designs the poster he uses the symbol of the shark which was known for terror and danger. The shark is pointing up toward the girl swimming in the water. By this illustration, it tells the story that the shark is about to attack the girl. The colors that Kastel uses were blue, red, white, and beige. The color that stands out the most is red, the title of the movie JAWS. The typeface was sans serif font and it was big and red. Most people would relate the color red with blood. My thought as a designer is what Kastel was also thinking to tell this story by using the color red. This movie poster had a hierarchy on the top of the poster titled Jaws then underneath it the girl swimming in the water then there is some negative between the girl and the shark that makes it easier for the eyes to go down in that direction. The shark, the main attraction with his mouth open showing his teeth give this poster a true impact of what is about to happen. As designers, our goal is to design a solution that would affect or change the community that can display beauty over any object that can grab the audience's attention.

The second batch of reading of Ferdinand de Saussure's and J. Abbot Miller and Ellen Lupton, focus more on the language and how design correlates with language. In today's world Language can come in various forms. some s form of language can be understood by word of mouth or by the representation of that idea. Kastel uses the image of the shark approaching the girl swimming which can be viewed as something to fear and danger. Symbols are the most creative and flexible use of expressing human emotions and communicating them to others. Symbols are what sets apart cultures from one another and how they developed throughout the centuries. According to

*Ferdinand de Saussure's Course in General Linguistics*, it states that "Our definition of the linguistic sign poses an important question of terminology. I call the combination of a concept and a sound-image a sign, but in current usage, the term generally designates only a sound-image, a word, for example {arbor, etc.}. One tends to forget that an arbor is called a sign only because it carries the concept "tree," with the result that the idea of the sensory part implies the idea of the whole." Kastel strongly shows this in his poster because only using three symbols which were the shark the girl and the title which connects back to the shark because of how the shark mouth is opening that would be his jaw opening to perform an action This poster caught the attention of the audience and create excitement for people to go see this movie. The relationship between language and design in today's culture is that as time changes more people change their view on design. Back then in the 1970s, the language was simple and it was simpler to speak to the audience.

Did Roger Kastel show that he is a true designer with his movie poster JAWS? I think Kastel showed his arts and design with his movie poster of JAWS because he grabbed the attention of the audience and he also created an image and symbol that everyone can still remember and bring that emotion of excitement when people saw the poster and the movie it was promoting.



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