



Motion Graphic Design: Applied History and Aesthetics

Jon Krasner

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Enrich your motion graphic design work with this substantial investigation of aesthetic principles and their application to motion graphics. Historical reference provides context; design principles serve as building blocks; and an examination of method and technique inspire innovations in your own work.

Bring your work to the next level with a command of concepts that include:

- * The language of traditional graphic design and how it can be combined with the dynamic visual language of cinema
- * Pictorial design considerations including the relationships between images and type, hierarchy, form and composition
- * How motion is orchestrated and sequenced to enhance artistic expression and conceptual impact.

New to this edition:

- * Updated examples and imagery of motion graphics in film, network branding, commercials, and music videos
- * New industry tools and techniques, such as Photoshop's new animation tool
- * An updated and enhanced DVD, and much more

The companion DVD showcases student and professional work accompanied by interviews describing the aesthetic considerations that were involved in design and production.



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