



Motion Graphic Design: Applied History and Aesthetics

Jon Krasner

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Improve the aesthetic and communication qualities of your motion graphics. Reach beyond technical craft skills with this multimedia examination of the essential elements of the art, which includes:

Foundation: Realize the artistic expression of pioneering artists from film, television, interactive media, and immersive environments as they combine the principles of painting, traditional graphic design, and the dynamic visual language of cinema.

Technique: Develop an understanding of motion literacy, kinetic images and type, and the pictorial and sequential aspects of composition and choreography. Principles are presented with contextual examples and suggested assignments to challenge you artistically.

Inspiration: Hone your design and communication techniques with a comparative study of world-renowned designers and state-of-the-art professional and student work presented on the accompanying DVD.

Process: Distill your own set of guidelines for planning and conceptualization, animating, compositing and sequencing motion graphics from informative case studies that illuminate how leading designers formulate ideas and solve problems.

- * A color-packed survey of graphic and communication design principles and techniques
- * An exploration of how leading designers formulate ideas, solve problems, and achieve artistic expression.
- * A companion DVD showcasing the state-of-the-art motion graphics that challenge and inspire.

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