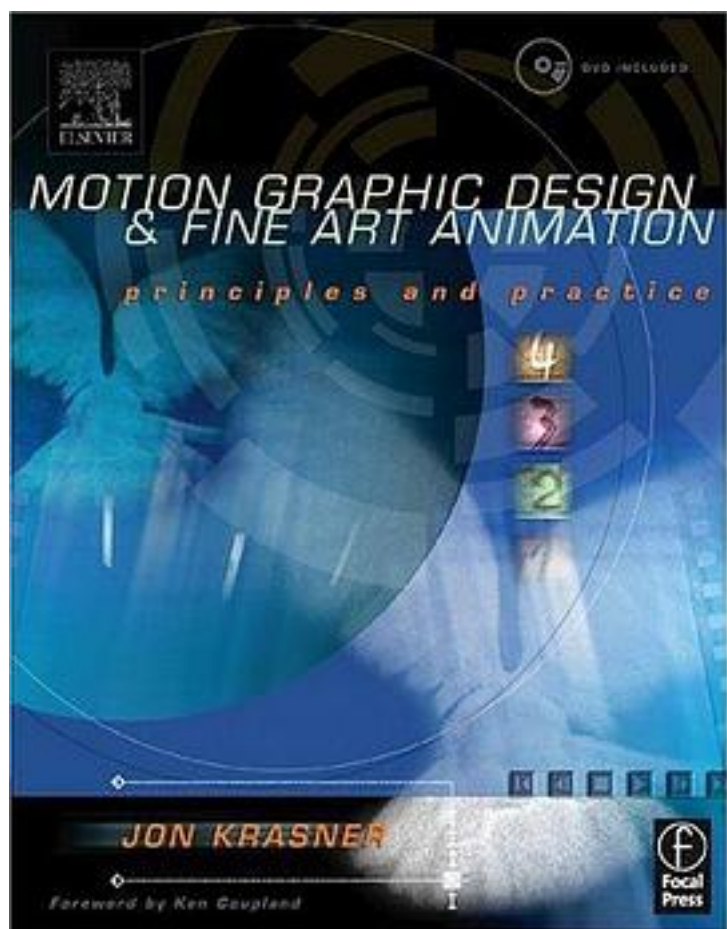


Motion Graphic Design and Fine Art Animation



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Motion Graphic Design and Fine Art Animation teaches aesthetic visual concepts and practical techniques used by today's motion graphics and animation professionals. Its cutting-edge layout and rich visuals provide a comprehensive investigation of how

images and type are choreographed over time and space, providing artistic inspiration and establishing a basis for individual creative development.

Since the early 1900s, fine artists have embraced the power of animation in motion pictures. Since the late 1970s, graphic designers have explored motion in the televised medium. More recently, animation has become a powerful force in interactive digital media. Today, fine artists and graphic designers have the opportunity (and are often expected) to be animators, as well.

Inspirational and informative, this book is intended for practicing artists, graphic designers, educators, and students who are new to the incredible world of animation both independently and commercially.

This book offers an historical and critical overview of how animation has evolved as an artistic and commercial practice in film, television, and digital media. It also explores conceptual processes by which fine art animators and motion graphic designers develop creative ideas, and it investigates how aesthetic principles apply to animation.

Jon Krasner offers a thorough investigation of common processes such as frame-by-frame animation, interpolation, and compositing. In addition, he explains how designers can approach progressive phenomena, such as motion and transition, and choreograph them to enhance artistic expression and conceptual impact.

As film, television, and digital media introduce certain standards that must be honored during production, this book provides innovative solutions for overcoming the challenges often presented by these conventions.

*Engage yourself in a technical and aesthetic investigation of 2D motion graphics for digital media design

*Grow your understanding of timeless design concepts with a straightforward explanation that you can apply to future projects

*See the rich, full-color illustrations of work by leading motion graphic designers and fine art animators

*Play the DVD to view a full motion gallery of international creative work from studios and major designers of the 21st century, as well as interview clips with graphic design professionals

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