

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 Historical reference provides context; design principles serve as building blocks; and an examination of method and technique inspire innovations in your own work.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; and, how motion is orchestrated and sequenced to enhance artistic expression and conceptual impact. Author: Krasner, Jon Publisher: Focal Press Illustration: N Language: ENG Title: Motion Graphic Design: Applied History and Aesthetics Pages: 00432 (Encrypted PDF) On Sale: 2013-01-25 SKU-13/ISBN: 9780240809892 Category: Art : Digital

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