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Motion Graphic Design: Applied History and Aesthetics. Motion Graphic Design. : Jon S. Krasner. Taylor & Francis, 2008 - Computers - 407 pages. 0 Reviews. Improve the aesthetic and communication...

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In the motion picture film industry, the development of animated

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film titles in the 1950s established a new form of graphic design called motion graphics. —Cecile Starr Precursors of Animation Early Cinematic Inventions Experimental Animation Motion Graphics in Film Titles Motion Graphics in Television

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Professionals and students alike are inspired by this examination of the evolution of motion graphics as an applied art and the articulation of aesthetic principles that can inform their work. This

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examination of the past and current communication and stylistic trends helps the reader to ...

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Motion Graphic Design: applied history and aesthetics. Krasner, Jon S; Ebooks Corporation. Offers an investigation of aesthetic principles and their application to motion graphics. This work includes: a color-packed survey of graphic and communication design principles and techniques; an exploration of how leading designers formulate ideas ...

Motion Graphic Design: applied history and aesthetics by ...

In painting, it describes the two-dimensional canvas. In graphic design, it is the viewing area of a poster or an interface. In motion graphics, it describes the environment containing the action—the frame. Through history, artists have explored different types of space because of its affinity with the content they are trying to express.

the pictorial composition

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Motion graphic design is a subset of graphic design in that it uses graphic design principles in a filmmaking or video production context through the use of animation or filmic techniques. Examples include the kinetic typography and graphics used in film and television opening sequences, and the spinning, three-dimensional station identification logos of some television channels. The art form has been around for decades, and has advanced in technical sophistication over time. A motion graphic de

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New York: Routledge, <https://doi.org/10.4324/9780240824703>.

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