Contents

	Introduction xili
	Foreword xv
	A Brief History of Motion Graphics
1	Precursors of Animation 2 Early Cinematic Inventions 4 Experimental Animation 7 Motion Graphics in Film Titles 18 Motion Graphics in Television 21 Summary 22
	Motion Graphics in Film and Television
	Film Titles 26 Network Branding 33 Commercials 60 Public Service Announcements 62 Music Videos 63
	Summary 71
	Motion Graphics in Interactive Media
	The Interactive Environment 70 Motion Over the Web 70
	Motion in Informational Kiosks 91 Motion in Multimedia 92

Motion in DVD-Video 96

Summary 100

Preface xi

4
6

Motion Graphics in the Environment

New Technologies 104
Immersive Environments 105
Animated Exteriors 119
Digital Signage 122
Performance 123
Alternate Spaces 125
Summary 126

Motion Literacy: Choreographing Movement

The Language of Motion 132
Spatial Considerations 134
Temporal Considerations 144
Coordinating Movement 151
Summary 159
Assignments 160

Images, Live-Action, and Type

Visual Properties 168
Image Considerations 174
Live-Action Considerations 177
Typographic Considerations 185
Integrating Images, Live-Action, and Type 196
Summary 199
Assignments 200

The Pictorial Composition

Space and Composition: An Overview 208
Principles of Composition 209
Constructing Space 226
Summary 239
Assignments 239

	The Sec
	Se
	Fo
	Fo
	M
	Su
	As
	Concer
	As
	Fo
	Cu
	St
	Ar
10	Su
	Anima
	Fra
	In
	Sp
	Vi
	Te
	Co
	Su
	Motion
	Co
	В
	Ke
	Αl

The Sequential Composition

Sequential Composition: An Overview 246
Forms of Continuity 246
Forms of Discontinuity 255
Montage 268
Summary 274
Assignments 275

Conceptualization

Assessment 284
Formulation 287
Cultivation 293
Storyboards 301
Animatics 303
Summary 305

Animation Processes

Frame-by-Frame Animation 308
Interpolation: An Overview 321
Spatial Interpolation 323
Visual Interpolation 324
Temporal Interpolation 329
Coordinating Movement 331
Summary 339

Motion Graphics Compositing

ompositing: An Overview 342 end Operations 344 eying 346 Alpha Channels 353 Mattes 354 360 Masks Nesting 363 **Color Correction** 365 371 Summary

12

Motion Graphics Sequencing

Editing: An Overview 374 Cuts 375 **Transitions** 379 **Mobile Framing** 386 **Establishing Pace** 387 **Establishing Rhythm** Birth, Life, and Death 397 Introduction and Conclusion 398 Summary 398

Index 399