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Design For Motion: Fundamentals And Techniques Of Motion Design



Synopsis

Plumb the depths of core motion design fundamentals and harness the essential techniques of this diverse and innovative medium. Combine basic art and design principles with creative storytelling to create compelling style frames, design boards, and motion design projects. Here, in one volume, Austin Shaw covers all the principles any serious motion designer needs to know in order to make their artistic visions a reality and confidently produce compositions for clients, including: Illustration techniques Typography Compositing Cinematography Incorporating 3D elements Matte painting Concept development, and much more. Lessons are augmented by illustrious full color imagery and practical exercises, allowing you to put the techniques covered into immediate practical context. Industry leaders and pioneers, including Karin Fong, Bradley G Munkowitz (GMUNK), Will Hyde, Erin Sarofsky, Danny Yount, and many more, contribute their professional perspectives, share personal stories, and provide visual examples of their work. Additionally, a robust companion website (www.focalpress.com/cw/shaw) features project files, video tutorials, bonus PDFs, and rolling updates to keep you informed on the latest developments in the field.

Book Information

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Customer Reviews

EDIT: It seems a bit dubious that seven 5-star reviews have miraculously popped up here in the last 12 hrs, all with glowing reviews for the book, and all being 100% marked as "helpful", despite giving no insight or critical look at the book in question. While this review, the only one that explores the content of the book, has been suddenly marked "unhelpful" 12 times in the last day...Look, I'm

terribly sorry to be giving this book such a low review, I really am, but it is an absolute train wreck. Sentences and even entire paragraphs are re-hashed, and repeated throughout the book over and over; scattered in seemingly random locations. Paragraphs start on one topic, and abruptly change to another. Made-up industry terminology is presented. Concepts are touted to be important without having ever defined them. Inaccurate information is given. At no point did I ever feel as if I was learning a fundamental, let alone a practical technique. The author never actually teaches you anything, he simply brings up topics like tension, composition, color, design, etc. and then tells you they are important, literally throughout the entire volume. Below are some excerpts-----At one point we are told: "The purpose of this book is to teach you about these outcomes and how to make them. They are called STYLE FRAMES and DESIGN BOARDS." Wait, so this book is about style frames and design boards? Why wasn't it titled "Style Frames & Design Boards"?!-----From the Introduction: "The first twenty-five seconds of a thirty second commercial takes the viewer on a journey that inspires emotions and ideas."

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