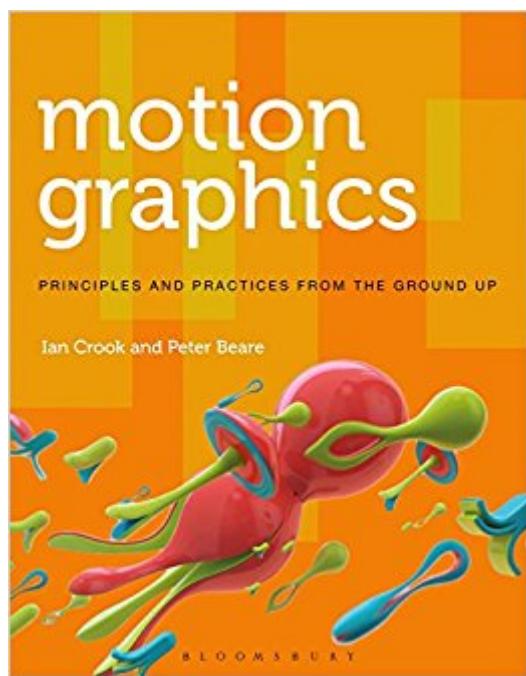


The book was found

Motion Graphics: Principles And Practices From The Ground Up (Required Reading Range)



Synopsis

Song lyrics fly across the screen in time to music. A globe spins and zooms into a war-torn country. Money rises from a screen to explain an economic situation. Now, more than ever, we are surrounded by these motion graphics on our TV and cinema screens, on our smartphones, computers, and tablets, on Main Street and in our galleries. *Motion Graphics: Principles and Processes from the Ground Up* is your introduction to the core principles of the discipline, whether your background or ambitions lie in animation, graphic design, film production, or visual effects. Ian Crook and Peter Beare provide you with a wide understanding of the key concepts and techniques that will help you plan, develop and produce your own creative projects.

Book Information

Series: Required Reading Range (Book 58)

Paperback: 200 pages

Publisher: Fairchild Books (February 11, 2016)

Language: English

ISBN-10: 1472569008

ISBN-13: 978-1472569004

Product Dimensions: 8 x 9.1 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars 1 customer review

Best Sellers Rank: #146,364 in Books (See Top 100 in Books) #107 in Books > Arts & Photography > Graphic Design > Animation #193 in Books > Humor & Entertainment > Movies > Video > Direction & Production #214 in Books > Arts & Photography > Other Media > Film & Video

Customer Reviews

Motion Graphics provides an informative breakdown of the key concepts in this field, while also delivering technical advice and vivid color visuals to assist students in understanding this medium and the many ways it can be used to visually communicate rich and complex ideas. -- Julia DeArriba-Montgomery, Florida State College of Jacksonville, US Motion Graphics delivers an accessible range of reference materials and projects. I would particularly recommend this text to foundational level HE students who might be unfamiliar with moving image based workflows. The book is clear and concise in its definitions of the most relevant terminology. A particular highlight must be with quality of examples referenced from various professional practice based creative

agencies, along with short but insightful interviews covering each agencies individual approach to the design process. Stephen Hibbert, University of Huddersfield, UK

Ian Crook is a senior lecturer on the Media Technology BSc (Hons) programmes at the University of Central Lancashire, UK. Peter Beare is course leader for BSc (Hons) Media Production & Technology at the University of Central Lancashire, UK. He is the co-author of User Experience Design (Bloomsbury 2014).

I bought it for an intro class, it was a good purchase. It has a lot of informative information on the subject. I'm glad I bought it helped me out.

[Download to continue reading...](#)

Motion Graphics: Principles and Practices from the Ground Up (Required Reading Range)
Sketching for Animation: Developing Ideas, Characters and Layouts in Your Sketchbook (Required Reading Range)
The Fashion Designer's Sketchbook: Inspiration, Design Development and Presentation (Required Reading Range)
Creative Research: The Theory and Practice of Research for the Creative Industries (Required Reading Range)
Animated Performance: Bringing Imaginary Animal, Human and Fantasy Characters to Life (Required Reading Range)
The Production Manual (Required Reading Range)
The Pilot's Manual: Ground School (PDF eBook Edition): All the aeronautical knowledge required to pass the FAA exams and operate as a Private and Commercial Pilot (The Pilot's Manual Series)
Florida Real Estate Principles, Practices & Law (Florida Real Estate Principles, Practices and Law)
Florida Real Estate Principles, Practices and Law, 33rd Edition (Florida Real Estate Principles, Practices & Law)
Range Management: Principles and Practices (6th Edition)
A Practical Guide to Graphics Reporting: Information Graphics for Print, Web & Broadcast
Full Range Studies for Trombone: A complete system to develop and maintain your range, sound, endurance, and flexibility from Low E to Double High Bb ... and beyond!
Front Range Descents: Spring and Summer Skiing and Snowboarding In Colorado's Front Range
Long Range Shooting Handbook: Complete Beginner's Guide to Long Range Shooting
Middle Range Theories: Application to Nursing Research (Peterson, Middle Range Theories)
Required Reading for All Teenagers (Updated Edition)
After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics Artist (Apprentice Series)
The Frozen Shoulder Workbook: Trigger Point Therapy for Overcoming Pain and Regaining Range of Motion
Occupational Therapy Manual for the Evaluation of Range of Motion and Muscle Strength
Joint Range of Motion and Muscle Length Testing, 3e

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)