



Motion Graphics: Graphic Design for Broadcast and Film

Steven Curran

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The current economy has been referred to as the "entertainment economy" because of the cable industry's explosive rise, movies' record box-office grosses, and the Internet's phenomenal expansion. For graphic designers, this has opened up an incredible world of creative opportunities to "design for the screen," T.V. screens, and computer screens. The art of motion graphics combines the arts of design, filmmaking, sound, music design, and animation in solutions that solve communication problems, educate an audience, add to an entertainment experience, or extend the value of a brand.

Motion Graphics explores the process of animated graphic design. From the stunning broadcast of Pittard Sullivan, the cutting-edge cool of work from the Attik to the bold, independent film-title designs of BUREAU, this book presents the individuals and designs creating work that is among the best motion graphic design for television and film.

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