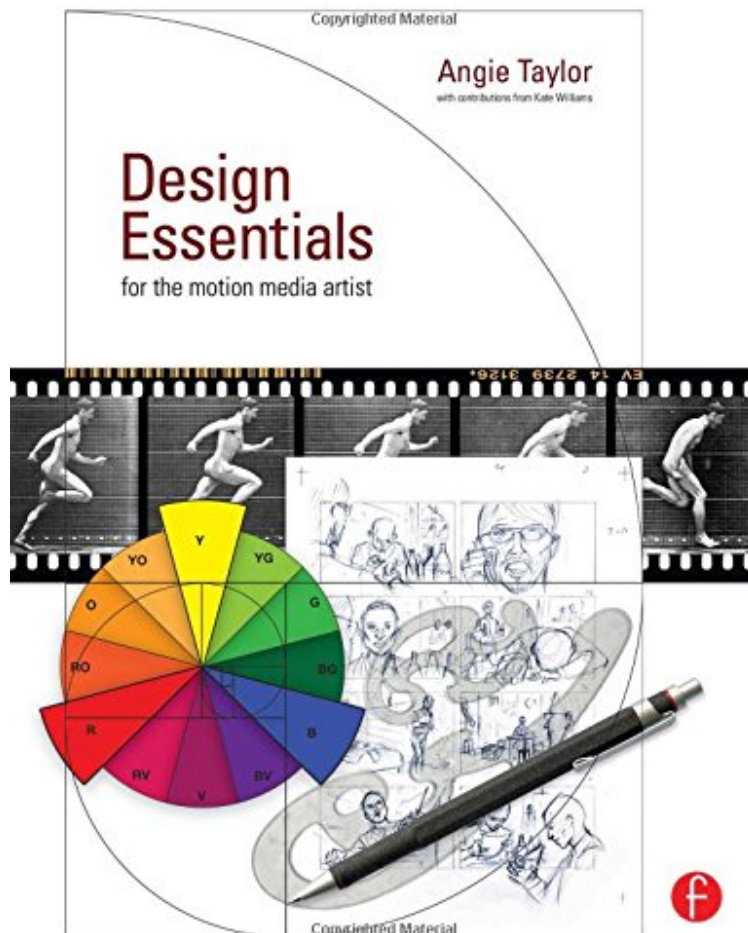


Design Essentials for the Motion Media Artist: A Practical Guide to Principles Techniques

Angie Taylor

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Angie Taylor : Design Essentials for the Motion Media Artist: A Practical Guide to Principles Techniques

before purchasing it in order to gage whether or not it would be worth my time, and all praised Design Essentials for the Motion Media Artist: A Practical Guide to Principles Techniques:

4 of 4 people found the following review helpful. just the basics, covered in a basic wayBy Denez McAdooI'm a video production guy, who's truly never studied graphic design (which, by the way, is what this book is about. No real emphasis on motion graphics, despite the title.) So I wanted a book that covered the basics, and that's what this book does.However, I was still largely disappointed. I couldn't help but feel that I already knew much of this information already and the author's presentation of it felt as though she had little more then a basic understanding as well. She several time admits that one topic or another is not an area of her expertise (video editing for example, strange in a

book title for the Motion Media Artist.) This feeling was not helped by the fact that this is one of those books on design where the authors personal design examples are, frankly, not that great. This book is also structured so that you are told what your going to learn, you learn it, and then recap what you just learned two pages ago. Also, many chapters end with and "inspirational" story from an artist. This all feels like fluff to me. Bottom line, if you want just the basics, explained in a truly basic way, this book does that. But if you want any thing more then that, then this book spends too much time on basic subject and too little time on anything advanced. 0 of 1 people found the following review helpful. Excellent text
By Sheila Macd
This book filled in many gaps for me in the workflow and sequence for producing a graphic. It is well laid out, on a good gradient that makes it easy to follow and also provides many helpful resources. I thoroughly recommend it. 3 of 3 people found the following review helpful. A high level survey of multimedia design
By GameMaker
This is a pretty interesting book. What it basically does is devote one chapter to the most common subjects that are relevant to creating multimedia. The topics include: drawing, planning, composition, animation, type, color, video editing, and then what they call "communication" (which talks about how to work with customers). I think this book is best used in an entry level multimedia type of course. It covers a lot of ground, but everything it covers, is covered in more depth in other books. And I think the lengthy chapter on drawing seems a little silly to me, because I just don't see it helping anybody that wants to improve their drawing skill. For me, I liked the chapters on composition, type, and color in particular. But I also realize that it wasn't a very thorough treatment of any of those topics.

Master the fundamental concepts and techniques of motion media design so you can apply--and occasionally break--the rules to achieve your communication goals. This authoritative guide presents all of the design essentials in an engaging and inspiring way. Each principle is explained with text, illustration and photography where necessary. An accompanying website will contain any necessary digital files for download, updates and links to other resources.

"Today's software is so creative and seductive that it is easy to think that's all there is to creating engaging content. Angie Taylor's book shows the other side of the story: the visual techniques and design principles that underpin digital moving image making. In this comprehensive guide she has assembled a wealth of tips and exercises in topics such as drawing, composition and typography that will be required reading for all up-and-coming motion media artists." - Birgitta Hosea, Artist and Course Director of MA Character Animation, Central Saint Martins College of Art and Design, London. From the Back Cover
Master the fundamental concepts and principles of motion graphic design so you can apply them to your work. Learn how you can manipulate and bend the rules to create something unique and achieve your communication goals. This authoritative guide presents all of the design essentials in an engaging and inspiring way. Each principle is explained with text, illustration, and photography where necessary. The companion website features additional resources, updates, and links to other sites for motion media artists. www.motiondesignessentials.com
* A foundational guide to the core design essentials required to implement effective visual communication
* Classic knowledge that every motion media artists needs to know, presented in illustrative 4-color and with each principle explained clearly and succinctly
* A companion web site with additional information, updates and links to other resources.
About the Author
A freelance animator and digital filmmaker, Angie produces animations, motion graphics, and visual effects for production companies and broadcasters including the BBC and Channel 4 television in the UK.. An Adobe Certified Expert, and Apple Solutions Expert, she is active on the training circuit; providing corporate training for Adobe and Apple, and seminars at key industry events like NAB, SIGGRAPH, and IBC.