

# Design for Motion: Fundamentals and Techniques of Motion Design

Austin Shaw

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## DESIGN FOR MOTION

Fundamentals and Techniques of Motion Design

AUSTIN SHAW

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**Austin Shaw : Design for Motion: Fundamentals and Techniques of Motion Design** before purchasing it in order to gage whether or not it would be worth my time, and all praised Design for Motion: Fundamentals and Techniques of Motion Design:

0 of 0 people found the following review helpful. It is packed full of industry advice and artistic philosophy from industry veterans and serves as an excellent reference to kickBy Joe B.If you know nothing about motion graphics, get this book. If you know something about motion graphics, get this book. If you think you know everything about motion graphics, get this book. It is not a technical guide and will not make you a master at Cinema 4D or After Effects, rather it is a book about motion-based design theory. It is packed full of industry advice and artistic philosophy from industry veterans and serves as an excellent reference to kick-start your conceptualization process. This book is not the be-all, end-all of books related to motion design; the descriptions are simply adequate and the majority of the text deals with artistic theory. However, it is a curation of some of the best work and ideas created working professionals; it is simply priceless.0 of 0 people found the following review helpful. A great book for motion designers.By leeA great book for motion designers. Lot's of insight from many working professionals and discusses many topics of our field.1 of 1 people found the following review helpful. Good stuffBy KeiGood primer for any student of motion design looking for a real world look into the creative side of making and getting work.

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](http://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.

"Austin is one of the first to identify and put down on paper a tangible, in-depth account of a new field that has quickly emerged within the design genre. For years, even professionals in the industry have had trouble giving it a title. Not only does Austin give it a name, but he also captures the essence of the field in a way that both young designers and professionals can appreciate. With words and pictures, he shares the process and explains in detail the knowledge base required for the field. He even questions industry leaders to qualify his process, making it a perfect balance of the academic and professional worlds." - Erin Sarofsky, Executive Creative Director, Sarofsky

About the Author Austin Shaw is a full-time Professor of motion media design at the Savannah College of Art and Design. He has also taught at the School of Visual Arts in New York City. For the past 12 years, Austin has worked as a motion designer for clients including Target, Ferrari, Fedex, McGraw Hill, Ralph Lauren, and VH1, and as a Creative Director, Designer, and Animator for companies such as Superfad, Digital Kitchen, Brand New School, and Curious Pictures.