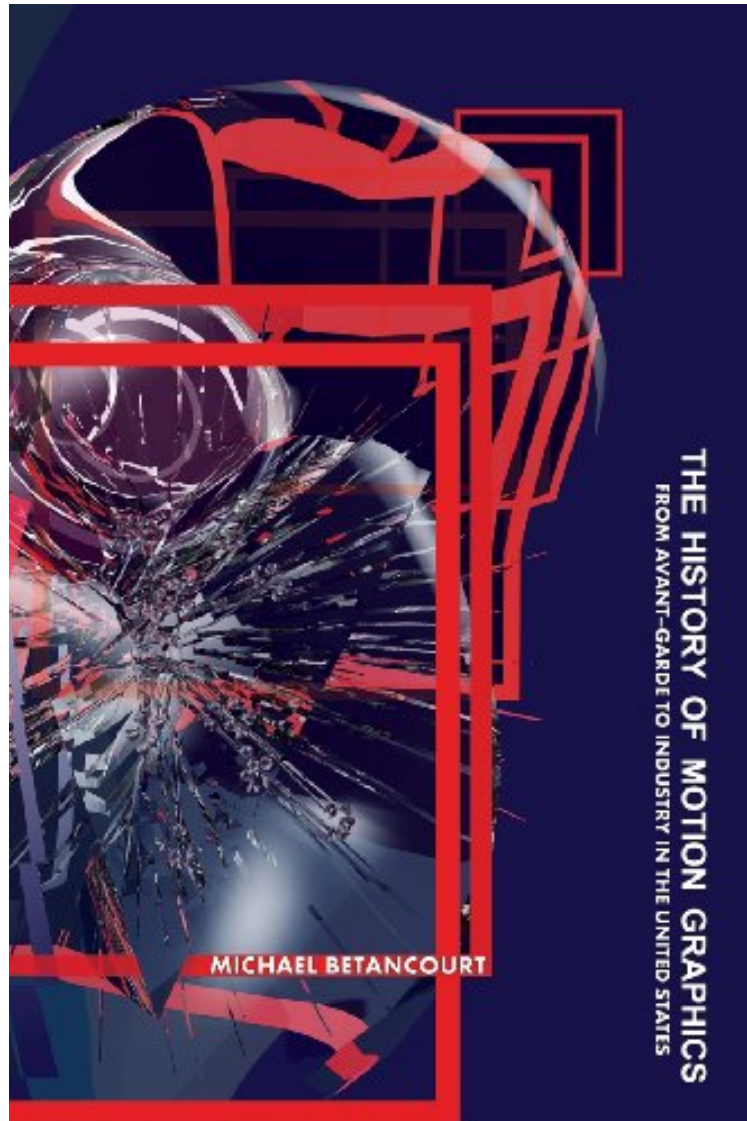


[Mobile book] The History of Motion Graphics

The History of Motion Graphics

Michael Betancourt

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Michael Betancourt : The History of Motion Graphics before purchasing it in order to gage whether or not it would be worth my time, and all praised The History of Motion Graphics:

1 of 1 people found the following review helpful. Helpful and interesting By Alexander Fedorov This book was extremely useful when I was writing an essay. It's about to read, not another one book to gaze at screenshots. Those who write something academical will understand me how it's hard to find a suitable source in motion design area. Easy to read, well organised (as well as period splitting), really broad analyses. 0 of 0 people found the following review helpful. Five Stars By karoon nititham excellent 6 of 7 people found the following review helpful. Ground-breaking

history of a new field!!By LMI wrote this as a comment to another reviewer but felt the need to add my comments as a brief review as well: This book is SUCH a remarkable accomplishment, that by contrast certain flaws barely register by comparison. This is a serious book, the only one of its kind that covers the depth and breadth its subject's history. It's a scholarly work and not a casual read. If it's the previously unformulated story you're interested in, then you won't be able to put it down. It does have images providing illustrations of particular examples discussed in the book - one's well worth the ink as they are unfamiliar. Yes, in an ideal world there would colorful sequences or a DVD of actual work, but we're in the flawed litigious world where copyrights trump the historical record.

Expand your knowledge of the aesthetics, forms and meaning of motion graphics as well as the long-running connections between the American avant-garde film, video art and TV commercials. In 1960 avant-garde animator and inventor John Whitney started a company called "Motion Graphics, Inc." to make animated titles and logos. His new company crystalized a relationship between avant-garde film and commercial broadcast design/film titles. Careful discussion of historical works puts them in context, allowing their reappearance in contemporary motion graphics clear. This book includes a thorough examination of the history of title design from the earliest films through the present, including Walter Anthony, Saul Bass, Maurice Binder, Pablo Ferro, Wayne Fitzgerald, Nina Saxon, and Kyle Cooper. This book also covers early abstract film (the Futurists Bruno Corra and Arnaldo Ginna, Leopold Survage, Walther Ruttmann, Viking Eggeling, Hans Richter, Oskar Fischinger, Mary Ellen Bute, Len Lye and Norman McLaren) and puts the work of visual music pioneers Mary Hallock-Greenewalt and Thomas Wilfred in context. The History of Motion Graphics is the essential textbook and general reference for understanding how and where the field of motion graphic design came from and where it's going.

About the AuthorMichael Betancourt is a theorist, historian, and artist concerned with digital technology and capitalist ideology. He is the author of The _____ Manifesto, Beyond Spatial Montage: Windowing, or, the Cinematic Displacement of Time, Motion, and Space, and The Critique of Digital Capitalism. He has exhibited internationally, and his work has been translated into Chinese, French, Greek, Italian, Japanese, Persian, Portuguese, and Spanish, and published in journals such as CTheory, Semiotica, and Leonardo.