



# Design for Motion: Fundamentals and Techniques of Motion Design

By Austin Shaw



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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.

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## **Design for Motion: Fundamentals and Techniques of Motion Design** By Austin Shaw Bibliography

- Sales Rank: #99308 in Books
- Brand: imusti
- Published on: 2015-12-08
- Original language: English
- Number of items: 1
- Dimensions: .80" h x 10.90" w x 8.50" l, .0 pounds
- Binding: Paperback
- 356 pages

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### Editorial Review

#### Review

"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.

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##### **Ana Worcester:**

People live in this new moment of lifestyle always try to and must have the time or they will get great deal of stress from both way of life and work. So , when we ask do people have extra time, we will say absolutely sure. People is human not a robot. Then we ask again, what kind of activity are there when the spare time coming to you actually of course your answer will unlimited right. Then do you ever try this one, reading textbooks. It can be your alternative inside spending your spare time, the book you have read will be Design for Motion: Fundamentals and Techniques of Motion Design.

**Jennifer Klein:**

Playing with family in the park, coming to see the sea world or hanging out with buddies is thing that usually you will have done when you have spare time, then why you don't try point that really opposite from that. A single activity that make you not experience tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love Design for Motion: Fundamentals and Techniques of Motion Design, you may enjoy both. It is excellent combination right, you still need to miss it? What kind of hangout type is it? Oh can happen its mind hangout folks. What? Still don't get it, oh come on its referred to as reading friends.

**Kelly Edge:**

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