Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web

By Bill Byrne, Yael Braha

Download now

Read Online →

Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha

The book features genre-based tutorial sections, with step by step instructions for creating effective horror, comedy, drama, and suspense titling sequences. Tutorials for creating some of the most popular title sequences in blockbuster movies are included (Se7en, The Sopranos, 24, The Matrix). Other tutorials teach you how to effectively use sound and VFX in your titles, and also included is instruction on editing your title sequence. These techniques, as well as chapters on the essentials of typography allow you to apply these lessons to your title sequence regardless of whether it's for TV, the web, or digital signage.

Also included is a DVD with sample clips, as well as project files that allow you to refine the techniques you learned in the book. As an added bonus we've included 3 titling chapters from other Focal books, with specific instructions on titling within certain software applications.

Cover images provided by MK12, from *The Alphabet Conspiracy*. Learn more at www.MK12.com

⤓ Download Creative Motion Graphic Titling: Titling with Moti ...pdf

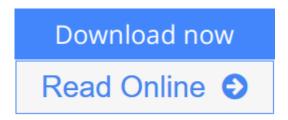**▤ Read Online** Creative Motion Graphic Titling: Titling with Mo ...pdf

Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web

By Bill Byrne, Yael Braha

Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha

The book features genre-based tutorial sections, with step by step instructions for creating effective horror, comedy, drama, and suspense titling sequences. Tutorials for creating some of the most popular title sequences in blockbuster movies are included (Se7en, The Sopranos, 24, The Matrix). Other tutorials teach you how to effectively use sound and VFX in your titles, and also included is instruction on editing your title sequence. These techniques, as well as chapters on the essentials of typography allow you to apply these lessons to your title sequence regardless of whether it's for TV, the web, or digital signage.

Also included is a DVD with sample clips, as well as project files that allow you to refine the techniques you learned in the book. As an added bonus we've included 3 titling chapters from other Focal books, with specific instructions on titling within certain software applications.

Cover images provided by MK12, from *The Alphabet Conspiracy*. Learn more at www.MK12.com

Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha Bibliography

- Sales Rank: #1712959 in eBooks
- Published on: 2012-10-02
- Released on: 2012-10-02
- Format: Kindle eBook

Download and Read Free Online Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha

Editorial Review

Review

"In their book Creative Motion Graphic Titling for Film, Video and the Web, Braha and Byrne, both successful motion graphics artists and educators, treat titles as part of the greater story telling process. Their approach to title design is logical and intuitive; by first laying out the role of titles, they explore the history of title design and provide aesthetic context to design choices. This well laid-out text guides the reader in creating graphics according to current trends and professional practice. Creative Motion Graphics Titling for Film, Video and the Web is a must-read for anyone who wants to hone their digital design skills!" - Andrea Moore Paldy, co-author, Exploring Motion Graphics

?"Yael and Bill demystify and bridge the gap of motion graphics for ALL. They bring together a practical blend of the current best practices and techniques, wrap them in a fun and well-told historical context, and give us simple steps that make it easy to comprehend the ever-evolving digital landscape." - M W Leifer, CEO & Cultural Anthropologist, guerilla PR

"Having been a huge fan of movie titles and graphics since I was very young, this book instantly stirred my imagination, and will now inform the way I see everything that involves fonts, titles, or motion graphic design. The examples and tutorials are extremely useful, and the depth of history provided is a testament to the skill and experience of the book's authors. I'm confident this book is destined to become a must-have reference for professional designers, students, and enthusiasts alike. I know my copy will never be far from hand, with lot's of notes in the margins." - Spencer Nilsen, President & Creative Director, Ex'pression College for Digital Arts

"Unequivocal "ABC's" of title sequence design. Thorough and detailed, with revealing discussions by industry leading pundits." - John Schroeder, Art Director, Comcast Sportsnet California

From the Back Cover

Captivate your audience and enhance your storytelling with this tutorial based 4-color book, featuring dozens of solutions to your titling needs. Case studies and interviews with the pros lend cutting insight and lessons learned that will have you creating inspired title sequences in no time.

The book features genre-based tutorial sections, with step by step instructions for creating effective horror, comedy, drama, and suspense titling sequences. Tutorials for creating some of the most popular title sequences in blockbuster movies are included (Se7en, The Sopranos, 24, The Matrix). Other tutorials teach you how to effectively use sound and VFX in your titles, and also included is instruction on editing your title sequence.

Chapters on the essentials of typography, history of title sequences, color, lighting and cinematography, teach you to apply these lessons to your title sequence regardless of whether it's for TV, the web, or digital

signage. Learn the theories, and then use the tutorials to put them into practice.

Also included is a DVD with sample clips, as well as project files that allow you to refine the techniques you learned in the book. As an added bonus we've included three titling chapters from other Focal Press books, with specific instructions on titling within certain software applications.

Features:

*Dozens of step-by-step tutorials allow you to produce creative, professional-standard title sequences for video and web media projects *Provides essential lessons on using sound in titles, editing titles, as well as effective use of typography *Included DVD provides project files and sample clips to work with, to master the skills from the book

Cover images provided by MK12, from *The Alphabet Conspiracy*. Learn more at www.MK12.com

About the Author

Yael Braha (B.A. in Graphic Design, M.F.A. in Cinema) is the Director of Motion Graphics Design Program at Ex'pression College for Digital Arts, where she teaches Title Design, Advertising, and Music Video Classes. She has created web design, motion graphics, film, video, and print design work for over 16 years for clients such as Ferrari, RAI, KQED, CBS, NBC, G4, and PBS. She is an Apple Certified Trainer in Final Cut Pro, Motion, and Color.

Bill Byrne is a multimedia digital artist whose work has been exhibited internationally. His visual and sound art focuses on building surrealistic, organic worlds. He makes digital-photomontage-based prints, animated installations and conceptual sound art podcasts. He performs experimental electronic music with a laptop, Game boy and circuit bent toys with his wife Suzanne as The Painful Leg Injuries. They have recently performed at Make magazine's Maker Faire in Austin. On November 14th 2007 he was the invited speaker at Bloomfield College in New Jersey discussing his career as a fine artist and professional designer. Prints of his digital photomontage were chosen to be in Arts and Science Collaborators Digital exhibitions in 2001, 2002, and 2004. His image The Flowering was published in the October 2005 issue of Wired magazine. His article Wii Will Rock You was published in Make magazine's issue #14 (Spring 2008). As well as making art, Bill is also a professional motion graphics designer and editor for television and film. He has worked with clients such as Electronic Arts, NBC, Tiffany & Co., ABC Sports, ESPN, Panasonic, Snickers and RCA Records. His film projects include the title sequence and special effects for the independent feature Red Doors (winner, best narrative feature, Tribeca Film Festival 2005). He has also directed and animated the video for "All About House Plants" for the DVD project, Addendum by the band One Ring Zero. Bill has also been involved in education for a number of years. From 2004 to 2007 he was a professor of Digital Filmmaking at the Katharine Gibbs School in New York. He is now the academic director of the Media Arts and Animation, Visual Effects and Motion Graphics, Game Art and Design and Digital Filmmaking and Video Production departments at The Art Institute of Austin. Bill is a graduate from New York's School of Visual Arts Master of Fine Arts in Photography and Related Media. Bill is an Adobe Certified Expert in Photoshop CS3. He lives with his wife, Suzanne in Austin, Texas.

Users Review

From reader reviews:

Matthew Lyons:

Do you have favorite book? If you have, what is your favorite's book? Reserve is very important thing for us to understand everything in the world. Each e-book has different aim or goal; it means that e-book has different type. Some people really feel enjoy to spend their a chance to read a book. These are reading whatever they consider because their hobby is reading a book. What about the person who don't like examining a book? Sometime, man or woman feel need book if they found difficult problem as well as exercise. Well, probably you will require this Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web.

Holly Taylor:

Nowadays reading books be a little more than want or need but also work as a life style. This reading behavior give you lot of advantages. The huge benefits you got of course the knowledge the particular information inside the book in which improve your knowledge and information. The info you get based on what kind of e-book you read, if you want have more knowledge just go with education and learning books but if you want experience happy read one using theme for entertaining for example comic or novel. The particular Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web is kind of publication which is giving the reader unpredictable experience.

Katie Grossi:

Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web can be one of your starter books that are good idea. Many of us recommend that straight away because this publication has good vocabulary which could increase your knowledge in words, easy to understand, bit entertaining however delivering the information. The article author giving his/her effort that will put every word into enjoyment arrangement in writing Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web nevertheless doesn't forget the main level, giving the reader the hottest in addition to based confirm resource details that maybe you can be one among it. This great information can certainly drawn you into new stage of crucial considering.

Samuel Crader:

Beside this Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web in your phone, it might give you a way to get nearer to the new knowledge or facts. The information and the knowledge you will got here is fresh from the oven so don't end up being worry if you feel like an aged people live in narrow town. It is good thing to have Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web because this book offers for your requirements readable information. Do you oftentimes have book but you don't get what it's facts concerning. Oh come on, that will not end up to happen if you have this with your hand. The Enjoyable option here cannot be questionable, like treasuring beautiful island. Use you still want to miss that? Find this book and also read it from right now!

Download and Read Online Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha #B4SXK89LFZD

Read Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha for online ebook

Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha books to read online.

Online Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha ebook PDF download

Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha Doc

Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha Mobipocket

Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha EPub

B4SXK89LFZD: Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, and the Web By Bill Byrne, Yael Braha