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**Autor:** Gallagher, Rebecca & Andrea Moore Paldy

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**Sinopsis**

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Motion graphics surround us in the digital age. This book shows how to apply the design elements of color, typography, movement, and sound to a full range of digital media—from film and television to the Web, DVDs, and newly emerging technologies. Readers are inspired to experiment with motion graphics while expanding their vision to include such non-traditional media as the interactive menus of cell phones and digital billboards. Extensive coverage of the design process develops a sound understanding of the principles of motion graphics whatever the media in which they appear. A back-of-book DVD features supporting visuals and interviews that make the concepts behind motion graphics come alive.