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Enrich your motion graphic design work with this substantial investigation of aesthetic principles and their application to motion graphics. Historical reference provides context; design principles serve as building blocks; and an examination of method and technique inspire innovations in your own work. Bring your work to the next level with a command of concepts that include: the language of traditional graphic design and how it can be combined with the dynamic visual language of cinema; pictorial design considerations including the relationships between images and type, hierarchy, form and composition; and, how motion is orchestrated and sequenced to enhance artistic expression and conceptual impact. The companion DVD showcases student and professional work accompanied by interviews describing the aesthetic considerations that were involved in design and production. This work includes: a color-packed survey of graphic and communication design principles and techniques; an exploration of how leading designers formulate ideas, solve problems, and achieve artistic expression; and, a companion DVD showcasing the state-of-the-art motion graphics that challenge and inspire.