



# Motion Design: Moving Graphics for Television, Music, Video, Cinema and Digital Interfaces

By Matt Woolman

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## Motion Design: Moving Graphics for Television, Music, Video, Cinema and Digital Interfaces By Matt Woolman

### A dynamic atlas of the fundamentals of design for motion and interaction

Responding to the dramatic growth in digital media in recent years, academic institutions around the world are introducing the element of motion into graphic design courses. **Motion Design** provides design educators, students and professionals currently working in, or desiring to enter, the discipline of design for motion and interaction with a solution-driven roadmap for negotiating the territory. **Motion Design** also addresses the fact that, as different strands of media converge into one digital form, practitioners must respond with greater interdisciplinary collaboration.

The book describes what the designer must decide before any software is loaded: the fundamentals, process, and methodology. It goes beyond software, to focus on effective solutions, making it both a design resource and an educational reference. Commercial, academic and artistic applications of animated graphics are used to illustrate how the elements of space, time and motion affect the traditional, print-based understanding of graphic form and communication.

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### **Editorial Review**

#### About the Author

Matt Woolman is Associate Professor and Chair of the Communication Design Program in the School of the Arts, Virginia Commonwealth University, where he teaches courses in sequential design; design theory, strategy and management; and typography. Matt has MFA and MBA degrees from VCU, and a BA degree from Oberlin College. Woolman established PLAID Studios in 2001 as a space where his left and right brains can collaborate. He is co-author of *Moving Type* for RotoVision, and his work has appeared in many design journals.

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