



Type in Motion 2 (Second Edition) (No. 2)

Matt Woolman

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***Type in Motion 2* raises visual communication and motion graphics to new levels and captures the true spirit of innovation and imagination in the contemporary design scene.**

The most advanced typographic work from around the world, from one-person experimental studios to university-based research groups.

It has been six years since the publication of the internationally successful *Type in Motion*, the first book to present an overview of animated digital typography. Six years is a long time in the digital world, and creative innovation in motion graphics continues unabated.

Over eighty projects are presented here in detail and arranged into five chapters that address particular issues facing today's designers. "Identifying" looks at kinetic typography's role in branding through media such as television identities, program titles, and transition sequences. The delivery of information about a product, service, or event through a typographic message is considered in "Informing." Stitching together word, image, and sound to create stories and establish a context, "Storytelling" addresses issues of narrative, in which the designer establishes the framework but the user creates the story. "Traveling" focuses on the user, from Web site navigation to chat rooms. "Speculating" features a wide spectrum of experimental projects in type and letter design, exploring new ideas, functions, and methods of communication.

Over 300 illustrations in color and black & white

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