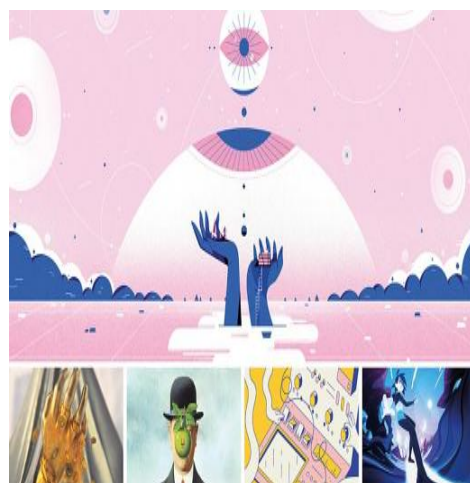


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By Austin Shaw



DESIGN FOR MOTION

Fundamentals and Techniques of Motion Design

SECOND EDITION

AUSTIN SHAW

Foreword by ERIN SAROFSKY

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Combining art and design principles with creative storytelling and professional savvy, this book covers everything a serious motion designer needs to make their artistic visions a reality and confidently produce compositions for clients. In this updated second edition of Design for Motion, author Austin Shaw explores the principles of motion design, teaching readers how to creatively harness the essential techniques of this diverse and innovative medium to create compelling style frames, design boards, and motion design products. Lessons are augmented by illustrious full-color imagery and practical exercises, allowing you to put the techniques covered into immediate practical context. Industry leaders, pioneers, and rising stars contribute their professional perspectives, share personal stories, and provide visual examples of their work. This second edition also includes updates on the following: Illustration techniques Typography Compositing Visual storytelling Incorporating 3D

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