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Motion Graphics In Branding





Synopsis

Motion instantly arrests our attention and captivates us, quieting our movements and bringing us back to the present. Whether a hypnotic response or a survival of earlier times when sudden movement could herald the appearance of predator or prey, we find ourselves compelled viewers. Today's designers increasing take advantage of this attention to reinforce branding through the relatively new platforms of mobile multimedia. Motion Graphics in Branding profiles some of the best short films that effectively combine communication with brand promotion. Paperback book in slipcase; includes a USB drive containing videos of 100 projects in the book.

Book Information

Paperback: 208 pages Publisher: Adbusters; Box Pck edition (November 16, 2015) Language: English ISBN-10: 9881383579 ISBN-13: 978-9881383570 Product Dimensions: 8.8 x 0.9 x 11 inches Shipping Weight: 12.6 ounces (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #822,237 in Books (See Top 100 in Books) #112 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #2400 in Books > Arts & Photography > Graphic Design > Techniques

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