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# The History Of Motion Graphics



## Synopsis

Expand your knowledge of the aesthetics, forms and meaning of motion graphics as well as the long-running connections between the American avant-garde film, video art and TV commercials. In 1960 avant-garde animator and inventor John Whitney started a company called "Motion Graphics, Inc." to make animated titles and logos. His new company crystalized a relationship between avant-garde film and commercial broadcast design/film titles. Careful discussion of historical works puts them in context, allowing their reappearance in contemporary motion graphics clear. This book includes a thorough examination of the history of title design from the earliest films through the present, including Walter Anthony, Saul Bass, Maurice Binder, Pablo Ferro, Wayne Fitzgerald, Nina Saxon, and Kyle Cooper. This book also covers early abstract film (the Futurists Bruno Corra and Arnaldo Ginna, Leopold Survage, Walther Ruttmann, Viking Eggeling, Hans Richter, Oskar Fischinger, Mary Ellen Bute, Len Lye and Norman McLaren) and puts the work of visual music pioneers Mary Hallock-Greenewalt and Thomas Wilfred in context. The History of Motion Graphics is the essential textbook and general reference for understanding how and where the field of motion graphic design came from and where it's going.

## Book Information

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## Customer Reviews

I wrote this as a comment to another reviewer but felt the need to add my comments as a brief review as well: This book is SUCH a remarkable accomplishment, that by contrast certain flaws barely register by comparison. This is a serious book, the only one of its kind that covers the depth and breadth its subject's history. It's a scholarly work and not a casual read. If it's the previously

unformulated story you're interested in, then you won't be able to put it down. It does have images providing illustrations of particular examples discussed in the book - one's well worth the ink as they are unfamiliar. Yes, in an ideal world there would colorful sequences or a DVD of actual work, but we're in the flawed litigious world where copyrights trump the historical record.

Betancourt's *The History of Motion Graphics* is a much awaited survey on the field. It is a uniquely concise story of the processes that inspired innovation and the insightful stories of the artists that made highly significant aesthetic contributions from the 1920s up to 2003 that continue to inspire various spheres of the commercial industry world wide. A must read for every serious artist and curator interested in the subject. Rey Parla Artist Brooklyn, NY

This book was extremely useful when I was writing an essay. It's about to read, not another one book to gaze at screenshots. Those who write something academical will understand me how it's hard to find a suitable source in motion design area. Easy to read, well organised (as well as period splitting), really broad analyses.

As the first book written on the history of motion graphics, I expected it to be better. As a book written in only a few weeks, it's impressive; it's packed with so much information about the history of motion graphics. However, the way it's written is so dense and heavy. It seems it would've been more successful if there were more accompanying visuals or a disc with the works he was talking about. There are a lot of spelling and grammatical errors, which bug me a lot when I read books. This isn't an article that I'm reading online. If I buy a physical book, I expect it to have been proofread before being printed. It's not a bad book. If you want to learn about the history of motion graphics, go for it, but it'll easily put you to sleep.

Needs another edit. Loads of spelling and grammar mistakes. Could do with more pictures. Other than that quite concise and in depth.

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