

## **Project 2**

### **Project Report**

Title: Motion is the Message

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Guide:  
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Bombay-  
2003

## **Approval Sheet**

The Visual Communication Project 2 entitled “Exploration of Motion Graphics: Motion is the Message” by Mohini Kotasthane is approved for the partial fulfillment of the requirement for the post graduate degree in Visual Communication.

**Guide:**

**Chairperson:**

**Internal Examiner:**

**External Examiner:**

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# Abstract

## **Motion Graphics:** *An Undiscovered World*

The world of Motion Graphics has always moved me, but remained unknown- hence I wanted to explore it. Motion graphics is time dependent, hence its beauty is in the pace, force and energy at which different things occur. Every element has its own growth cycle (in its seed) which is evident in the course of time. I wanted to explore this concept in design.



## **Philosophies:**

“When we see outside ourselves, we always see everything in Motion Cyclic, round or vartulakara”

- **Indian Symbology**

“We cannot see things in isolation, the Center is everywhere and hence everything keeps changing”

- **Hallowgraphic theory**

Time is always there, never changes... looking at events that are snaps/frozen in time as well as those that happen across time.

### **Definitions:**

**Diachronistic-** all that takes place in the course of time

**Synchronistic-** all that happens at the same time

## **Drawing Inspiration from Designers:**

**Norman Mc Laren's** animation films and graphic work

**Hillman Curtis:** Pioneer of Moiton Graphics

**Escher's** Tesselations- Figure and Ground Relationship

**Saul Bass** - “The Untouchables”

Slide on ‘**Hands**’

Japanese children's book on ‘**Nostrils**’

## Notion of Motion:

### Tendencies of Object in Motion:

Speed, Force, Life, Active, Unstable  
Reacts, Play, Spirit, Power, Strength  
Modification, Transformation, Energy

### Possible Titles:

#### **Motion is the Message**

Motion Graphics in Visual Design  
Motion is Communication  
Potential Motion Graphics  
Kinetic Art  
Art of Motion Graphics

### Kinds of Motion:

Motion depicting Actions and Moods - used for dynamic movement, typically understanding the nature of every motion

Bouncing	Hopping	Turmoil
Colliding	Oscillating	Tidal Motion
Exploding	Pulsating	Tempo
Falling	Ripple	Unfolding
Flowing	Rotating	Undulating
Flickering	Revolving	Velocity
Fluttering	Shaking	Vibrating
Fluctuating	Swirling	Vivacity
Galloping	Swinging	Waving
Gesticulating	Twisting	Winking
Hailing	Twirling	Whirling

### Motion in Life:

Festivals of India: "Deepavali" festival of lights



### Motion in Life:

Airport Terminals: Information Boards, Flippers etc



### Motion in Life:

Children playing on playground, sports etc



### Motion in Life:

Dance Gestures and postures



# Methodology

I studied the following sites that are illustrative examples of motion graphics for web-application. Each site has a different philosophy and a different visual impact. Amongst these I analyzed two sites in complete detail.

<http://www.100porcento.net>

<http://www.300k.com/welcome.html?>

<http://www.adrenalineshot.com>

<http://www.thealloy.com/index.htm>

<http://www.bodytag.org>

<http://www.ciconline.org/bdp1>

<http://www.cartier.com>

<http://www.chewinggumfortheeyes.com/>

<http://www.motown.com/classicmotown>

<http://www.cloats.com>

<http://www.axis-media.com>

<http://www.flashkit.com/index.shtml>

<http://www.foodboyz.com/indexa.html>

<http://www.eliasarts.com/#>

<http://www.theapt.com/#>

<http://www.i-move-u.com>

<http://www.inko.ca>

<http://www.itcfonts.com>

<http://www.maedastudio.com>

<http://www.neostream.com>

[www.linkdup.com](http://www.linkdup.com)

[www.coolhomepages.com](http://www.coolhomepages.com)

[www.macromedia.com](http://www.macromedia.com)

<http://netdiver.net/flash/flashgallery.php><http://ferryhalim.com/orisinal>

<http://www.pitaru.com>

<http://www.papiermachine.fr.st/>

<http://www.qrime.com>

[http://www.dmi.org/dmi/html/links/linkbytype\\_d.jsp?cons=Y](http://www.dmi.org/dmi/html/links/linkbytype_d.jsp?cons=Y)

<http://www.superhumanband.com/index2.html>

<http://surface.yugop.com>

<http://www.intothematrix.com>

<http://www.humbugz.com/hela.htm>

<Http://www.ultrashock.com>

[http://www.wmteam.de/intro\\_swf\\_en/index3.html](http://www.wmteam.de/intro_swf_en/index3.html)

<http://www.uncontrol.com/>

<http://www.mt-interactive.com>

<http://www.rolitoland.com>

<http://www.abnormalbehaviorchild.com>

<http://www.enterpriseig.com/>

<http://www.flashkit.com/index.shtml>

<http://www.hillmancurtis.com>

<http://www.gutterspace.com>

<http://www.sinplex.com/box.html>

<http://www.uailab.com>

# Analysis I



Look and feel-

Central idea / Capturing the essence of the website,  
What creates the Visual Impact of the website, Identifying the Visual Treatment,  
Technique Interaction- How it is done? (Action scripting, software)  
Description of Motion- Metaphors

Central Idea/ what creates the Visual Impact?

- Visual
- Interactivity
- Motion

**Analysis I** [www.axismedia.com](http://www.axismedia.com) (Canada)

## Visual:

As one enters the site, vast space is seen where one can navigate to infinity, horizontally or vertically.

SFX are strange and mysterious creating a feeling of suspense- strange voice over in the overall landscape and subtle sounds are used for clicks.

The site creates:

A holistic experience

Travel experience through sea waves, ocean and space

Little Stars shine and twinkle as one experience the website

## Interactivity:

The site is a divine experience, seeing work in heaven, Colour scheme (the overall colour scheme is in tints and shades of blue hues- the colour for infinity), sound effects etc contribute in making it an experience. The interactivity is good and at every click some action occurs...

Navigation Possibilities:

The entire 3 axis X,Y,Z

## Motion Description:

- Traveling to infinity
- Blinking of stars, Metaphor of star, comets etc
- Crackers

The loading of the website is very dynamic and action scripting on X, Y and Z-axis is used effectively.

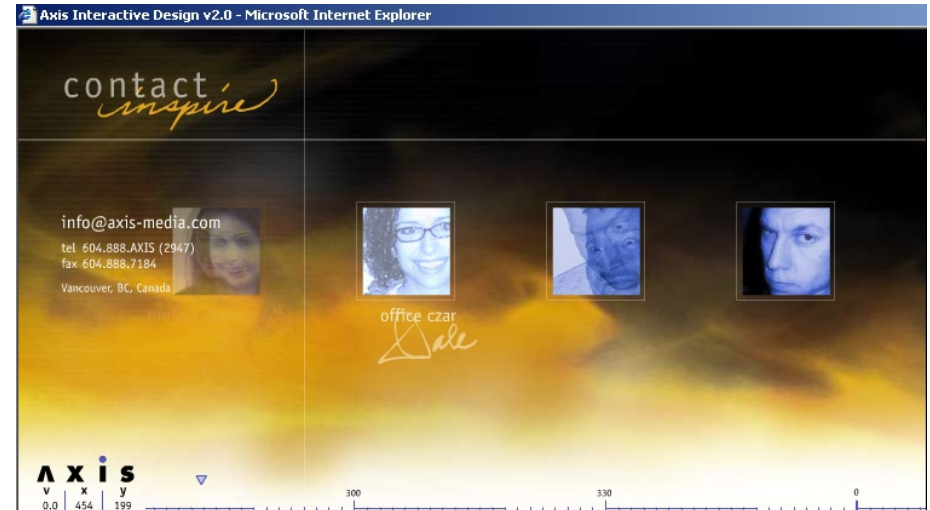
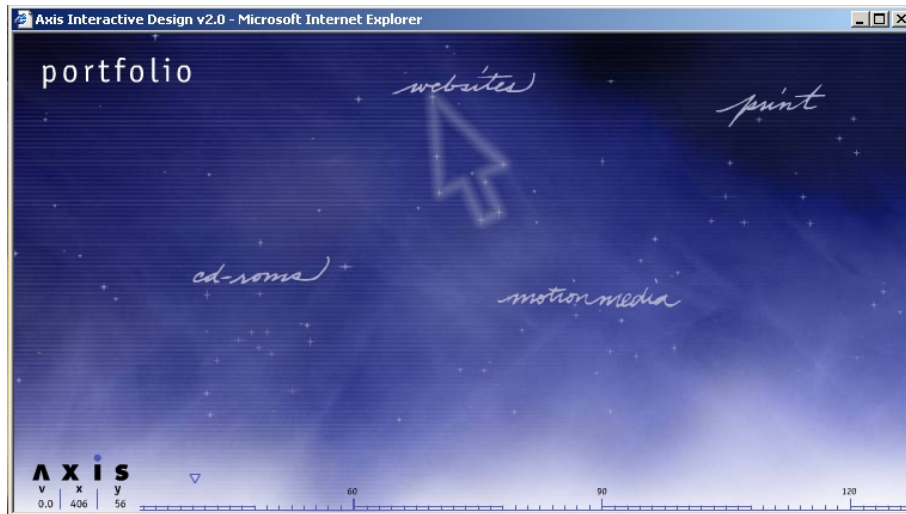
## Central Idea

Visual Impact of space, planets and cosmos

Natural elements like water, sky, stars and constellations



# Analysis I



## Analysis 2



### Analysis 2 [www.neostream.com](http://www.neostream.com)

#### Visual Impact:

Serious Multimedia Company  
Hot, electrifying, energetic, high-voltage, and shockproof  
Thundering, alarming and burning  
Devilish, attacking and devilish

The mascot "Neo" is the hero of the site who is very arrogant, rebellious and stubborn character with attitude. His character and actions reflects destruction. At the same time he is very active and highly energetic.

The sound effects are attacking, dramatic and create suspense. The colour scheme is mainly dominated by black with tints of red and orange.

#### Motion Description:

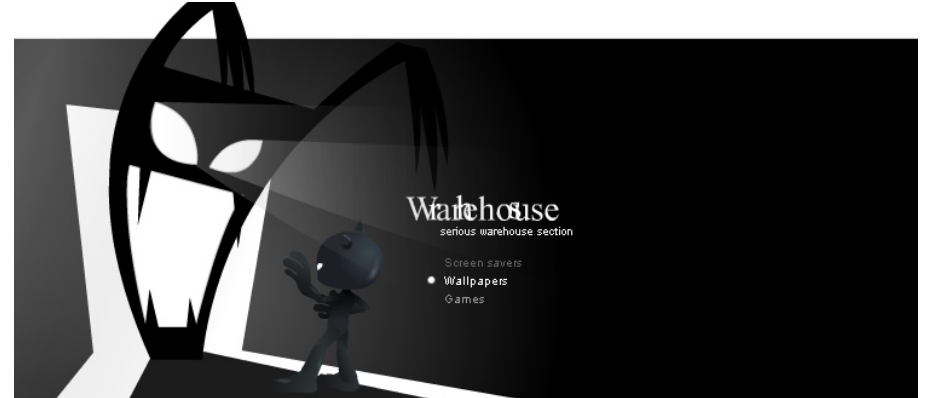
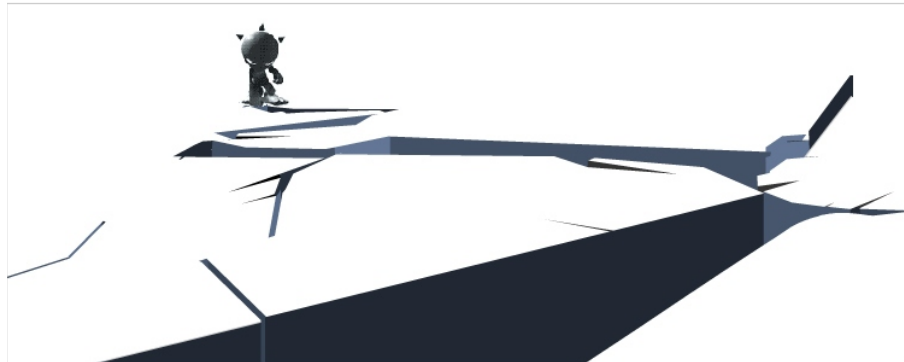
Motion expresses fear, static energy and fence around the image.

- Groundbreaking, blast and bombing
- Volcanic Eruption suggests forces in the ground
- Gravity, neo falling to ground
- Burning of flame
- Explosion of bomb
- Creeper growing
- Thundering
- Mind blowing
- Tremendous speed in action
- Sinking in the water
- Fluctuating surface
- Slapping, Hitting and Marching

## Analysis 2



neostream  
serious multimedia company VII





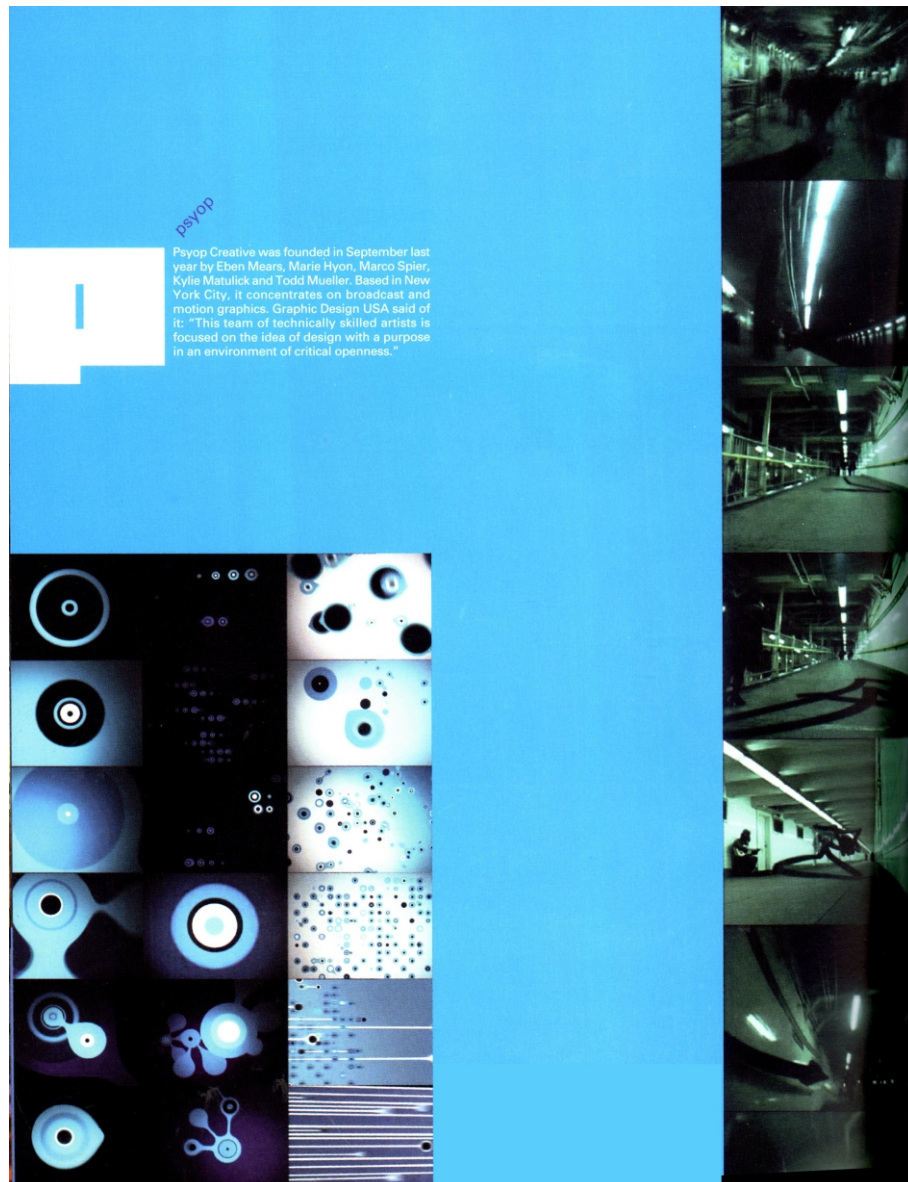
# Music vs Motion



## Study:

Music verses Motion- studying the book and seeing the motion graphics was a useful exercise. The book illustrates motion graphics for latest products and brands in the European market. The attitude and interviews (of designer and studios) in the book opens a new possibility for motion graphics... *the world undiscovered*.

# Music vs Motion



Interview with  
Unit9

**FLIPS:** What challenges does combining audio and visual pose in both the conceptualisation and execution process?

**U:** First, one has to distinguish between the problems faced when you start from sound, such as a pop promo, and the projects in which you can create the visual and the acoustic content freely. A pop promo poses peculiar problems because there are unspoken balances in the relationship between the visuals and the song. What you are actually doing is exposing the relationship of the images to the sound, as if they were two different people. Both are important, and both have different personalities, they argue then make up, or they are great friends from way back, or lovers even ...

In a film, a CD-ROM or a game, the visual usually takes the lead, and the sound is relegated to some far-off corner, even though it remains the emotional core of the piece. Once you have a concept and are busy producing it, sound is what you do to tell that concept in an instinctual voice. I strongly believe, for this reason, that whoever is responsible for the sound should be allowed to break in and transform your original plans by offering acoustic interpretations that might be completely different from what you imagine. A good sound can transform the visual experience to something original and exciting.

**FLIPS:** When you want to create audio and video concepts that will go together, where do you start? What is the creative conceptualisation process?

**U:** I believe most people favour one sense or the other, so the audio/video concept is usually a massive row of a brain-storm between people who hear and see different things. At some point it coalesces, but it is a mix, the eyes tell the ears what they should see and the ears tell the eyes what they should hear, but somehow there is an emotive human common experience that brings it all together. I have to admit, however, that if there is a client involved (and there usually is), the client is writing things down, and telling you what they want to see. So sound will often take a back seat and pop up the day before you start editing with a completely different take on what you have done.

**FLIPS:** Are there things that are better suited to being expressed either in audio or video?


**U:** Of course. This is obvious. However, it is important to realise this because one can get stuck trying to describe something in the wrong medium, when using the right one would make the whole job more effective and easier.




# Music vs Motion



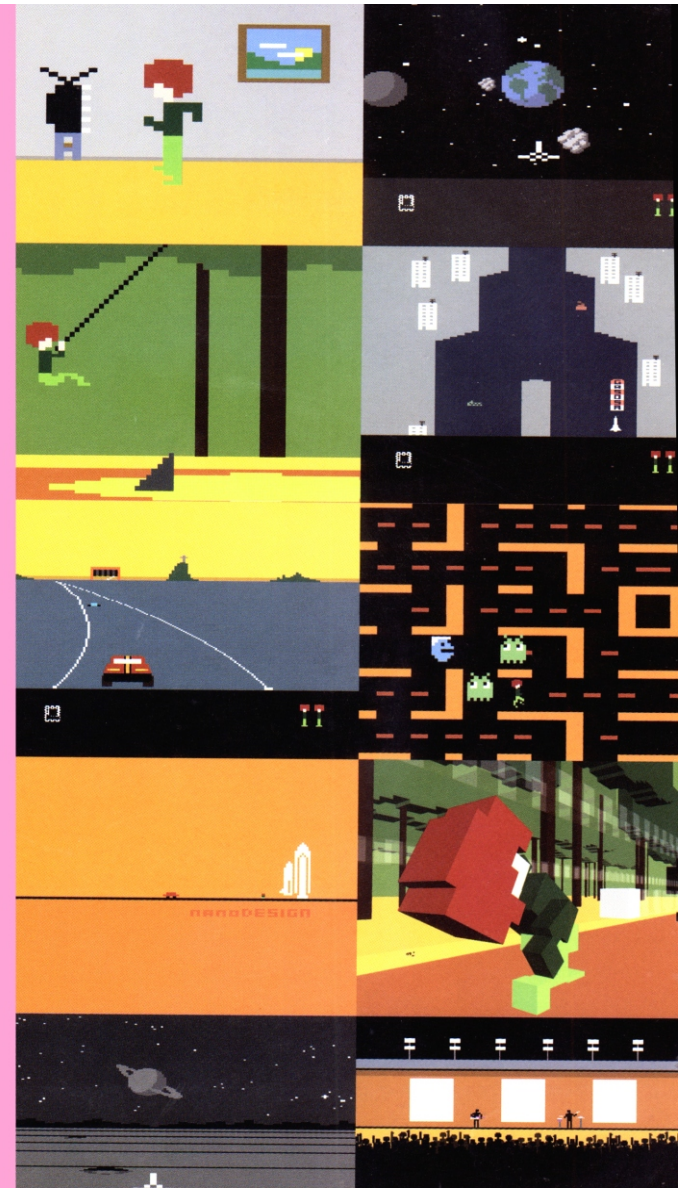
From left to right:

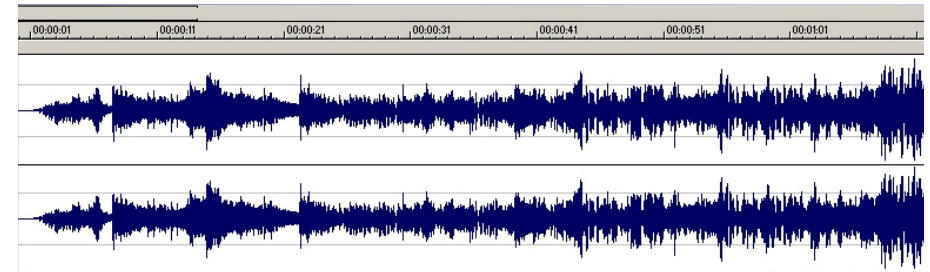
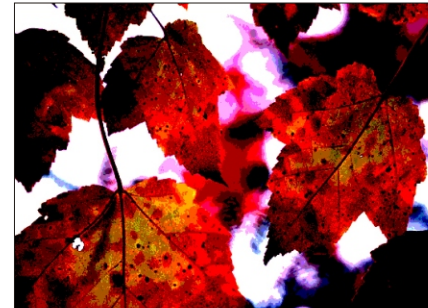
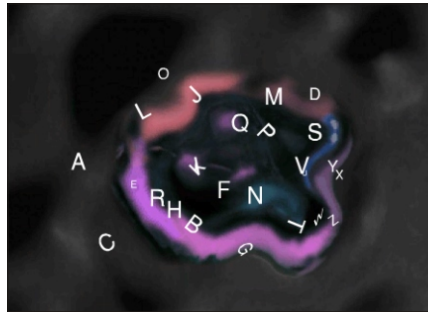
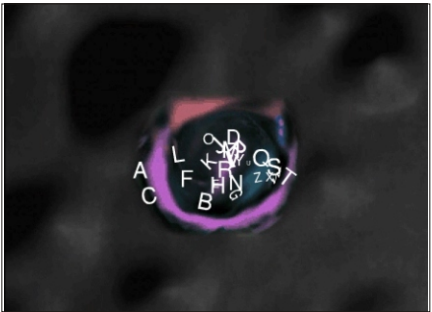
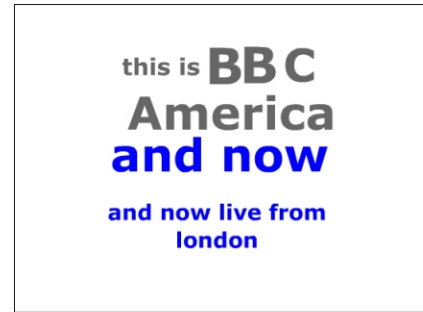
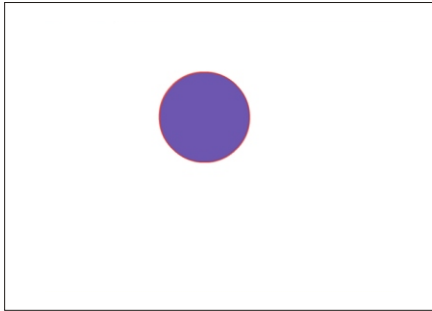
 **dvd** | music videos

Name Of The Game  
Artist: Ural 13 Diktators  
Client: Forte Record

 **dvd** | music videos

Video Computer System  
Client: Golden Shower





## Understanding Sound/ Synchronization

Sound is a strong influential factor in Motion Graphics. Thus understanding sound and precisely applying it to moving images was necessary. In the examples I tried to synchronize sound accurately with graphics... In the first example I chose a piece of news from BBC world and tried matching it with the words. In the other examples I tried to find appropriate sounds that would match the visuals and enhance the animations.

# Vision

## **Motion Graphics - Applications:**

Television: Promos of channels- Wildlife, News, Sports,

Documentary, Films and Video

Animation- Narrating Stories, Short Messages, Gags, Character development

Proverbs- “The longer the nights, more the dreams”  
“Every cloud has a silver lining”

Poetry for Children: "pitter patter rain drops",  
"ये रे ये रे पाऊसा"

- Movie titles
- Channel identities
- Music animation for songs

# Aim of the Project

To Study and learn motion graphics and thus apply it to an interesting problem.

**‘Learning how to make a channel identity itself is a learning process’.** Motion Graphics is a very broad term and can be classified in a number of ways with respect to its application, physical form like 2d, 3d etc, hence the possibilities are endless. But the basic fundamental remains same- i.e design based on time.

**Task:** ‘To create channel identity for Alpha tv Marathi.’

**Process:** I studied several websites which gave me an insight into motion graphics. As I was progressing with the project, I tried to find how best can I apply my skills to motion graphics? To understand what has to be precisely done is a very important part of any project. Channel Identity is a new area and also a new medium. As I went in depth of the problem, I learnt the complexity of the medium and the scope for motion graphics in channel identity. Thus I decided to present the concepts which would explain my thought process and understanding towards motion graphics.



# Television Channels-

a comparative study

## **M tv:**

Predominantly music channel that shows latest albums, music clips, countdowns and *masti* mixed programs like *bakra* etc. Hence it portrays style and attitude of the youth. The craziness and wacky graphic look is a very strategically planned activity.

## **Channel V:**

Channel V also shows latest albums, music fun-loving programs. The channel belongs to today's world. It has its own formula of channel identity that is interesting and surprising.

## **Sony tv/ Set Max:**

Sony Entertainment channel is very popular amongst audience across the country. the channel is known for the quality of its programs, soaps etc. Hence the channel identity is equally strong with the mix-medium treatment. Set Max is sub- channel of Sony especially for movies which also has an identical look.

## **Zee tv:**

Zee audience is different from Sony, though both are entertainment channels. The programs addressed are more commercial that are reflected in its channel identity.

## **Discovery Channel:**

The channel deals with technology, science, fiction, adventure and undiscovered facts. Discovery has a very planned activity for its channel identity which is like a mirror to its programs.

## **National Geographic:**

The Yellow Window is a strong graphic which is effectively used for channel identity for NGC. The entire story and happening on this channel revolves around this window

## **Animal Planet:**

The channel identity of animal planet is formed based on animal stories. The visual design is emphasized of forms of wild animals, globe and other natural elements.

## **BBC World:**

Corporate Channel Identity with a very specific goal of announcing News worldwide. The treatment is flat but very subtle and effective.

## Case Studying



### Study of existing Channel Identities.

I studied the different channels with their current identities and found a lot of visual complexity has been built up in these visuals. The observation is that every channel has its own strategy and its defined target audience for which the channel identities are created. Channel Identity has to be refreshing and eye-catching. It is an element announcing about the channel thus saying '**you are watching me**'. The speed at which television browsing happens is surprising, hence channel identity is essential to recall the channel value.

The following examples are like reference points which illustrate a detailed method of working on a storyboard.



# Discovery International- travel ID

Discovery International: Travel ID  
Revised 11/13



1. Window/Porthole slams shut.

2. Area fills up with water or window is submerged into water.

3. Metal Panel slides over porthole window.

Titanic footage layered into scene.



4. Inner panel opens up to reveal space travel.

5. Space footage is layered with Discovery logo.

6. With a quick twirling motion Discovery comes into frame.

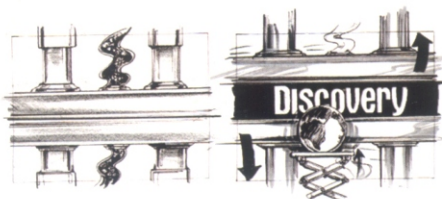


7. Camera zooms from birds eye view to see that the Discovery logo is actually a weather device.

8. Wind speed indicator is spinning in both directions. Storm clouds, lightning and debris is flying all around.

9. Robotic claps come from top and bottom transitioning over existing scene.

Raging planet footage, i.e. tornados and hurricanes layered in the background.



10. Robotic devices meet together and tube mechanisms fills with substance and travels to center. Steam puffs out.

11. Robotic device comes apart to reveal manufactured logo. As logo is revealed, globe is levered into position.

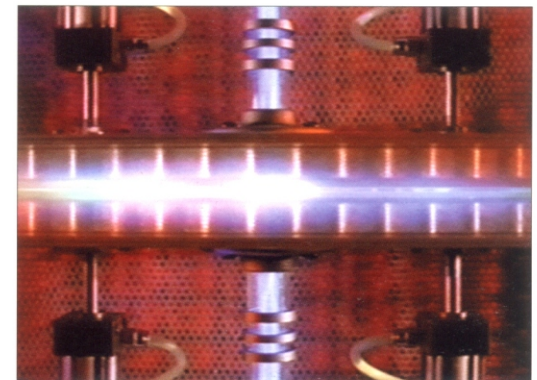
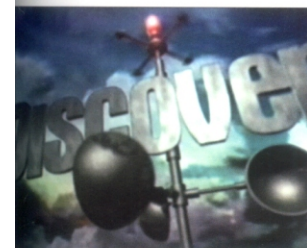
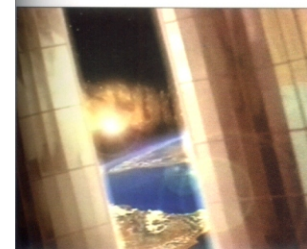
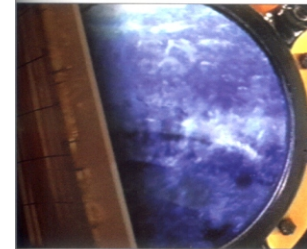
## Discovery Channel International: Travel

Discovery Channel's incorporation of state-of-the-art technology for producing its feature the catalyst for the direction of this ID sequence.

Mc created a series of transitions; guiding viewer deep into ocean waters, glancing into space, stimulating the wind blasts from hurricane, and finally into becoming part robotic process. The Discovery logo was progressively introduced throughout. The storyboard illustration on this page presents the concept before it is actually produced. The storyboard is a valuable aid in working out the sequence—from general concept to typographic detail. Sound design was still influential in making the actions of each



Courtesy of Discovery Channel International



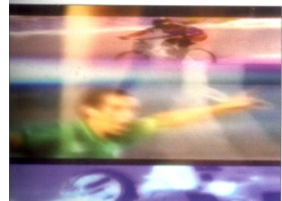


# ESPN International- travel ID

175 | 131 ESPN International: ID 1



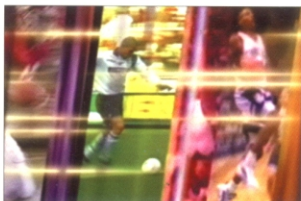
Courtesy of ESPN International



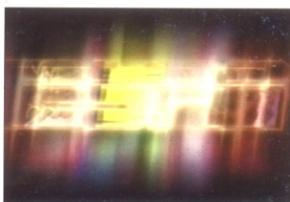
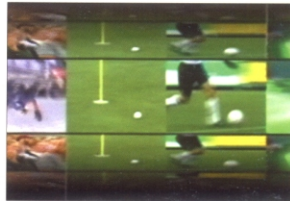
174 | 131 ESPN International: ID 2



Courtesy of ESPN International



Courtesy of ESPN International



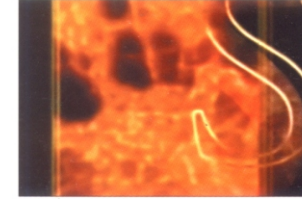
## Professional Profiles

M: Design + Direction, Inc.

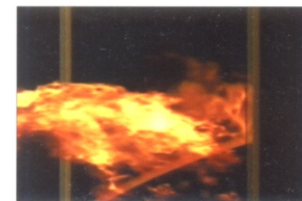
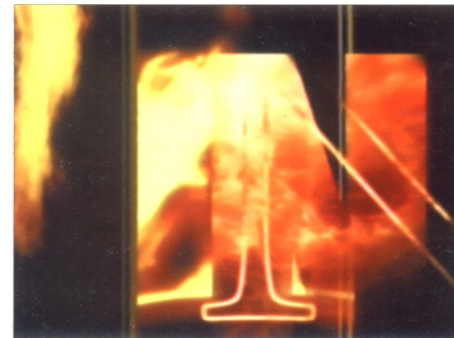
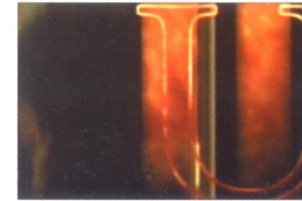
### Discovery Channel International: Savage Sun

The undeniably symbolic impact of fire is the primary thrust of this title sequence. The letters that form the words SAVAGE SUN are ablaze as they file into place and form themselves to present the opening to this Discovery Channel program.

173 | 130 Discovery Channel: Savage Sun



Courtesy of Discovery Channel



### ESPN International IDs

Using the natural graphic representation of sports through color, energy, and structure was the visual catalyst for this international campaign for on-air and print. The basic ingredients used were: The Fan, The Athlete, The ESPN Banner, and The Event. M carefully blends these together to form a series of visual solutions that celebrate ESPN continuing sports coverage across the globe.

## Channel Identity-

defining the user segment

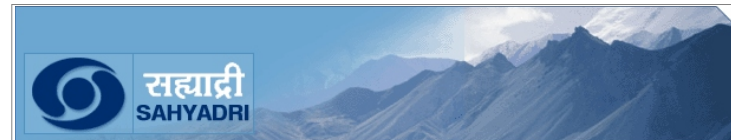


## Competition

Though Alpha competes with 'Shayadri' and ETV marathi, it is most popular amongst them. the maximum TRP's (television rating points) are for alpha, people like viewing this channel because of the kind of variety and dynamic programs that it offers. hence the competition to alpha is almost negligible.



Alpha tv Marathi



Doordarshan- Sahyadri vahini



ETV marathi channel

## Approaching the Problem



### Maharashtra

Regional language spoken is '**Marathi**'

Characteristics of Maharashtra:

**People**-People residing here represents the state- their lifestyle, professions and daily chores, sharing are characteristic of Maharashtra.

**Places /Forts**-Built by Chatrapati Shivaji are emblems of victory and often visited and trekked by people.

**Events**- 'kumbh mela' at nashik, various jatras and the bullock race are symbolic events of Maharashtra.

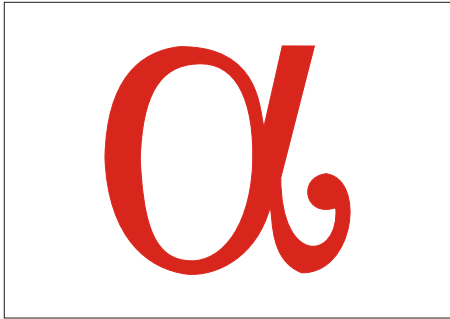
**Festivals**-Different festivals are celebrated in Maharashtra with whip and zest like Dahi-handi, Ganesh Utsav and Diwali. These festivals are live examples of people, their culture and aspirations.

**Houses**-Typical kind of Vaadas (Peshwa's) and chals are built in such a way that people share their living.

**Fashion / Textiles**-Varities of clothes like saree (especially 'paithani') in nine and six plates, and the turbans worn by men are traditional of this state.

**Food**-Many to list: Vada pav, Puran-poli, Misal etc.

## Present



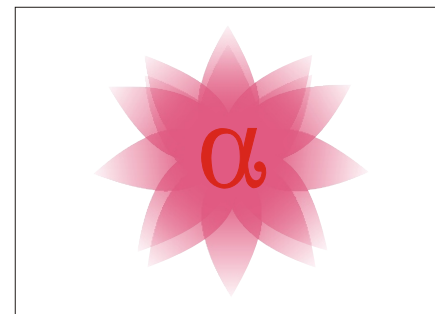
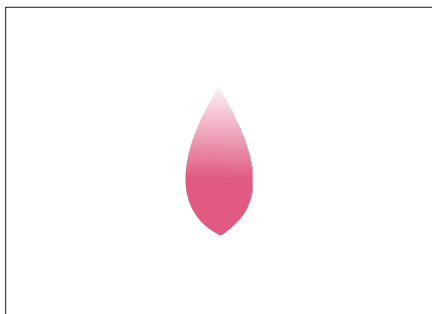
**Existing Logo and symbol**

### **Current channel identity-**

Time duration- **5 seconds**

Frequency- every **half an hour**

Lotus blooming and the logo evolving from it



## Synonyms

α - new beginning

α - the first one

α - the brightest star

α - unfolding

# Alpha tv Marathi

## आपली बोली आपला बाणा

“our language, our pride”

### Target Audience:

Maharashtrians are fond of this channel and watch it regularly for entertainment and information. Alpha is trying to modernize and adopt a contemporary look. There are programs that reach teen-agers (fun lovers) by interviewing college students.

### Kind of programs

- comedy
- daily soap
- entertainment
- news
- movies
- family programs

### Glance at Programs

- pimpalpaan
- house full
- namaskar alpha
- alpha scholars
- surtaal
- megh datle
- geetanjali
- tharar
- hasa chakatfu
- shriut gangadhar tipre
- lobh asawa
- rangamancha
- bhatkanti
- avantika
- jagavegli
- chitrasangeet
- paus yeta yeta
- 405 anandvan
- astitva
- vaadalvaat

# User Definition

## **Selected Area:**

As part of Zee's strategy to cater to widespread regional markets, the company launched its first regional channel, Alpha Marathi in August 1999.

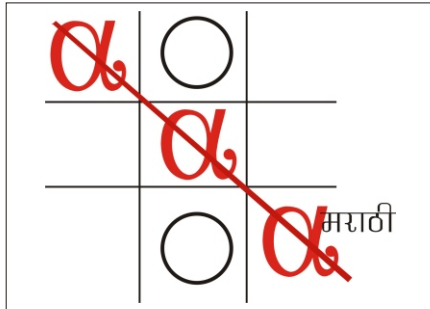
The strong local essence of Maharashtra makes it very different from regular Hindi Entertainment. The programming concepts originate from traditional Marathi literature. The channel offers the right mix of aspiration, education, information and entertainment and have a definite identity of their own.

## **Areas to be studied:**

Existing Philosophy and Methodology  
Colour Scheme  
Style and Treatment  
Viewership  
Regional Channel



## Initial Explorations



### Typical Features-

- Tutari (the musical instrument)
- Raigad (fort as the emblem of victory)
- Paithani saree
- Kolhapuri chappal
- Lazim
- Street performers
- Vada pav
- Lavani dancer

### Concept 1

A man playing the tutari (a popular symbol of Maharashtra tradition) from which the alpha logo emerges to reach the people

### Concept 2

A star comet traveling in the sky, passes and hits the brightest star- Alpha tv marathi

### Concept 3

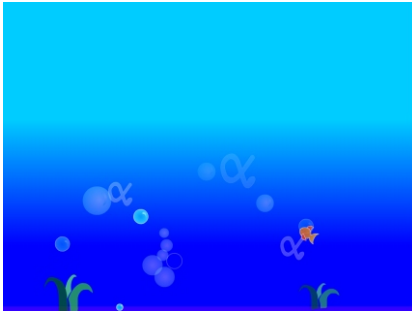
Syntax- Fish are merrily swimming in the water one fish comes in and forms the logo of alpha marathi

### Concept 4

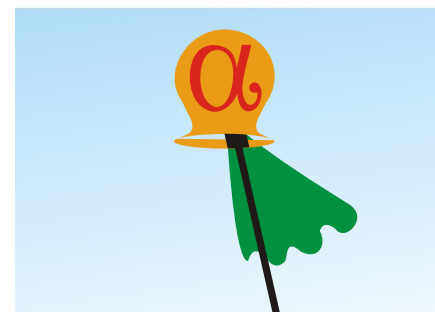
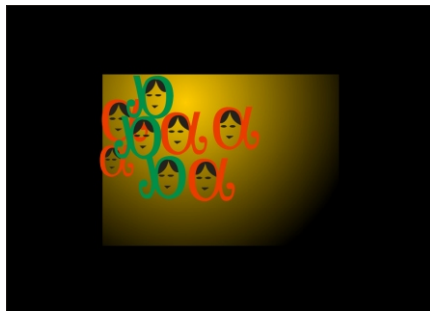
Cross and knots game... the winner is alpha tv marathi



## Animation Sequences



## Animation Sequences



## Symbol & Logo- Redsign

टीव्ही मराठी

### Option 1:

Repetition of the form gives a floral pattern. Metaphor of flower- 'Opening'



### Option 2:

Alpha is emphasized with colours of rainbow in the contour which is indication of the multi dimensionality of the channel.



### Option 3: a

Television graphics demand high-end resolution. thus adding depth to the logo. the streak of rainbow relates directly to the varied maharashtrian culture.



### Option 3: b

The shape of alpha is altered in this option, which is complete, balanced and meaningful.

## Final- Symbol & Logo



### Concept:

Alpha channel deals with entertainment, movies, soaps etc. A blend of people's outlook, attitude, way of living and emotions. Hence a new look for alpha- the logo is designed reverse in a 3D form. The new logo has the image value to stand out from the clutter of other channels.

Blue is the colour of infinity- represents the aspirations and dreams of people.

The streak of rainbow represents the multi-dimensionality of people.

### Logo on Television:

Resolution- 720 x 576 pixels



# Channel Identity

## What is Channel Identity?

Channel Identity is the personality of the channel.  
For example 'I am Alpha'.

## What is the Character of a channel?

A channel is always represented by its programs, the ingredients of the channel builds up the character of the channel.

## What are the attributes of a channel?

The attributes of a channel are the qualities of the programs by which the channel is known. The kind of Viewership it have and also its overall image in the public.

# Program Identity

## What is Program Identity?

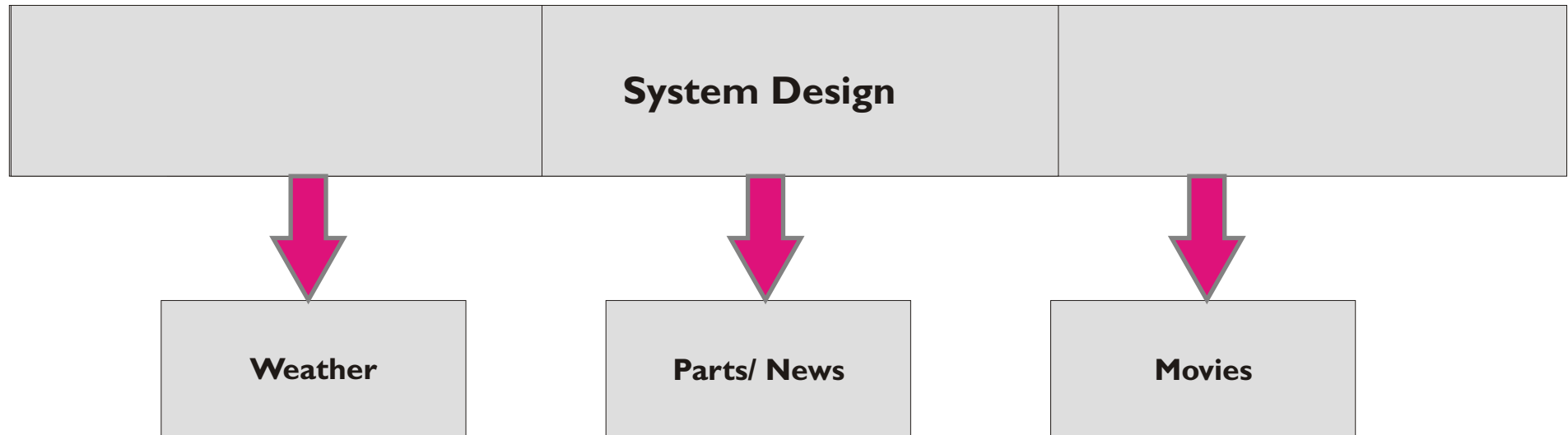
As the channel functions, part of its house- identity is the information that it delivers. This information is on regular basis which is constantly updated with time. Hence working on the title sequence for these is a part of channel identity.  
For example-

**News**

**Weather**

**Movies**

## Solution



### Television Graphics:

Technical Details-

Dynamic Medium- Audio/Video

Screen resolution- 720x576 pixels

Pal-Video: 25 frames/second

Film: 24 frames/second

NTSC: 30 frames/second

**Rules** to Movement and time

Motion Graphics: Temporal Design

(Time Dependent)

### Solution:

System Design is an ideal solution for working on a problem like channel identity. The storyline is a whole solution for the identity of the channel... the main storyboard should run in loops while parts of it will be the starting point for the sub-topics like weather reports, news and movies. Thus a 'family from the whole' is the working concept.

# Storyboard

A storyboard is a valuable aid in working out the sequence - from general concept to finest detail.

## **Making the Animatic:**

Do ask these questions-

**What is a storyboard?**

**What is an interesting story?**

**What are Characters? Plot? Script? Scenario?**

**Is a designer a story-teller? A visual story-teller?**

# Final Concept

## **Brief:**

Creating Channel Identity for Alpha tv Marathi, the most popular Maharashtra. People of Maharashtra are the primary audience of this channel. Alpha needs to portray a contemporary, today's look.

## **Theme-**

**“People on the street”**- Street Performers & Acrobats

**“Lavani Dancer”**- Traditional dance form symbolizes force, energy and life in people.

**“Musicians:”**- Drum beaters and performers as narrating the stories of the people in the place.

**“People and Profession”**- Happening on the streets is like a mirror to happenings in people's life. The place where people share and interact and live (by means of their profession). Thus screen- shots of these images will reflect the visual imagery for Alpha marathi channel.

## **Execution:**

The storyboard will be in the form of a montage of the various imagery described above. The images, dissolve and overlap to create the look of alpha marathi. An essential element of any storyboard for a channel identity is 'wonder' and 'surprise'. thus these visuals will be juxtapose to form a visual rich quality and the element of 'surprise' will be created in the flow of storyboard, (for the channel).

Alpha needs to portray a contemporary look which is 'in' today and people like watching it repetitively. Thus my focus is towards creating such channel identity.

The execution will include live action, hand-drawn images, photographs and graphic elements which will be composed to imply the concept. The aim of the channel identity is to reach out the common man who is the loyal viewer to this channel.

Thus the effort in the execution is to create the channel identity that will change the perception of Alpha and create a new look. Motion Graphics thus will be an important application for creating this channel identity.



## Final Concept



### Concept 1

### Concept 2



## Acknowledgments:

I wish to thank my guide **Prof: Shilpa Ranade** for her support and encouragement that enabled me to complete the project successfully.

I wish to thank **Prof: Raja Mohanty** who also guided me and **Prof: Ravi Poovaiah** for his valuable inputs in the project.

I also want to thank people at **IDC** and the library resources for various kind information.

During the course of my project I interacted with different people from the industry and Alpha Channel for technical understanding and knowing the medium, I sincerely thank them.

Last but not the least my parents for their faith and ongoing support.

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