Type in *Motion*

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Tips

Engage in a dialogue with your viewers
Animate letters to form words, words to form phrases
Keep transitions consistent
Keep placement consistent
Type that is closer moves faster, type that is further away moves more slowly
The duration of a piece should allow enough time for reading to occur
Use type creatively (see treatment ideas below)

Treatments

1. Tracking tightly
2. Tracking l o o s e l y
3. Vary your tracking to create rhythm
4. Tight leading
5. Loose leading
6. Slant and tilt
7. Change the opacity
8. Contrast size
9. Contrast weight
10. Distort – pull, push, blur
11. Manipulate your type: Elaboration or Subtraction
12. Utilize outlines
13. Baseline shift
14. Use type as a texture
15. Play with layering

Animation Principles

Keep these in mind when bringing type to life:

Staging	Personality
Pose-to-pose and straight ahead	Squash & Stretch
Secondary Action	Ease in and out
Exaggeration	Appeal
Timing	Follow through and overlapping action
Arcs	Anticipation

Further Exploration

designinmotion.com (motion graphic industry news)

Firms:
Imaginary Forces (imaginaryforces.com)
Big Film Design (bigfilmdesign.com)
Brand New School (www.brandnewschool.com)

Title Designers:
Pablo Ferro, Saul Bass, Kyle Cooper

Books:
Moving Type: Designing for Time and Space - *Matt Woolman, Jeff Bellantoni*
Type In Motion: Innovations in Digital Graphics - *Matt Woolman, Jeff Bellanton*