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Title Design Essentials for Film and Video

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Whether you're an experienced video editor, an indie filmmaker, or a dedicated amateur, this cookbook-style guide from bestselling author Mary Plummer will teach you how to create effective titles for your projects, no matter what your genre and subject matter may be. In addition to a wide array of clear, appealing, and appropriate recipes you can adapt for your own work, Mary provides a kind of "elements of style," explaining essential design principles such as size, color, speed, placement, and font choice. The book is beautifully illustrated, and the accompanying DVD has QuickTime movies showing examples constructed using After Effects, Motion, LiveType, Photoshop, and Flash.

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