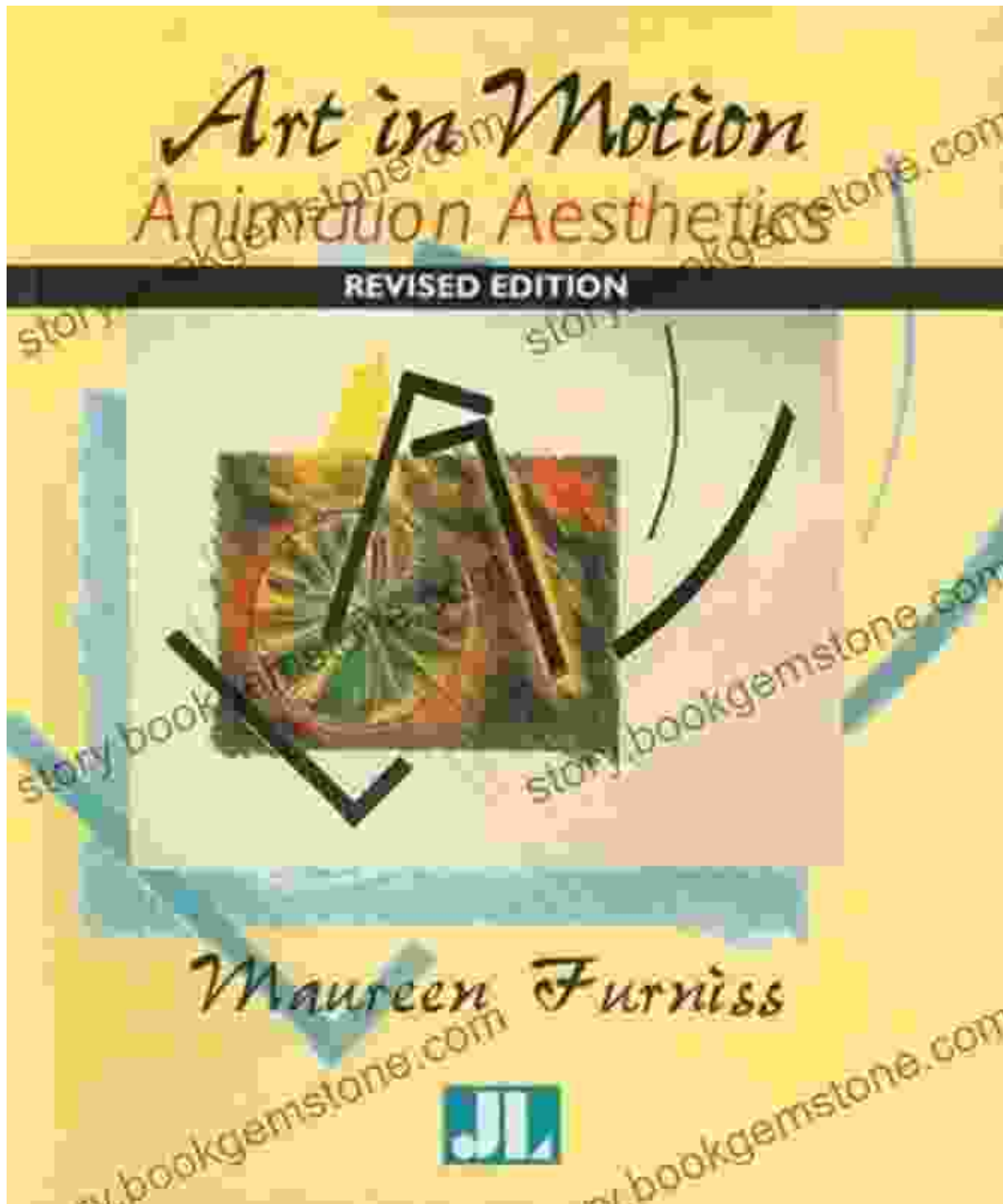


# Art in Motion Revised Edition: Unlocking the Aesthetics of Animation



## Art in Motion, Revised Edition: Animation Aesthetics

by Maureen Furniss

★★★★☆ 4.5 out of 5

Language : English



File size	: 42278 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 280 pages



The revised edition of 'Art in Motion: Animation Aesthetics' is a comprehensive and visually stunning exploration of the artistic principles and technical advancements that shape the world of animation. Authored by renowned animators John Lasseter and James Gurney, this seminal work provides an in-depth examination of the visual language, character design, and storytelling techniques that have captivated audiences for generations.

## **The Principles of Animation**

At the heart of animation lies a set of fundamental principles that govern the movement and behavior of characters and objects. The revised edition of 'Art in Motion' delves into these principles, exploring concepts such as squash and stretch, anticipation, and follow-through. Through detailed examples and insightful commentary, Lasseter and Gurney demonstrate how these principles can breathe life into animated characters and create a sense of realism and emotion.

## **Visual Language**

Animation is not merely a reproduction of reality; it is a unique form of visual storytelling that possesses its own distinct language. The revised

edition of 'Art in Motion' explores the key elements of this language, including color theory, lighting, and composition. Lasseter and Gurney provide practical guidance on how to use these elements effectively to convey mood, atmosphere, and emotion in animated works.

## **Character Design**

Characters are the heart and soul of any animated film or television show. The revised edition of 'Art in Motion' dedicates an entire chapter to the art of character design. Lasseter and Gurney walk readers through the process of creating memorable and visually appealing characters, from sketching and conceptualizing to developing their personalities and motivations.

## **Motion Graphics**

Motion graphics, the art of creating animated text, images, and effects, has become an integral part of modern storytelling. The revised edition of 'Art in Motion' provides a comprehensive overview of this field, covering techniques such as typography, animation, and sound design. Lasseter and Gurney explore the use of motion graphics in advertising, filmmaking, and even video games.

## **Animation History**

To fully appreciate the art of animation, it is essential to understand its historical roots. The revised edition of 'Art in Motion' traces the evolution of animation from its early beginnings in the late 19th century to the digital animation revolution of the 21st century. Lasseter and Gurney discuss key milestones, influential studios, and the pioneers who shaped the art form.

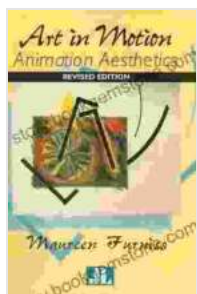
## **Case Studies**

The revised edition of 'Art in Motion' is not just a theoretical exploration; it also includes a wealth of practical examples and case studies. Lasseter and Gurney analyze iconic animated films and television shows, such as 'Snow White and the Seven Dwarfs', 'Toy Story', and 'Avatar: The Last Airbender', to illustrate the principles and techniques discussed throughout the book.

## Legacy and Impact

'Art in Motion: Animation Aesthetics' has been a cornerstone of animation education and scholarship since its initial publication in 1991. The revised edition continues this legacy, providing a fresh and updated perspective on the art of animation. It is an essential resource for students, artists, and anyone interested in the visual storytelling power of animation.

The revised edition of 'Art in Motion: Animation Aesthetics' is a must-read for anyone passionate about the art of animation. Through its insightful analysis, practical guidance, and stunning visuals, this book provides a comprehensive understanding of the principles, techniques, and history that have shaped the world of animated storytelling. Whether you are a novice animator, a seasoned veteran, or simply a fan of the medium, 'Art in Motion' will ignite your imagination and inspire you to see animation in a whole new light.



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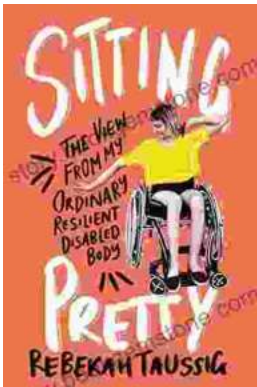
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