



I. Macdonald

Hybrid Practices in Moving Image Design

Methods of Heritage and Digital Production in Motion Graphics

- ▶ **Provides a new context for design pedagogy and creative industries studies that challenges the digital orthodoxies in creative media and practice**
- ▶ **Examines the conditions of production from a political economy perspective and highlights the conflict of cultural change using an example from within the BBC during the 1990s**
- ▶ **Draws on recent interviews with world-leading motion graphic designers, Oscar-nominated visual effects supervisors and moving image artists**
- ▶ **Moving image design is a developing research field, not just for practice-based academics and professionals, but also scholars in the field of film and media studies**

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Printed book

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This book, written from the perspective of a designer and educator, brings to the attention of media historians, fellow practitioners and students the innovative practices of leading moving image designers. Moving image design, whether viewed as television and movie title sequences, movie visual effects, animating infographics, branding and advertising, or as an artform, is being increasingly recognised as an important dynamic part of contemporary culture. For many practitioners this has been long overdue. Central to these designers' practice is the hybridisation of digital and heritage methods.

Using interviews with world-leading motion graphic designers, Oscar-nominated visual effects supervisors and moving image artists this book examines hybrid moving image that re-invigorate heritage practices, the handmade and the analogue crafts. Now is the time to ensure that heritage skills do not atrophy, but that their qualities and provenance are understood as potent components with digital practices in new hybrids.

Iain Macdonald is Associate Professor, Subject Group Leader of Design, Photography and Advertising, and Programme Leader for MSc Creative Advertising at Edinburgh Napier University, UK. His creative industry experience spans over 25 years as an award winning television graphic designer at BBC Television, and as a film and commercials director.



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