



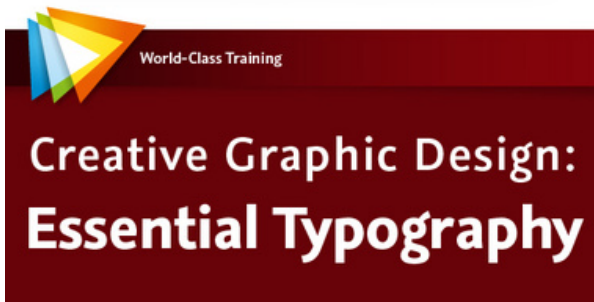
Creative Graphic Design: Essential Typography

Principles and Techniques for Working with Text

Duration: 3 hrs 30 min

Value: \$34.99

Available as: On-Demand Training



Making good decisions in typography — choosing the right typefaces, fonts, sizes, spacing and so on — can have a major impact on the quality of your designs. In this one-of-a-kind workshop, art director, illustrator, and motion graphic designer Angie Taylor introduces you to the essential principles of typography. After exploring the terminology, history, and anatomy of traditional and computer-based fonts, she brings you all the way up to the present day by looking at how text is formatted in today's creative applications. You'll also

learn specific software techniques for creating your own lettering from hand-drawn text, animating text on a path, using operators and effects to customize existing fonts, working with 3D text, and more.

Visit this course's page for more information online:

<http://www.video2brain.com/en/products-181.htm>



Angie Taylor

Author, Animator, Trainer

Angie Taylor is an art director, illustrator and motion graphic designer, based in the UK. She studied Fine Art at Edinburgh College of Art (Heriot-Watt University) and had a 14-year career as a motion graphic artist producing animation, visual effects, and motion graphics for television, film, video, and the web. During this time Angie also worked in the software industry as a product specialist, regularly touring for companies including Adobe and Apple. Angie delivers software demonstrations and seminars on digital filmmaking and animation processes at international trade shows and conferences like NAB, IBC, and Macworld. She has provided custom training and consulting to companies including the BBC, Channel 4, Carlton, HTV, and MTV. Angie is also the author of two successful "Creative After Effects" books published by Focal Press, as well as "Design Essentials for the Motion Media Artist," also published by Focal Press.