

Kinetic/motion typography

What is kinetic typography? MT is animated typography – moving text. We can use it for advertising, movie title sequences, music videos, web page animation, fine arts, etc.

In fact, the first known use of kinetic typography appeared in film – specifically **Saul Bass** opening credit sequence for Hitchcock's *North by Northwest*

<http://www.youtube.com/watch?v=jllqatMQSgI> and later *Psycho* <http://www.youtube.com/watch?v=Tek8QmKRODw&feature=related>

Saul Bass (May 8, 1920 – April 25, 1996) was an American graphic designer and Academy Award-winning filmmaker, but he is best known for his design on animated motion picture title sequences.

This work stemmed in part from a desire to have the opening credits set the stage for the film by establishing a mood, rather than simply conveying the information of the credits. Use of kinetic typography is now commonplace for this purpose, and is also very heavily used in TV advertising where its ability to convey emotive content and direct the user's attention is generally a good match to the goals of advertising. We believe

MUSIC VIDEOS

Are you gonna be my girl?

http://www.youtube.com/watch?v=8542y8KF5qI&feature=player_embedded#

Blink 182 Josie

<http://www.chakpak.com/video/blink-182--online-songs-kinetic-typography/2130549>

Daft punk it

<http://vodpod.com/watch/2667904-technologic-daft-punk-kinetic-typography-motion-graphics>

Cuarteto de nos

http://www.monoscope.com/2007/09/cuarteto_de_nos_typographic_mu.html

OPENING CREDITS

Ocean's Eleven

http://www.youtube.com/watch?v=KhY26_jXPVw&feature=related

James Bond

<http://www.youtube.com/watch?v=UrZcSAPjptQ>

Saul Bass opening credit

<http://saulbass.tv/>

Seven

<http://www.youtube.com/watch?v=SEZK7mJoPLY&feature=related>

Catch me if you can

http://www.youtube.com/watch?v=gaLDyrun_Cc

RANDOM

Typolution

<http://www.youtube.com/watch?v=zVPfTlpCKaw&feature=fvst>

Monty Python

http://www.youtube.com/watch?v=a2WBev3VUz0&feature=response_watch

Guy

<http://www.youtube.com/watch?v=Nyfo-CNXyo8&feature=related>

Shaun of the Dead

<http://www.youtube.com/watch?v=AxixTKkmt2Q&feature=related>

Pulp fiction

<http://www.youtube.com/watch?v=HePWBNcugf8>

Yoodle typo motion

<http://joaobordalo.com/articles/2007/08/15/top-12-kinetic-typography-films>

Who's on first?

<http://www.youtube.com/watch?v=ejweI0EQpX8&feature=related>

stromceky

<http://www.youtube.com/watch?v=zVPfTlpCKaw>

zhluky pisma

http://www.youtube.com/watch?v=URkwI7NZS84&feature=PlayList&p=C1240A2219A437B9&playnext=1&playnext_from=PL&index=75

Star wars

<http://www.chakpak.com/video/starwars-retyped%3A-hangar-watch-tower/6686217>

Typophile

<http://www.youtube.com/watch?v=PHPvHwqmPFk>