

How do movies and video come together? Color, audio and video (movies).

After watching these two credit pieces, I'd like you to compare the two short credit films and find common themes:

1. in the use of color. Describe the use of color in each file and also
2. discuss how each film makes effective use of type combined with image.

Remember, think in terms of contrast, repetition, alignment and proximity as well as typeface. When describing the colors, don't forget to use color terms discussed last week such as monochromatic, warm vs. cool tones, complementary and analogous.

Please then go to our discussion board for today's class and write down any elements of these shorts,

1. utilize interactions of color effectively and
2. also how the images interact with the audio.
3. Discuss what makes all three of these videos effective.
4. What elements of effective design are they using ?
5. Do you think Apple's product intro sequence was influenced by either of the movie title sequences we watched together?