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Thoughts on Title Graphics

A good typeface can say a lot about your production. For example, if you're editing a 30-second spot for a classy restaurant, you'll want a typeface that is elegant, sophisticated and yet easy to read. For example, you would never use, the Comic Sans typeface. Video is rather unforgiving when it comes to typefaces that have too many small details. Typically, serifs are bad. A serif is the ornate design along the tails or heads of individual letters. Not all serifs are bad, just the ones that are so small in detail that they make the letters look like they're flickering. When a small serif gets caught between two video pixels it can flicker between the two. It's an unfortunate distraction to the viewer. So, choose a typeface that has cleaner or thicker lines. Choosing a typeface that speaks to the aesthetics of your video and conveys its meaning will get you off to a great start. The key to creating good, complimentary graphics to your title is making them abstract so that the viewer is not distracted by them, while also trying to reinforce the meaning. With the variety of objects at play, it's all about context. Imagine once again, the classy restaurant example. What kind of background would convey sophistication and elegance. What can fall behind our gliding title that will reinforce the meaning. I would think that a still photograph of blurry lights would

be a nice touch. You can take a photograph of Christmas lights at a great distance with a long lens and deliberately take the lights out of focus, softening the points of light. You could even add colored gels to add a nice color effect. Probably warm reds or oranges would be a good fit.

Best Regards and Happy Shooting!

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