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## Typography and Cinema

The Aesthetics of Text on Screen

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Interactions between sound and text are the basis of cinema.

When not in credits or subtitles, text is found on posters and advertising materials, always escorted by a form that inserts it into a culture, a society, a history. A typeface, its movement and its placement onscreen convey added meaning. Too often overlooked because it is misunderstood, the choice of type exerts an influence over the entire filmic form well beyond the cinematographic frame. This book provides an overview of the possibilities and constraints of the medium, intended for filmmakers and graphic designers alike.

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