

# ART OF THE TITLE

## Site hosts collection of movie, TV credits

**I**t is said that you never get a second chance to make a first impression. That's probably why the creators of movies and television shows invest a lot of time and effort



**KEVIN O'NEILL**

*InSites*

into the opening credits. By combining moving images, type, music, sound effects, voice overs and even animation, the title sequence sets the mood for what's to come. If done well, it can hook a viewer even before the story begins to unfold.

If you're a movie buff or a visual artist, you will want to visit [artofthetitle.com](http://artofthetitle.com). The website is a collection of mostly

film and television title sequences from around the world, going back to the middle of last century.

The home page has a large, featured title sequence high on the page, with several small features below. As I write this, the main featured title is Guillermo del Toro's "Cabinet of Curiosities." Clicking on it brings you to a page where you can view the sequence, as well as read about the making of it as told by some of the people involved in creating it.

As an artist, these behind the scenes descriptions are one of the things I like about this site. The "Cabinet of Curiosities" sequence takes you on a fly through inside an elaborate cabinet that shifts shape and scale as one scene evolves into another. I like finding out what's computer generated, what software

was used, what was built in the real world, how they picked the typefaces and music, and all the other elements of the creative process. There's a good interview on the site with the creative director of the company that did the impressive "Game of Thrones" title sequences. The article reveals a lot about the process and all the creative, technical and practical problems that had to be solved.

The other features on the home page include a list of the top five favorite sequences of Australian director Leigh Whannell. He talks about why he believes each one is successful. Another feature delves into the animated closing credits of the film "Villains." The next one looks at what Art of the Title has deemed the Top 10 Title Sequences of 2021, and the final feature explores the 2021 Emmy nominations for main title design. The features usually provide a clip of the sequence along with an insider's discus-

sion of it. Sometimes there's not a clip, just a still image of a screen shot from the sequence, and sometimes there's just a blank space where the sequence should be. I assume this happens because the site was unable to get permission to show certain sequences.

Across the top of the site are some navigation buttons that let you find other sequences. The Title Sequences button takes you to a page with collections of recommended titles and classic titles. This page has a button that takes you to a page with all the site's titles displayed. Filters allow you to select how the titles are displayed, either as a grid or a list, and how they are organized — by name, release date or the date they were published on the site. For some reason, when you select display by name, they are not alphabetical. I can't discern any rhyme or reason for how the site organizes them when "show by name" is selected.

A second button on the Title Sequences page is View all Features. The features are collections that group related titles together. There are top 10 lists based on year, designer and gender. Other features are grouped by franchise, genre, technique and more. Part of the fun of the site is browsing the features and discovering interesting sequences or rediscovering old favorites. A button at the top of the site labeled Designers + Studios lets you browse through your favorite creators. If you're looking for a specific title there's a search tool at the top of the site where you can enter exactly what you're looking for.

The Art of the Title site is organized and easy to navigate, with good typography and a nice color palette. It's a good place to spend some time watching very talented people display their work.

**KEVIN O'NEILL** is a staff artist for The Times-Tribune. Share your favorite websites with him at [koneill@timeshamrock.com](mailto:koneill@timeshamrock.com).