

Creating Motion Graphics With After Effects 5th Edition Fifth Essential And Advanced Tech

Discover techniques to enhance your videos with complex animation Key Features Design, animate, and sequence a complete motion graphics project Work with compositions and pre-compositions to create animations speedily Maximize your motion graphics and visual effects skills Book Description If you're thinking seriously about making and publishing your videos with professional editing and animation, look no further! Adobe After Effects is a popular tool among video editors and YouTubers to enhance their videos and bring them to life by implementing visual effects and motion graphics. This book will take you right from the basics through to the advanced techniques in Adobe After Effects CC 2018. You will start by setting up your editing environment to learn and improve techniques to sharpen your video editing skills. Furthermore, you will work with basic and advanced special effects to create, modify, and optimize motion graphics in your videos. Lastly, you will not only learn how to create 2.5D animations, but also get to grips with using Cinema 4D Lite to build and animate complete 3D scenes. By the end of the book, you'll have learned how to package a video efficiently with the help of the projects covered. What you will learn Create a lower third project for a TV show with complex layers Work with shape layer animation to create an animated lyrics video Explore different tools to animate characters Apply text animation to create a dynamic film-opening title Use professional visual effects to create a VFX project Model, light, and composite your 3D project in After Effects Who this book is for If you're a student, professional, YouTuber, or anyone who is interested in video editing, animation, and motion graphics, this book is for you. You'll also find this resource useful if you're an Illustrator looking to put your creations in motion. The fastest, easiest, most comprehensive way to learn Adobe After Effects CC Classroom in a Book, the best-selling series of hands-on software training workbooks, offers what no other book or training program does-an official training series from Adobe Systems Incorporated, developed with the support of Adobe product experts. Adobe After Effects CC Classroom in a Book contains 14 lessons that cover the basics, providing countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you. Purchasing this book gives you access to the downloadable lesson files you need to work through the projects in the book, and to electronic book updates covering new features that Adobe releases for Creative Cloud customers. For access, go to www.peachpit.com/redeem and redeem the unique code provided inside this book. "The Classroom in a Book series is by far the best training material on the market. Everything you need to master the software is included: clear explanations of each lesson, step-by-step instructions, and the project files for the students." Barbara Binder, Adobe Certified Instructor Rocky Mountain Training

Create Amazing Real-Time Motion Graphics with Quartz Composer! Apple's Quartz Composer makes it amazingly easy to create real-time graphics of all kinds: for screensavers, animations, kiosk art, film effects, Dashboard Widgets, graphically-rich apps, and more. But few content creators use QC, because they've had practically no useful help-until now. In this book/DVD bundle, two renowned VJs who've pushed this tool to the limit show you how to do it, too! You needn't be a technical expert: Graham Robinson and Surya Buchwald introduce each concept through a hands-on project, with videos demonstrating every step. They start extremely simple, offering beautiful visual feedback and encouraging you to freely explore. The video and text work together to help you build mastery fast, as you create everything from data-driven effects to compelling live performance visuals! Coverage includes Mastering Quartz Composer's powerful interface Grabbing live inputs from music or cameras for unique interaction and improvisation Outputting video files for everything from smartphone screens to HD video edits Using built-in image filters to add visual effects Creating organic motion with LFOs, interpolation, and trackballs Fixing problems and figuring out what you did wrong Making rain, fire, and other cool stuff with particles Integrating MIDI musical instruments and other audio resources Mastering lighting and timelines Building richer environments with replication, iteration, and 3D modeling Pushing the boundaries with secret patches, CoreImage filters, and GLSL If you're a motion graphics designer, filmmaker, VJ, artist, interactive programmer, Cocoa developer, or any other type of "Maker," this book will guide you from acolyte to wizard in no time... and it just might be the most fun instructional you'll ever read! 0321636945 / 9780321636942 Learning Quartz Composer: A Hands-On Guide to Creating Motion Graphics with Quartz Composer Package consists of: 013308776X / 9780133087765 Learning Quartz Composer: A Hands-On Guide to Creating Motion Graphics with Quartz Composer 0321857577 / 9780321857576 Learning Quartz Composer, DVD: A Hands-On Guide to Creating Motion Graphics with Quartz Composer 0321857585 / 9780321857583 Learning Quartz Composer, Book Component: A Hands-On Guide to Creating Motion Graphics with Quartz Composer Animation is a limitless medium for telling stories. Artists can create worlds, defy gravity, flip from factual to fantasy, and transport audiences to places they never imagined. The challenge is having the discipline to reel it in and be intentional about your storytelling choices. This book shows you how. In Animated Storytelling, you'll learn how to create memorable stories using animation and motion graphics by following 10 simple guidelines that take you through the stages of concept development, pre-production, storyboarding, and design. Award-winning animator Liz Blazer uses clear examples and easy-to-follow exercises to provide you with the instruction, encouragement, and tools you need to get your designs moving. Whether your goal is to create exciting shorts for film festivals, effective messaging for broadcast or online, or simply to gain a deeper understanding of the medium, Animated Storytelling simplifies the process of

creating clear and engaging stories for animation and motion graphics so you can get started easily. In *Animated Storytelling*, you'll learn how to: Write a creative brief for your project Find and communicate your story's big idea Create a tight story using linear and nonlinear story structures Use color to clarify and enrich your story Define the rules for your animated world, and commit to them Ease into the challenging task of animation Make the work you want to be hired to do Share your work with the world!

Never HIGHLIGHT a Book Again Virtually all testable terms, concepts, persons, places, and events are included. Cram101 Textbook Outlines gives all of the outlines, highlights, notes for your textbook with optional online practice tests. Only Cram101 Outlines are Textbook Specific. Cram101 is NOT the Textbook. Accompanys: 9780521673761

Offers twelve tutorials demonstrating the video editing program's updated features--covering 3D space, cameras, lights, parenting, and expressions--and profiles six commercial products designed by prominent studios.

Bestselling book on After Effects – now fully revised for CS3.

This colour-packed book reveals expert techniques for creating compelling motion graphics. Step-by-step tutorials demonstrate the concepts, processes and technical details of the latest version of After Effects. A new lesson has been added to serve as an introduction and tour of the program for new users. The companion CD includes all materials needed to complete the tutorial assignments and projects, as well as a trial version of the After Effects application.

The book's visuals and professional-level tutorials are by some of the world's top motion graphics designers. Each contributor applies his or her personal visual style to the book, giving the reader an array of expert approaches to draw upon. The book focuses on real-world extended techniques rather than single-feature how-to's.

Trish and Chris Meyer and Lee Lanier share over 20 years of hard-earned, real-world film and video production experience inside the sixth edition of this critically-acclaimed text. Far more than a step-by-step review of the features in AE, readers will learn how the program thinks so that they can realize their own visions more quickly and efficiently. This comprehensive, full-color book is packed with tips, shortcuts, and sage advice that will help users thrive no matter what projects they might encounter. *Creating Motion Graphics* has been thoroughly revised to reflect the latest features of After Effects CC, incorporating new and redesigned exercises and projects with HD footage, further coverage on AE integration with Cinema4D, using stereoscopic 3D and 360 VR in your projects, visual effects, and much more. The book is also accompanied by an extensive companion website including the project files and source materials for all the techniques demonstrated in the book, as well as several bonus chapters on subjects like expressions, scripting, effects, and integration with other software.

Demonstrates motion graphics and visual effects programming techniques, including basic animation and key framing, layers, masks, mattes, effects, renderings, and the integration of After Effects with Photoshop and Illustrator. Trish and Chris Meyer share over 17 years of hard-earned, real-world film and video production experience inside this critically acclaimed text. More than a step-by-step review of the features in AE, readers will learn how the program thinks so that they can realize their own visions more quickly and efficiently. This full-color book is packed with tips, gotchas, and sage advice that will help users thrive no matter what projects they might encounter. Creating Motion Graphics 5th Edition has been thoroughly revised to reflect the new features introduced in both After Effects CS4 and CS5. New chapters cover the revolutionary new Roto Brush feature, as well as mocha and mocha shape. The 3D section has been expanded to include working with 3D effects such as Digieffects FreeForm plus workflows including Adobe Repoussé, Vanishing Point Exchange, and 3D model import using Adobe Photoshop Extended. The print version is also accompanied by a DVD that contains project files and source materials for all the techniques demonstrated in the book, as well as nearly 200 pages of bonus chapters on subjects such as expressions, scripting, and effects. Subjects include: Animation Techniques; Layer Management; Modes, Masks, and Mattes; Mastering 3D Space; Text Animation; Effects & Presets; Painting and Rotoscoping; Parenting, Nesting, and Collapsing; Color Management and Video Essentials; Motion Tracking and Keying; Working with Audio; Integrating with 3D Applications; Puppet Tools; Expressions; Exporting and Rendering; and much more. Captivate your audience and enhance your storytelling with this tutorial based 4-color cookbook, featuring dozens of solutions to your titling needs. Each chapter includes case studies and interviews with the pros, lending cutting insight and lessons learned that will have you creating inspired title sequences in no time. The book features genre-based tutorial sections, with step by step instructions for creating effective horror, comedy, drama, and suspense titling sequences. Tutorials for creating some of the most popular title sequences in blockbuster movies are included (Se7en, The Sopranos, 24, The Matrix). Other tutorials teach you how to effectively use sound and VFX in your titles, and also included is instruction on editing your title sequence. These techniques, as well as chapters on the essentials of typography allow you to apply these lessons to your title sequence regardless of whether it's for TV, the web, or digital signage. Also included is a DVD with sample clips, as well as project files that allow you to refine the techniques you learned in the book. As an added bonus we've included 3 titling chapters from other Focal books, with specific instructions on titling within certain software applications. Cover images provided by MK12, from The Alphabet Conspiracy. Learn more at www.MK12.com * 4-color cookbook packed with step-by-step tutorials that will have you titling like a pro in hours * Provides essential lessons on using sound in titles, editing titles, as well as effective use of typography * DVD contains sample movies and project files that allow you to

refine the techniques you learned in the book, as well as titling chapters from other Focal books with instructions on titling in specific software applications. Customers please note that files on the DVD/CD that accompany the print version of this book are NOT available when you buy the Kindle or other electronic versions of the book.

After Effects CS5.5 Update: [/tv.adobe.com/show/after-effects-cs55-new-creative-techniques/](http://tv.adobe.com/show/after-effects-cs55-new-creative-techniques/) Chris and Trish Meyer have created a series of videos demonstrating how to use their favorite new and enhanced features in After Effects CS5.5. Virtually all of these videos use exercise files from *Creating Motion Graphics with After Effects (5th Edition for CS5)* as their starting point, extending the usefulness of this book for its owners. These videos may be viewed for free on AdobeTV. * 5th Edition of best-selling After Effects book by renowned authors Trish and Chris Meyer covers the important updates in After Effects CS4 and CS5 * Covers both essential and advanced techniques, from basic layer manipulation and animation through keying, motion tracking, and color management * Companion DVD is packed with project files for version CS5, source materials, and nearly 200 pages of bonus chapters Trish and Chris Meyer share over 17 years of hard-earned, real-world film and video production experience inside this critically acclaimed text. More than a step-by-step review of the features in AE, readers will learn how the program thinks so that they can realize their own visions more quickly and efficiently. This full-color book is packed with tips, gotchas, and sage advice that will help users thrive no matter what projects they might encounter. *Creating Motion Graphics 5th Edition* has been thoroughly revised to reflect the new features introduced in both After Effects CS4 and CS5. New chapters cover the revolutionary new Roto Brush feature, as well as mocha and mocha shape. The 3D section has been expanded to include working with 3D effects such as Digieffects FreeForm plus workflows including Adobe Repoussé, Vanishing Point Exchange, and 3D model import using Adobe Photoshop Extended. The print version is also accompanied by a DVD that contains project files and source materials for all the techniques demonstrated in the book, as well as nearly 200 pages of bonus chapters on subjects such as expressions, scripting, and effects. Subjects include: Animation Techniques; Layer Management; Modes, Masks, and Mattes; Mastering 3D Space; Text Animation; Effects & Presets; Painting and Rotoscoping; Parenting, Nesting, and Collapsing; Color Management and Video Essentials; Motion Tracking and Keying; Working with Audio; Integrating with 3D Applications; Puppet Tools; Expressions; Exporting and Rendering; and much more.

This Book Have Valuable Content and Republished Added New After effects Features and Proper Book Format Did you always wanted to make your own Visual effects or motion graphics animations? Then I'll be super excited to introduce you into the wonderful Book of Adobe After Effects! Adobe After Effects CC For Beginners: Create Motion Graphics, Animate Text, Key Framing, Importing, Exporting & More! This Adobe After Effects course is meant for people interested in learning how to create titles for their videos, simple animations, and introduction to motion graphics. This course is probably not for you if you're looking to learn

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advanced After Effects workflows, techniques, and 3D graphics. Start learning the basics of Adobe After Effects in this complete introduction guide. This Book does not cover boring technical Contents, but rather practical examples and real situations. Buy this book you'll have a complete fundamental understanding of Adobe After Effects and will be able to create your own visual effects and motion graphics.

Bring your characters to life with Adobe After Effects. Explore the essential tools and techniques for character animation in Learn After Effects by working through examples that examine each feature as it applies to an animator's workflow. Discover how to rig characters with the Puppet tools and expressions, animate keyframes in the Graph Editor, and animate on the fly--with your mouse--using motion sketching. Plus, discover how to add 3D layers and cameras to your scenes for a multidimensional perspective on your characters. This Book is an introduction into Adobe After Effects CC. It will get you started with understanding the software to create effects, animations, titles and more for your video projects. This Book will take you from the very beginning of opening After Effects and learning the panel windows and settings to creating your first motion graphic title. This Adobe After Effects book is meant for people interested in learning how to create titles for their videos, simple animations, and introduction to motion graphics. This course is probably not for you if you're looking to learn advanced After Effects workflows, techniques, and 3D graphics. This Book teach you how to use this immensely powerful tool for creating an extensive variety of audio and visual effects. In the view of the fact that Adobe After Effects is an indispensable mean of high quality video and audio production we make sure that we are equipped with advanced technological workstations to better learn and use this software.

After Effects for Designers teaches design students, artists, and web, graphic, and interactive designers how to design, develop, and deploy motion design projects using Adobe After Effects. Author Chris Jackson balances fundamental aspects of time-based design with related techniques, and explores the principles of animation; composition and layout; visual hierarchy; typography; cinematic storytelling; 3D modelling; compositing, and more. Each chapter contains unique, step-by-step project exercises that offer timesaving practical tips and hands-on design techniques, teaching readers how to effectively use the tools at their disposal in order to conceptualize and visualize creative solutions to their own motion design work. Readers will build professional-world examples in every chapter and, as a result, learn how to both design effectively using After Effects and practically apply these skills in client-based work. An accompanying companion website includes complete project files for the book's chapter exercises, and additional video tutorials.

Motion graphics are no longer just for movie and television screens. You now see motion graphics anywhere there's a moving image, including your desktop web browser, your smartphone, and on digital signage when you shop or travel. Creating motion graphics with Adobe After Effects can enhance your value as a creative professional. Learn Adobe After Effects CC by building cool creative projects that teach you how to: Apply and customize effects and layer styles, and use animation presets to apply pre-built animations and effect combinations Achieve advanced effects quickly using techniques such as green screen background removal, masking, speed changes, motion tracking, and animation in 3D space Animate individual layers of still graphics imported from Adobe Photoshop and Adobe Illustrator Animate text, including changing type size, letter spacing, rotation, and color over time, and flowing text along a path Create a set of visually consistent intro videos for a social media platform, while practicing efficient production techniques Export a motion graphics composition once and render multiple versions for different delivery media (such as television, web sites, and smartphones) This study guide uses over 7 hours of video integrated with text to help you gain real-world skills that will get you started in your career in motion graphics. It lays the foundation for taking the Adobe Certified Associate (ACA) certification exam and helps

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prepare you for an entry-level position in a competitive job market.

Gain in-depth knowledge of Premiere Pro, and learn how the software “thinks.” You'll acquire new skills that will help you choose the best workflow for your project, and simplify and accelerate your video editing process. Learn how you can edit a lot faster with smarter workflows that automate several steps in the editing process. You'll also see how custom settings, presets, keyboard shortcuts and templates saves hours of work. By tailoring the software to your needs you save clicks on just about every task. With many traditional jobs now being done by one person, its important to understand audio smoothing, color grading, motion graphics, and advanced editing techniques. You'll learn these skills and disciplines and see how they'll enhance your project's workflow. All the authors are professional editors and want to know exactly how to cut your film as fast as possible with top quality output. There is invaluable information in The Cool Stuff in Premiere Pro that's not available anywhere else – not even in Adobe's own manuals. What You'll Learn Edit faster, no matter what the project Understand the technical stuff, like timeline settings, render codecs, color subsampling, export settings, effect controls and monitor settings Know when to send your clips to other Adobe software, and how to treat them there. Master the Premiere Pro timeline, even stacks of timelines, and edit, trim and adjust with ease Who This Book Is For Video journalists (and everyone else) will learn how to edit faster and get home in time for dinner. Bloggers will learn how to make their online video and audio “pop”. Film cutters will learn how to organize, rough cut and fine tune huge amounts of material effectively and how to output for digital cinema. Experienced video editors will learn how to deal with multi-track audio and to work faster in every step of the edit. Marketing people who edit video for social media and web pages will learn simpler ways to make a faster cut. Teachers in media studies will understand the logic in Premiere Pro, and be better prepared for teaching video editing.

This is the only book to focus exclusively on the creation of visual effects for After Effects, and is a one-stop resource for anyone who wants in-depth explanations that demystify the realm of visual effects and how they were created, thanks to veteran author Mark Christiansen's friendly and accessible style. A thoroughly packed, informative read, this masterful guide focuses on explaining the essential concepts, features, and techniques that are key to creating seamless movie-quality visual effects. Users who are comfortable with After Effects will find a helpful review of the fundamentals—managing footage, viewing and editing layers, animating type, and more—so they can learn how to work smarter and more efficiently. Readers of all levels will learn core techniques for effects compositing including color matching, keying, rotoscoping, motion tracking, emulating the camera, and concluding with using expressions in After Effects, written by contributor and expert Dan Ebberts. The final section of the book delves into creative explorations, demonstrating professional effects that readers might want to re-create. ¿ Readers will also find comprehensive coverage of all that's new in CS6, including variable mask feathering, Rolling Shutter Repair, Camera Tracker, and the new ray-traced 3D rendering engine which allows users to quickly design in 3D space. ¿ Included with the book are files used for many of the techniques in the book: Sample clips and projects include HD footage from Pixel Corps and Artbeats, as well as demos of plug-ins that you can use to experiment with in your own effects. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

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Expand your knowledge of the aesthetics, forms and meaning of motion graphics as well as the long-running connections between the American avant-garde film, video art and TV commercials. In 1960 avant-garde animator and inventor John Whitney started a company called "Motion Graphics, Inc." to make animated titles and logos. His new company crystallized a relationship between avant-garde film and commercial broadcast design/film titles. Careful discussion of historical works puts them in context, allowing their reappearance in contemporary motion graphics clear. This book includes a thorough examination of the history of title design from the earliest films through the present, including Walter Anthony, Saul Bass, Maurice Binder, Pablo Ferro, Wayne Fitzgerald, Nina Saxon, and Kyle Cooper. This book also covers early abstract film (the Futurists Bruno Corra and Arnaldo Ginna, Leopold Survage, Walther Ruttmann, Viking Eggeling, Hans Richter, Oskar Fischinger, Mary Ellen Bute, Len Lye and Norman McLaren) and puts the work of visual music pioneers Mary Hallock-Greenewalt and Thomas Wilfred in context. The History of Motion Graphics is the essential textbook and general reference for understanding how and where the field of motion graphic design came from and where it's going.

One of the most exciting new features in After Effects is the integration of Cinema 4D using the CINEWARE plug-in and a free version of Cinema 4D Lite. Both provide a wide assortment of new 3D tools and options that are difficult or nearly impossible to achieve in After Effects alone. This book clearly demonstrates how the new 3D workflow bridges the two applications together to raise the design bar for motion graphics and broadcast design. Hands-on exercises teach you essential production skills including: Modeling in CINEMA 4D Lite Importing 3D models in After Effects Tracking 3D motion in After Effects Compositing with CINEWARE Using MoGraph features in CINEMA 4D Rendering and optimization techniques Additional online materials include project files and videos showcasing the techniques covered in the book. To access these materials, please see the 'eResources' tab.

Whether you're new to After Effects and want to get up to speed quickly, or already a user who needs to become familiar with the new features, After Effects Apprentice was created for you. With 12 core lessons including a trio of projects combining After Effects with CINEMA 4D Lite, you'll learn how to tap this program's vast potential – whether you create motion graphics for network television, corporate communications, or your own projects. Fully updated to cover the major new features added in After Effects CC, this edition of the book presents a professional perspective on the most important features a motion graphics artist needs to master in order to use After Effects effectively. You'll learn to creatively combine layers; animate eye-catching titles; manipulate 3D space; color key, track or rotoscope existing footage to add new elements; and use effects to generate excitement or enhance the realism of a scene. Easy to follow, step-by-step instructions guide you through the features, with explanations of the "why" instead of just the "how" behind each technique. You'll learn more than just the tools; you'll learn skills that you can immediately put to work expressing your own ideas in your productions. **USER LEVEL:** Novice–Intermediate Topics include how to: • Animate, edit, layer, and composite a variety of media. • Manipulate keyframes and the way they interpolate to create

more refined animations. • Use masks, mattes, stencils and blending modes to add sophistication to your imagery. • Create, animate, and extrude text and shape layers. • Explore 3D space, including using CINEMA 4D Lite. • Use tracking and keying to create special effects, such as replacing screen displays. A companion website at www.routledge.com/cw/meyer makes available for download all exercise source material and After Effects CC project files required to get the most out of this book.

Edit and apply effects for stellar visual and special effects This important resource is like having a personal instructor guiding you through each lesson, while you work at your own pace. It includes 10 self-paced lessons that let you discover essential skills and explore the new features and capabilities of Adobe After Effects. Every lesson is presented in full color with step-by-step instructions. Video tutorials and lesson files on a companion DVD were developed by the same team of professional instructors and After Effects experts who have created many of the official training titles for Adobe Systems. Combines a full-color, step-by-step instructional book along with lesson files and video training from expert instructors Written for After Effects CS6, a leading motion graphics and visual effects program that allows users to create and deliver compelling motion graphics and visual effects Demonstrates how to quickly get up to speed using After Effects to create and animate text, images, and video for the web, TV, and digital displays After Effects CS6 Digital Classroom takes you from the basics through intermediate-level topics, teaching you this complex software in a clear, approachable manner. DVD and other supplementary materials are not included as part of the e-book file, but are available for download after purchase.

Motion graphics are no longer just for movie and television screens. You now see motion graphics anywhere there's a moving image, including your desktop web browser, your smartphone, and on digital signage when you shop or travel. Creating motion graphics with Adobe After Effects can enhance your value as a creative professional. Learn Adobe After Effects CC by building cool creative projects that teach you how to: Apply and customize effects and layer styles, and use animation presets to apply pre-built animations and effect combinations Achieve advanced effects quickly using techniques such as green screen background removal, masking, speed changes, motion tracking, and animation in 3D space Animate individual layers of still graphics imported from Adobe Photoshop and Adobe Illustrator Animate text, including changing type size, letter spacing, rotation, and color over time, and flowing text along a path Create a set of visually consistent intro videos for a social media platform, while practicing efficient production techniques Export a motion graphics composition once and render multiple versions for different delivery media (such as television, web sites, and smartphones) This study guide uses over 7 hours of video integrated with text to help you gain real-world skills that will get you started in your career in motion graphics. It lays the foundation for taking the Adobe Certified Associate (ACA) certification exam and helps prepare you for an entry-level position in a

competitive job market.

If you're new to After Effects and want to get up to speed quickly, After Effects Apprentice was created just for you. With 11 core lessons plus a hip final project that pulls it all together, you'll learn how to tap this program's vast potential -whether you want to create motion graphics for network television, corporate communications, or your own work. Fully updated to cover After Effects CS4, this book presents a professional perspective on the most important features a motion graphics artist needs to learn in order to use this program effectively. You'll learn to creatively combine layers, animate eye-catching titles, manipulate 3D space, key and stabilize a shot to place it in a new environment, and use effects to generate excitement or enhance the realism of a scene. DVD contains: All exercise source material and projects, guided video tours, and movies of the finished projects.

Get the most from the most widely used application in the postproduction field! Gain the insider tips you need to compose eye-catching, imaginative Adobe After Effects projects quickly and effectively. In How to Cheat in After Effects, Second Edition seasoned AE expert Chad Perkins provides dozens of concise, step-by-step tutorials and lavish 4-color illustrations to get you on the fast track to producing amazing motion graphics and visual effects. Updated for CS6, this new edition has been revised to include: A brand new chapter on the most popular 3rd party effects including Trapcode Particular and Video Copilot's Element 3D New cheats on professional compositing, expressions, and high end visual effects Tons of cool light tricks and lessons on how to use Video Copilot's Optical Flares A thorough explanation of the Ray-trace 3D engine introduced in After Effects CS6 An all new companion DVD with project files allowing you to work alongside the exercises in the book, as well as QuickTime movies displaying techniques There's no time to waste! Whether you are an intermediate After Effects user in need of its more advanced tools or a novice looking for techniques to up your game, this book will bring your motion graphics, visual effects, and graphic compositions to the next level. For customers who buy an electronic version of the book, all the DVD project files are available for download at www.focalpress.com/9780415661065

Enrich your motion graphic design work with this substantial investigation of aesthetic principles and their application to motion graphics. Historical reference provides context; design principles serve as building blocks; and an examination of method and technique inspire innovations in your own work. Bring your work to the next level with a command of concepts that include: * The language of traditional graphic design and how it can be combined with the dynamic visual language of cinema * Pictorial design considerations including the relationships between images and type, hierarchy, form and composition * How motion is orchestrated and sequenced to enhance artistic expression and conceptual impact. New to this edition: * Updated examples and imagery of motion graphics in film, network branding, commercials, and music videos * New industry tools

and techniques, such as Photoshop's new animation tool * An updated and enhanced DVD, and much more The companion DVD showcases student and professional work accompanied by interviews describing the aesthetic considerations that were involved in design and production.

Adobe After Effects Classroom in a Book (2020 release) is the best-selling guide to Adobe's powerful motion graphics program. The 15 project-based lessons in this book teach students step-by-step the key techniques for working efficiently in After Effects and delivering in the widest possible range of media types. In addition to the key elements of the After Effects interface, this revised edition covers new features and techniques. Learn how to create, manipulate, and optimize motion graphics for film, video, DVD, the web, and mobile devices. Gain hands-on experience animating text and images, customizing a wide range of effects, tracking and syncing content, rotoscoping, removing unwanted objects, and correcting color. Learn to create 3D content with both After Effects and Maxon Cinema 4D Lite (included with the software). The online companion files include all the necessary assets for readers to complete the projects featured in each chapter. All buyers of the book get full access to the Web Edition: A Web-based version of the complete ebook enhanced with video and multiple-choice quizzes.

The fastest, easiest, most comprehensive way to learn Adobe® After Effects® CC (2014 release) Classroom in a Book®, the best-selling series of hands-on software training workbooks, offers what no other book or training program does—an official training series from Adobe Systems Incorporated, developed with the support of Adobe product experts. Adobe After Effects® CC Classroom in a Book contains 14 lessons that cover the basics, providing countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you. In addition to learning the key elements of the After Effects interface, this completely revised CC (2014 release) edition covers new features, including mask tracker, detail-preserving Upscale effect, property linking, new snapping options and improvements, improved Cinema 4D integration, settings migration, bicubic sampling option in Transform effect, and more. Purchasing this book gives you access to the downloadable lesson files you need to work through the projects in the book, and to electronic book updates covering new features that Adobe releases for Creative Cloud customers. For access, goto www.peachpit.com/redeem and redeem the unique code provided inside this book. "The Classroom in a Book series is by far the best training material on the market. Everything you need to master the software is included: clear explanations of each lesson, step-by-step instructions, and the project files for the students." Barbara Binder, Adobe Certified Instructor Rocky Mountain Training

Take your After Effects skills to a new level! Twelve step-by-step tutorials, designed by industry professionals, explore a variety of creative approaches as they teach useful design concepts and production techniques. Updated for After Effects 6.5, this new edition covers the most significant Version 5 and 6 features including 3D space, cameras, lights, parenting, text, animation presets, paint, and expressions. Each carefully structured project presents the "why" behind the steps, so you can adapt these techniques to your own designs and motion graphics work. All contain timeless concepts that will be of use for many years to come. After Effects in Production also

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contains six case studies of commercial projects created by award-winning studios such as ATTIK, Belief, Curious Pictures, The Diecks Group, Fido, and the authors' own studio, CyberMotion. These detail the integration of After Effects, 3D programs, live action, and a variety of animation techniques, revealing the artistic concepts behind the spots as well as the inventive techniques used to execute them. The enclosed DVD contains QuickTime movies of each of the final animations, allowing you to step through them frame-by-frame so you can examine them in detail.

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780240810102 .

Provides lessons and tutorials covering the essentials of building and compositing 3D elements in 2D work.

Plumb the depths of core motion design fundamentals and harness the essential techniques of this diverse and innovative medium. Combine basic art and design principles with creative storytelling to create compelling style frames, design boards, and motion design projects. Here, in one volume, Austin Shaw covers all the principles any serious motion designer needs to know in order to make their artistic visions a reality and confidently produce compositions for clients, including: Illustration techniques Typography Compositing Cinematography Incorporating 3D elements Matte painting Concept development, and much more Lessons are augmented by illustrious full color imagery and practical exercises, allowing you to put the techniques covered into immediate practical context. Industry leaders and pioneers, including Karin Fong, Bradley G Munkowitz (GMUNK), Will Hyde, Erin Sarofsky, Danny Yount, and many more, contribute their professional perspectives, share personal stories, and provide visual examples of their work. Additionally, a robust companion website (www.focalpress.com/cw/shaw) features project files, video tutorials, bonus PDFs, and rolling updates to keep you informed on the latest developments in the field.

This full-color book reveals expert techniques for creating compelling motion graphics. Step-by-step tutorials demonstrate the concepts, processes, and technical details of the latest version of After Effects 5.5, including its new features of 3D Space, cameras, lights, parenting, and expression.

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