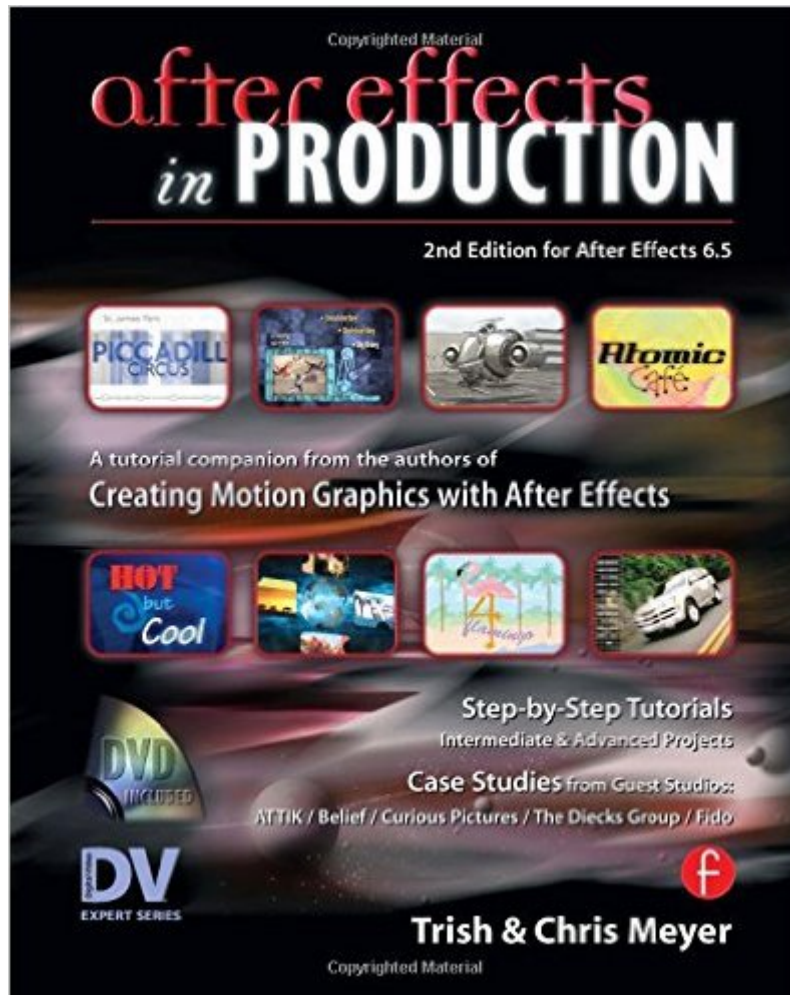


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# After Effects In Production: A Companion For Creating Motion Graphics



## Synopsis

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 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.

## Book Information

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## Customer Reviews

As someone who teaches media, I have many of the books on AE out there and this is by far the most useful because it goes beyond the basics of the "how to use the program" while being detailed enough that those fairly new to the program, and the new features, can easily follow along. The

case studies are especially useful as they detail the production process from concept to completion with suggestions on how to use these ideas in your own work. The tutorials and case studies are also for the most part very practical, make you realize just how powerful AE really is and the creative ways that others have used it (and helps me get out of some of my own creative stifling ruts). Some books and videos show you how something works and what a slider does but you have no idea how you would ever actually use it in a real world production. Also, the book and CD are well laid out and the CD has some extra plugins, templates and additional articles. Got me excited about AE all over again!

This book is absolutely wonderful. The tutorials are beautifully crafted and the case studies are extremely enlightening. There is a lot of good stuff in this book! The tutorials are somewhat complex (which is a good thing) but very easy to follow. Beginners might want to start with their previous book - *Creating Motion Graphics with After Effects* - because the new one assumes you at least know your way around the program. It would be impossible for even an intermediate/advanced user to go through this book without learning a LOT of new stuff. There is a lot to be impressed with here. Not only do you get to dive into some complex animations but the authors constantly point out little details to improve the look of the piece and its synchronization with audio. You come away with a feeling that you have not only learned a lot about the mechanics of creating a complicated piece but also something about the artistic side of motion graphics design as well. In addition, the CD (as with their previous book) is a treasure trove of goodies, including bonus tutorials and free plugins. One can only hope that this is the beginning of a series of books like this...

When a new upgrade for a program comes out, most computer graphic authors just update their old book. Not these guys. This is a completely new book, that is everything that their old book wasn't. '*Creating Motion Graphics*' was a thorough textbook for all the main features of the program. This book takes a different approach, offering 12 varied tutorials that help the reader master managing and problem-solving a project as well as learning version 5's new features. Version 5 features are covered very well. The examples of parenting and 3D and expressions are good practical real world examples, not just -this how you can warp someones face digitally- like some authors do. There's also a case studies section at the back that focuses on projects from other graphic companies, which is great also. I particularly enjoyed the lesson on using After Effects to export a Flash Animation. If you don't have '*Creating Motion Graphics*', I'd recommend that first, as all of its teachings are still valid (just no v5 features are covered). This book assumes a certain amount of

experience, so if you're a beginner, classroom in a book would be more suitable.

There are plenty of reviews so I just wanted to comment on the "suggested progression" of preceding this book with "Creating Motion Graphics" by the same authors. There is no need to have gone through "Creating Motion Graphics" before using this book. At most, I'd recommend this book IMMEDIATELY after Chapter ONE of "Creating Motion Graphics" since this book is VERY step-by-step, and when one is just starting out, it is MUCH more helpful to go through several complete and broad projects to get ones feet wet (such as this book) than learning, in depth, a few concepts at a time, which is what you get in the first book if you go through chapters 2 and further. (You might be able to skip the first book altogether if you're already familiar with the Adobe interface -- which I was NOT). After completing this book, THEN I'd suggest continuing in the first book at chapter 2 -- so that learning the concepts they teach in depth in that book have more meaning.

I have been studying computer Graphics and editing for years with books, CD's, tapes and professional classes and within minutes of working with The Myers' "After Effects In Production" I knew I had stumbled upon a true find! I have not even completed the book and felt compelled to write this. The organization of their tutorials both logically and graphically are without peer. I have spent literally hundreds of dollars on video tapes and there is a method to their teaching style that is so much more powerful and intuitive that I found myself not only picking up important tips, but more importantly retaining them through repetition. The included CD comes with terrific extras and great articles that will truly advance your overall understanding of Motion Graphics. I am confident that my expertise as an After Effects Artist will be beyond my wildest dreams by the time I finish their book. You must buy this book if you want to let your creative juices really go wild.

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