

After Effects for Designers

Outlines and Highlights for Creating Motion Graphics with After Effects by Chris and Trish Meyer. Isbn

After Effects?and Photoshop

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Master the fundamental concepts and techniques of motion media design so you can apply--and occasionally break--the rules to achieve your communication goals. This authoritative guide presents all of the design essentials in an engaging and inspiring way. Each principle is explained with text, illustration and photography where necessary. An accompanying website will contain any necessary digital files for download, updates and links to other resources.

Combining a guide to theory, practice and history of motion graphics and a practical how-to for using Adobe After Effects, this essential bundle will give any aspiring motion graphics artists a firm foundation on which to build their skills and career. Motion Graphic Design is the definitive guide to the art and technique of motion graphics as an applied art - enlightens and inspires to new artistic heights. After Effects Apprentice will give real-world skills for the aspiring motion graphics artist. Master the core techniques with 12 engaging lessons that feature step-by-step instructions and professional insights. Bundled together for the first time, this is the ideal way to get up to speed with the fundamentals of motion graphics as quickly and as cheaply as possible.

After Effects Apprentice,

Motion Graphic Design

Real World Skills for the Aspiring Motion Graphics Artist

Adobe After Effects Cc for Motion Graphics Designing

Motion Graphics Artists' Bundle

Adobe After Effects CC

After Effects CS5.5 Update: /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 * The downloadable resources are 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 downloadable resources that contain 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 provides the world's first and best guide to marrying After Effects and Flash technologies together, starting by taking the reader through the creation of a video project from concept to upload, with emphasis on making their workflow as efficient as possible. The rest of the book focuses on specific techniques and special effects that the reader can walk through and build, and then adapt for use on their own projects. The book supports the latest versions of After Effects and Flash.

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

Discover techniques to enhance your videos with complex animation Key FeaturesDesign, animate, and sequence a complete motion graphics projectWork with compositions and pre-compositions to create animations speedilyMaximize your motion graphics and visual effects skillsBook 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 learnCreate a lower third project for a TV show with complex layersWork with shape layer animation to create an animated lyrics videoExplore different tools to animate charactersApply text animation to create a dynamic film-opening titleUse professional visual effects to create a VFX projectModel, light, and composite your 3D project in After EffectsWho 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.

After Effects Apprentice

Fundamentals and Techniques of Motion Design

How to Cheat in After Effects

Volume 1, The Essentials

Motion Graphics

Studyguide for Creating Motion Graphics with After Effects by Meyer

Adobe After Effects Classroom in a Book is the best-selling guide to Adobe's powerful motion graphics program. The 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.

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 11 core lessons plus a final project that pulls it all together, 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 introduced in After Effects CS6, CS5.5, and CS5, 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, track or rotoscope existing footage to add new elements, color 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. 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. Topics include how to: Animate, edit, layer, and composite video and still images. 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 and animate text and shape layers Place your layers in 3D space. Use tracking and keying to create special effects, such as replacing screen displays. DVD contains: All exercise source material and project files for After Effects CS6, CS5.5, and CS5, plus 90 minutes of video tutorials.

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.

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!

Adobe After Effects CS6 Digital Classroom

Hands-On Motion Graphics with Adobe After Effects CC

Graphic Design for Broadcast and Film

Learn advanced editing techniques to dramatically speed up your workflow

Design for Motion

After Effects and Cinema 4D Lite

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.

Realize your creative potential with a working knowledge of After Effects 7. Renowned artist and designer Angie Taylor demonstrates professional workflows and inspires with practical tutorial lessons that help put the theory (and you!) to work. You'll learn from a comprehensive survey of the new interface and features, with illustrated techniques for animation, visual effects and motion graphics. Practice exercises to reinforce essential techniques, and continuous projects challenge you with fantastically creative uses of the application. The companion DVD includes everything you'll need to complete the tutorials as well as an array of bonus plug-ins and demo software.

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.

*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.*

Design Essentials for the Motion Media Artist

Simple Steps For Creating Animation and Motion Graphics

Animated Storytelling

Graphic and Interactive Design in Motion

Volume 1: The Essentials with CDROM

Creative After Effects 7