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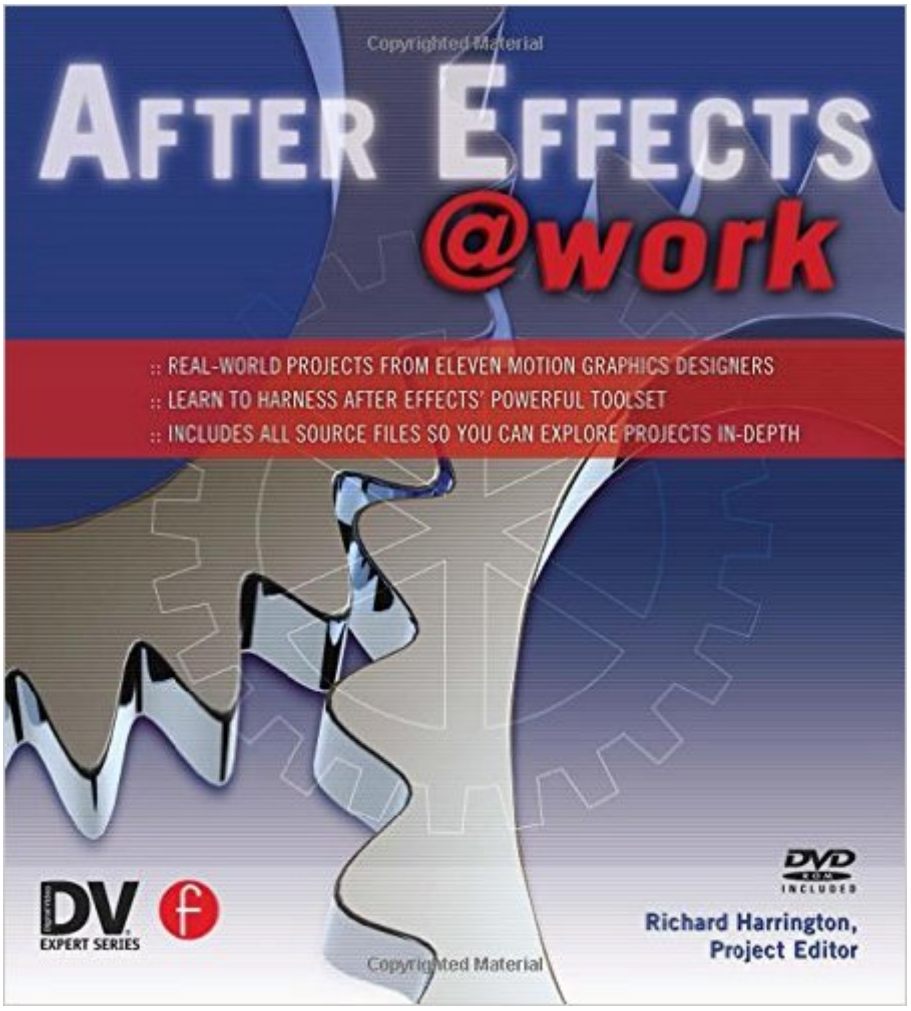
After Effects @ Work: DV Expert Series



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Synopsis

Real-World commercial projects presented in full color feature the work of renowned artists, Chris and Trish Meyer, Jayse Hansen, Mark Coleran, Ken Locsmandi and others. The tutorials are commercial projects that the artists created for a client budget of $10,000 or less, using only the plug-ins that come with the software. Special focus is given to the fundamental techniques that are important to novice motion graphic artists. The companion DVD contains the source files required for the reader to replicate the techniques as well as Apple QuickTime presentations of the final projects. The projects cover a wide range of practical applications including broadcast animation, big-screen film trailers, music video compositing, trade show presentations, DVD menu graphics, and cel animation with Flash.

Book Information

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Customer Reviews

Highly recommend this book. In it are a lot of techniques from different artist and how they approach AE. AE can be a bit intimidating but the artists in the book breakdown there approach in a way that is easy to understand.

So easy to understand it should be called "After Effects @ Play" but seriously it’s got info from 11 pro’s in the Motion Graphics Industry and if you aren’t a pro, then this book will help all you

"youtubers" out there to post some pretty amazing stuff.I just recently purchased this book and read it all and gave some of the projects a whirl. I'm a big user and fan of After Effects so I say this book deserves a 5 Star.

This book gives the reader a peak into real-world projects and reveals work flow and creative process. It's a lot of fun too. It should be called After Effects @ PLAY.

Interesting projects and great authors. This book is actually a collection of 12 authors who each wrote a chapter. The projects are varied and each of the authors has a different style and experience to bring to the tutorials. Even though the authors are different, the editing and design of the book allows the book to have a cohesive feel.

Projects are stale and uninspired. Better tutorials online which are free. Projects offer little insight into the power of After Effects; instead, they are mostly "the making of" type of explanation. Now for my refund from because this book is a waste...no apologies for being harsh because this book from the very opening was a real disappointment.

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