*acclaimed authors demonstrate how to use After Effects 6.5 with*

After Effects in Production

Take your After Effects skills to a new level with the 2nd Edition of *After Effects in Production*, a companion to the critically-acclaimed *Creating Motion Graphics with After Effects* series. Written by motion graphics professionals and long-time users Trish and Chris Meyer of CyberMotion, *After Effects in Production* focuses on the artistic applications of Adobe's After Effects 6.5 through a series of step-by-step tutorials. It also features real-world case studies of projects from award-winning studios such as ATTIK, Belief, Curious Pictures, The Diecks Group, and Fido.

Creating Motion Graphics with After Effects, Volumes 1 and 2 (CMP Books) has taught tens of thousands of readers how to get the most out of After Effects – the industry's de facto standard desktop compositing program. Written by a pair of graphics professionals who base their business around After Effects, all information and tips have been filtered through years of design and production experience. Its thorough description of the inner workings of After Effects have garnered high praise from beginners and advanced users alike.

After Effects in Production builds on this base by showing how to achieve a variety of artistic looks and goals in After Effects 6.5 through 12 Tutorials
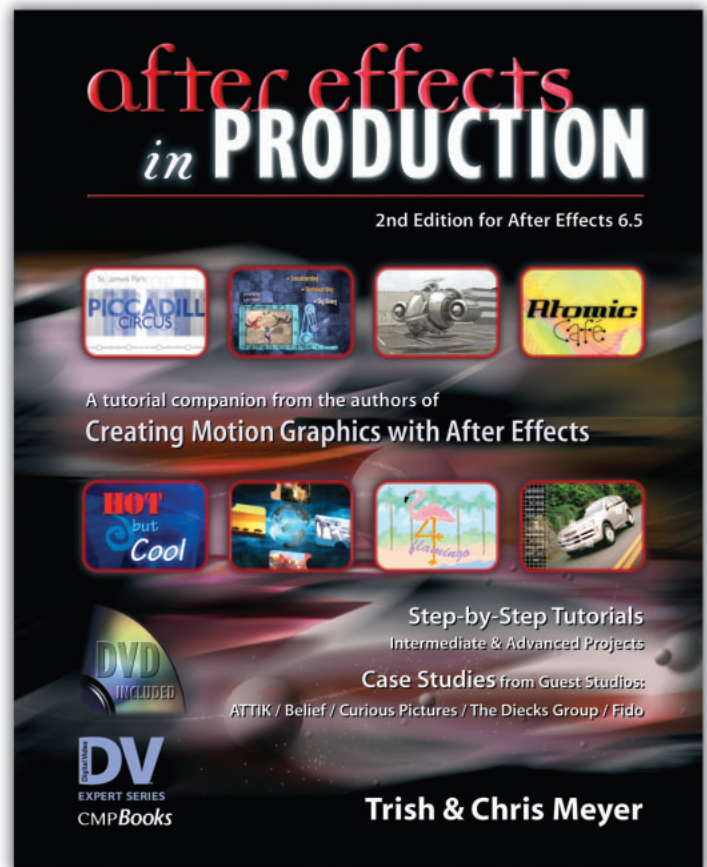
and 6 real-world Case Studies. It is a cookbook that teaches you how to cook – instead of leading you blindly through specific recipes, it explains the "why" behind each decision so you can then apply these techniques to your own projects.

Trish and Chris present concepts using a variety of techniques. Some projects lead you through every step towards building a final project. Others already have their foundation built, saving the important concepts for you to execute. On occasion, you are purposely led through the most common mistakes, and then shown how to fix them. Although many feature complex final animations, all the projects include core concepts and essential fundamentals. Variations are also presented, where you are either taken on a guided tour of an extended version of a project, or challenged to create your own enhancements. All concepts are applicable to professional-quality work.

The book's DVD includes all projects and sources, plus goodies such as free plug-ins and footage.

After Effects in Production contains projects that explore such features as 3D cameras and lights, parenting, and expressions. The revised 2nd Edition for After Effects 6.5 adds new features such as Paint and Text. Many projects demonstrate universal tricks and techniques that are compatible with all versions. This book will serve you well into the future, as **all** of the artistic concepts can be used in future versions of the program.

"By showcasing a variety of artistic techniques, **After Effects in Production** *is a natural follow-up to* **Creating Motion Graphics.** *The experience of Chris and Trish, combined with a cross-section of some of the top design studios using After Effects, should make this a worthy addition to any motion graphics designer's bookshelf."*
— Steve Kilisky, Senior Product Manager, Adobe After Effects

Techniques demonstrated include:

▶ using lights, shadows, and blending modes to create new looks

▶ moving a camera around "postcards" in 3D space

▶ employing parenting to build jointed objects for complex motion

▶ adding graphical overlays to live footage using motion tracking

▶ animating brush strokes to write on text

▶ animating text with Animators and the Wiggly Selector

▶ refining animations and effects with keyframe assistants, expressions and velocity curves

▶ timing edits and effects to musical soundtracks

▶ using time remapping to control image sequences

▶ managing footage with different luminance ranges, interlacing, and 3:2 pulldown

▶ enhancing 3D renders using multipass layering and compositing techniques

▶ crafting simple expressions to automate complex tasks, such as creating master colors

▶ animating vector art and exporting as .swf
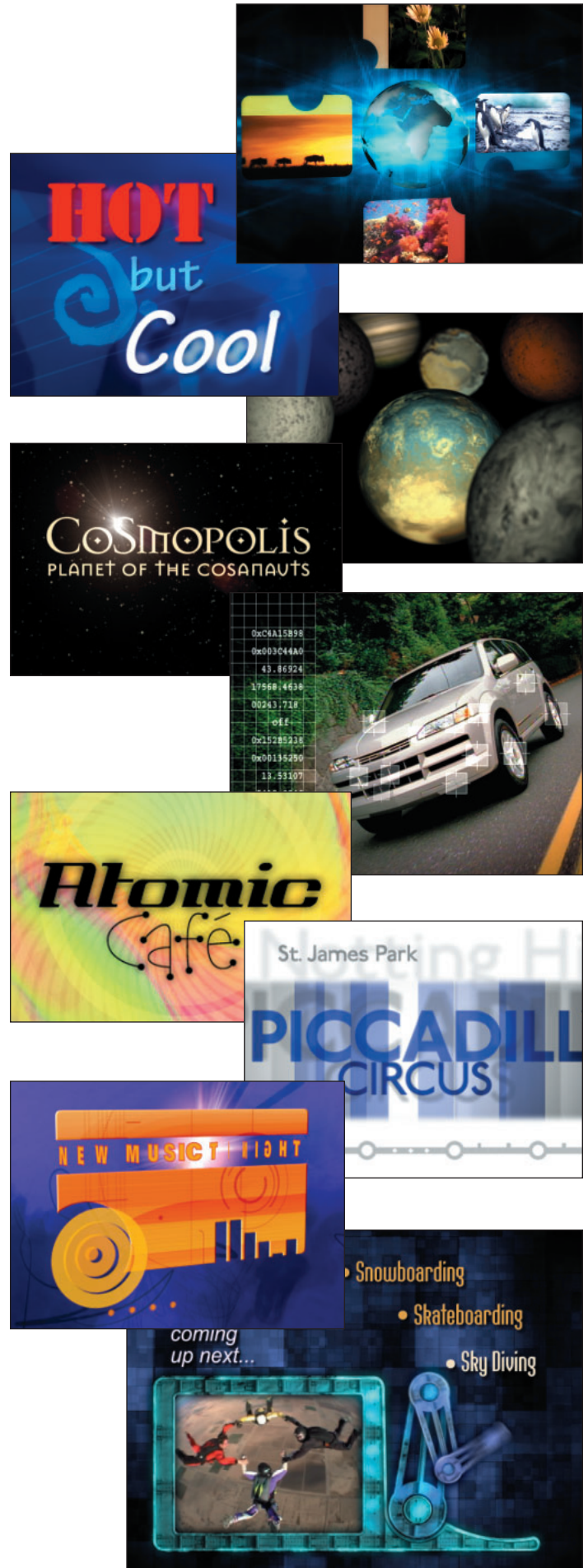
Real World Case Studies

Commercial projects created by CyberMotion and an international collection of award-winning studios reveal the in-depth processes that go into creating a complex, finished work for real clients. These productions demonstrate the integration of After Effects, 3D programs, live action, and a variety of animation techniques. Complete QuickTime movies of all the case studies are included on the accompanying DVD so you can view the final piece in motion as well as frame-by-frame. These inspiring projects and studios include:

▷ **ATTIK** / **Adidas Performance**
www.attik.com
A mixture of 35mm and 16mm footage, pre-built animations, and hand-generated graphics were ceated and processed with a variety of online and desktop systems. ATTIK's designers reacted to each progressing pass of footage or animation, enhancing it, re-compositing, and then using these composites as new sources.
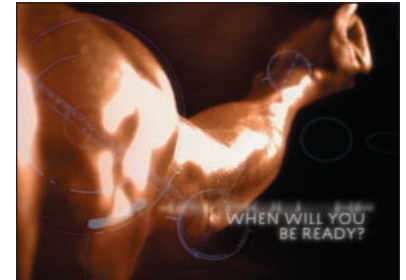
◁ **Belief** / **Alive Networks**
www.belief.com
This extensive package – created for a Hong Kong-based travel channel – had to translate across four different languages and cultures. Visual elements included silhouettes of actors shot on green screen and composited with organic background textures that originated as custom elements of water and ink.

▷ **Curious Pictures** / **Sol beer commercials**
www.curiouspictures.com
For this series of ads, Curious created a process called "woodmation" where characters were hand-drawn, computer-altered, and printed on wood veneer to create physical puppets. These puppets were then manually animated and re-composited against graphical backgrounds to create a seamless, surreal world.
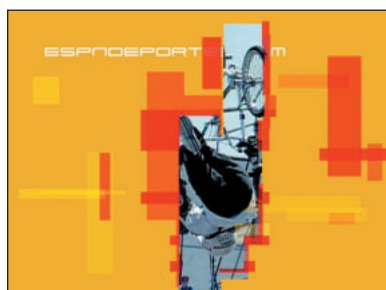
◁ **The Diecks Group** / **ESPNDeportes.com**
www.dzpusa.com
Hundreds of swarming, colored boxes were animated to the soundtrack using a clever combination of masks and stencils. This high-energy spot also required the careful coordination and enhancement of its source footage.

▷ **Fido** / **Boxman online store commercials**
www.fido.se
This Swedish studio pushes the boundaries of cel-type animation in these spots, moving continuously between 2D line art and 3D lips, hearts, and balloons generated in Softimage.
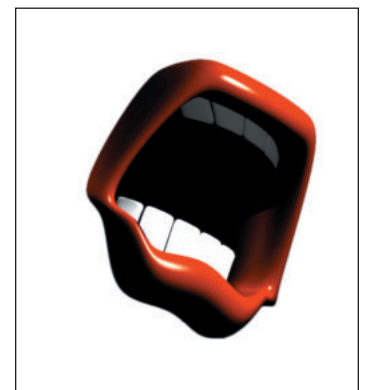
▽ **CyberMotion** / **PAXTV primetime promo**
www.cybmotion.com
This final case study focuses on a project executed by the authors, Trish and Chris Meyer. The PAX spots, designed by The LePrevost Corporation and Manna-Design, feature over two dozen individual 3D elements rendered in Electric Image and mixed in After Effects to create an electric scene full of lights.

About the Authors

Trish and Chris Meyer are founders of CyberMotion, an award-winning motion graphics project studio in Los Angeles. They have animated title sequences for films including *Cold Mountain, The Talented Mr.Ripley*, *Now and Then*, and *The Omega Code*, as well as for television programs on numerous network and cable channels. They also have created major trade show and press event graphics for corporations ranging from Apple to Xerox.

The Meyers' studio was one of the original development sites for After Effects. They remain active in the beta testing and development program, including creating projects and graphics for the After Effects press demonstrations. Their decade-long association with the After Effects team makes them true "insiders" with a deep understanding of the program's uses and potential.

Trish and Chris co-author the long-running "Motion Graphics" column in *DV* magazine, and regularly teach at venues such as DV Expo. They co-host the highly respected industry group MGLA (Motion Graphics Los Angeles). Learn more about their work by visiting www.cybmotion.com.

CMP*Books*

About CMP Books

CMP Books provides hands-on information for high-tech professionals, enabling them to create, develop and implement cutting-edge computing, design and communications solutions. Key markets include digital video, software development for operating systems and embedded systems, voice and data networks, Web development, and CAD.

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