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The After Effects Illusionist is essentially a guided tour down the effects menu to show what they all do and how to best use them in your After Effects work. Chad Perkins lets you know which effects are essential (including some alternative uses for them) and which ones are basically useless.

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This cookbook contains recipe after recipe that allow you to harness the full power of the native plug-in effects in the After Effects application. In a step-by-step manner, author Chad Perkins guides you through the creation and application of each and every native plug-in effect available for use in the AE toolset. The book also shows you how each can be used optimally in your media project, when and why it makes sense to use each, and also how to combine multiple effects. From color correction effects to distortion effects to stimulation effects and all in between, this book puts the full power of the AE plug-in effects in your hands. It shows you how to create, among others: - the shatter effect - the fractal noise effect - the glow effects - the Particle playground effect - the 3D Channel Extract effect - the Colorama effect

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

Put the power of Expressions to work in your animations with controls and efficiencies impossible to achieve with traditional keyframing techniques. No programming skills are required. Foundation concepts and skills orient the new designer and serve as a handy reference to the experienced one. Basics of creating expressions, variables, commands, and expression helpers precede the leap into javascript and math essentials for more advanced expressions that include randomness, physical simularions and 3D. Full color illustrations display the scripts and the resulting effects, pickwhip techniques, and sequential animations. Downloadable companion files include Quicktime movies of the demo animations, and AE project files that permit you to examine the Expressions. Extensive notes are provided to aid you in implementing the extensive library of Expressions available for your use on Adobe LiveDocs.

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.

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.

Magic is everywhere, from the big spectacle celebrity of David Copperfield and Siegfried and Roy to the quirky Penn and Teller to the spooky David Blaine and Criss Angel to the endless material on YouTube. But until now, learning it has never been easy—that's all about to change with Magic, a book that does for close-up magic what How to Grill does for barbecue. Written by charismatic young magician Joshua Jay, Magic combines expertise, photographs, and step-by-step directions showing how to perform 100 tricks. Joshua Jay took home the top prize at the World Magic Seminar (the Olympics of magic) when he was just 16 years old. Now he continues to perform magic, write about magic, eat, sleep, and breathe magic. Here, he brings all his passion and knowledge to teaching magic. Each trick is broken down into the Effect, the Secret, the Set-up, and, most important, the Performance, with lessons on what to say, how to direct the audience's attention, where to keep your hands, and so on. (In other words, how to be smart about the things your audience is surprisingly clueless about.) Here are the Ten Greatest Card Tricks: tricks to dazzle a dinner date; tricks to perform for the boss (poke a hole through his shirt, then magically mend it); tricks especially for kids; and even tricks for an audience in another state—with "Australian Self-Help," you can find a participant's chosen card over the phone. It's the Aha! book for a subject whose time has come.

Let's talk about the ozone layer. Let's discuss how beneficial this shield is to human, animal and plant health. After which, let's move towards how it can be protected from future harm. After all, damage to the ozone layer will ultimately affect all life on Earth. Knowledge is the first step to acting towards environmental care. Get this book today!

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.

Truth and lies are two sides of the same coin. But who's flipping it? A thought-provoking and brilliantly entertaining work of nonfiction from one of the world's leading deceivers, the creator and star of the astonishing theater show and forthcoming film In & Of Itself. Derek DelGaudio believed he was a decent, honest man. But when irrefutable evidence to the contrary is found in an old journal, his memories are reawakened and Derek is

forced to confront--and try to understand--his role in a significant act of deception from his past. Using his youthful notebook entries as a road map, Derek embarks on a soulful, often funny, sometimes dark journey, retracing the path that led him to a world populated by charlatans, card cheats, and con artists. As stories are peeled away and artifices are revealed, Derek examines the mystery behind his father's vanishing act, the secret he inherited from his mother, the obsession he developed with sleight-of-hand that shaped his future, and the affinity he felt for the professional swindlers who taught him how to deceive others. And once he finds himself working as a crooked dealer in a big-money Hollywood card game, Derek begins to question his own sense of morality, and discovers that even a master of deception can find himself trapped inside an illusion. **A M O R A L M A N** is a wildly engaging exploration of the fictions we live as truths. It is ultimately a book about the lies we tell ourselves and the realities we manufacture in others.

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