

Animated Logo Tutorial After Effects

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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

the final cut is only the beginning the 5 5 release of adobe s comprehensive compositing and visual effects tool offers an unparalleled range of special effects options to the digital video maker with new 3d tools brand new effects and increased productivity and workflow management after effects 5 5 is the last word in creating stunning visual experiences for video film and the web revolutionary after effects 5 5 brings you everything that this version has to offer both standard version and production bundle and will teach you everything you need to have sheer digital beauty on your desktop in the palm of your hand whatever your level this book delivers the core skills advanced techniques and real world case studies to send your digital video projects sky high revolutionary after effects 5 5 covers all you need to know before you need to know it backing up every piece of theory with solid practical tutorials what this book covers setting up your hardware and importing material from a wide range of sources compositing and building layers animation and effects rendering your composite for digital video or the web three full case studies compositing a cgi animation creating a web site banner and enhancing a music video putting it all into practice what you ll learn who this book is for revolutionary after effects 5 5 will radically improve your output if you are a digital editor looking to advance your skills and polish your productions a digital artist wishing to enhance your skillset and quickly master a complex package

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learn professional secrets of digital compositing with this detailed guide after filming is done digital compositors move in to manipulate color retouch and perform other behind the scenes tricks that are necessary to improve or finalize movies games and commercials now you can learn their secrets with this one of a kind guide to digital compositing professional animator and author lee lanier not only draws upon his own experience he has also combed some of hollywood's most active post production houses in search of the best solutions learn valuable techniques tricks and more covers techniques for digital compositing including transformations plate preparation rotoscoping advanced render passes particle integration 2.5d painting hdri stereoscopy and more shows you digital compositing techniques that can be applied to a variety of software tools including after effects and nuke includes a dvd with scenes sample bitmaps image sequences and more start your animation career right with the solid instruction in postproduction you'll find in this practical guide note cd rom dvd and other supplementary materials are not included as part of ebook file

a comprehensive cross referenced resource this f x encyclopedia details the effect capabilities and options in after effects and the available plug ins the cd rom contains hundreds of animations exemplifying f x diversity plus adobe and metacreation's support via demo software

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the book's visuals and professional level tutorials are by some of the world's top motion graphics designers each contributor applies his or her personal visual style to the book giving the reader an array of expert approaches to draw upon the book focuses on real world extended techniques rather than single feature how to's

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in this tutorial you will learn step by step how to design a 3d animation of the earth inside of after effects cc you will find this tutorial

very helpful if you are a rookie learner of 3d animation or if you need a hands on project to improve your skills in 3d animation design i designed this tutorial carefully with beginners in mind so that they can learn step by step at their own pace they will easily grasp the fundamental concepts and learn a handful of great features of after effects cc they need to become a master of 3d animation the exercises and solutions i included provide further help for creating even more advanced animation projects and extra rooms for experimentation and exploration it s easy to follow this tutorial from start to finish and you can check your results against the solutions i provide in the book so don t miss this opportunity to learn 3d animation from a completely simplified tutorial like this one

with its low bandwidth and tiny file sizes it is often wrongly assumed that sound and video can never achieve a really high level of sophistication in flash animations with competitive motion graphics techniques rapidly evolving there is a constantly growing demand for the next stage in sophisticated design video and sound this book will do exactly what they said wasn t possible by illustrating how video and sound can be integrated into your flash presentations placing you at the extreme edge of creative web design the application of such tools as aftereffects quicktime soundforge and wildform test the boundaries of flash and suggest ways to take sound and video beyond flash and into the realm of shockwave showing you how to break your site down and incorporate video and sound the techniques covered in this book capitalise on the capabilities of flash whilst tackling its limitations head on it will then look at how to take web video and sound a step further with shockwave presentations what you ll learnwho this book is for all flash designers who appreciate the need to use sound and video in order to stay ahead in the motion web graphics sector readers of other friends of ed flash studio titles who want to take the next step towards becoming new masters

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