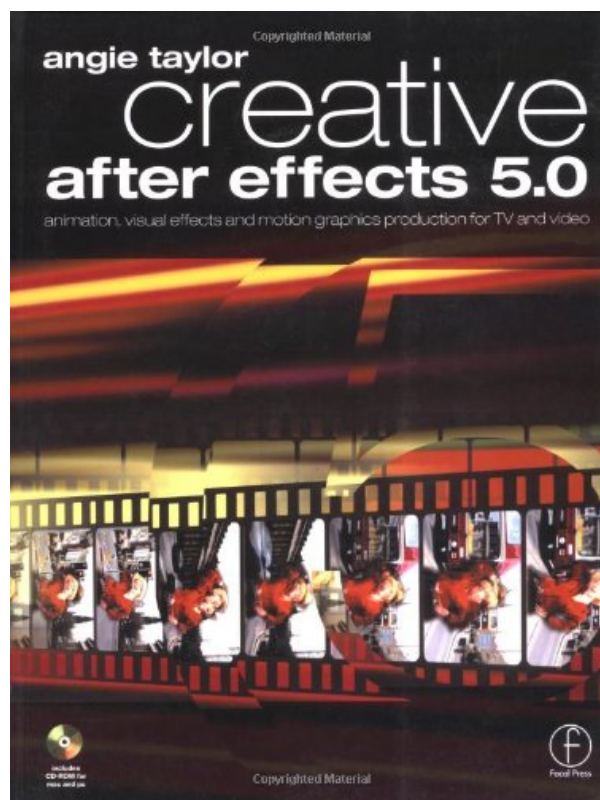
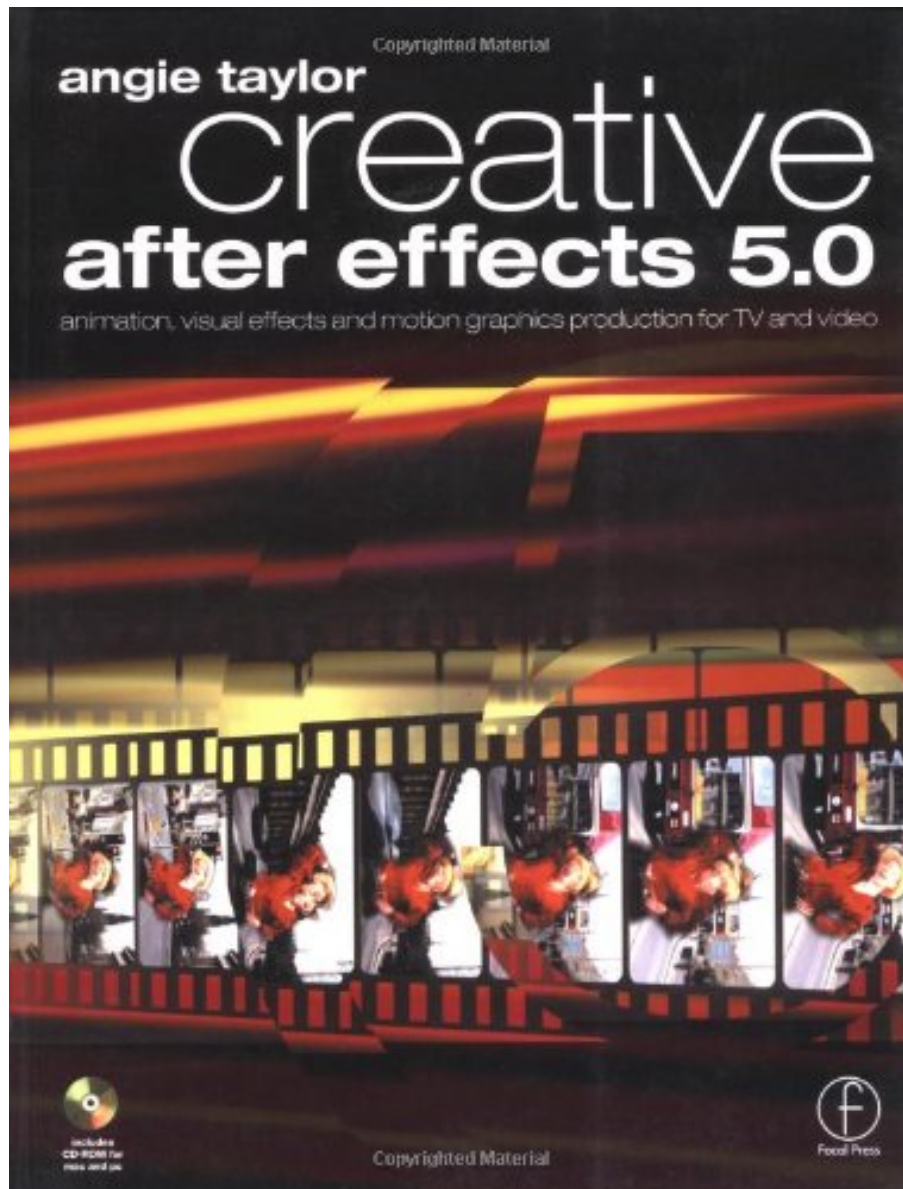


# **CREATIVE AFTER EFFECTS 5.0: ANIMATION, VISUAL EFFECTS AND MOTION GRAPHICS PRODUCTION FOR TV AND VIDEO BY ANGIE TAYLOR**



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About the Author

A freelance animator and digital filmmaker, Angie produces animations, motion graphics, and visual effects for production companies and broadcasters including the BBC and Channel 4 television in the UK.. An Adobe Certified Expert, and Apple Solutions Expert, she is active on the training circuit; providing corporate training for Adobe and Apple, and seminars at key industry events like NAB, SIGGRAPH, and IBC.

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The free CD-ROM provides the necessary files to complete each tutorial in the book, as well as a plethora of free fonts, footage, plugins and demo software (including Adobe's After Effects 4.1 Tryout version). Readers are also encouraged to build their own, custom project, applying the techniques learned in each chapter, and completing the book with a totally unique piece of work. The associated website ([www.angie.abel.co.uk/book.html](http://www.angie.abel.co.uk/book.html)) contains links to interesting related sites for up to date news, as well as inspirational work from other professional After Effects artists.

If you are a designer already using After Effects and want to improve and reconfirm your working methods, brush up on your creative skills, and improve your graphic and animation techniques, or if you simply need to learn After Effects from scratch, then this is the book for you.

**FREE CROSS-PLATFORM CD-ROM INCLUDES:**

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- Binding: Paperback

- 320 pages

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3 of 4 people found the following review helpful.

Working in the real world

By A Customer

I am torn on this one... While I feel that there is a lot that Angie and her associates who contributed to the book are able to teach people through the method of "one continuous project," I feel that about half of what she talks about isn't relevant to the majority of people using AE in the real world. In the capacity that I needed the book..(for help in learning the changes with version 5 like 3D and parenting etc. - sections SHE didn't write by the way) I found it impossible to go to look up something in the index, flip to a chapter and not have to wade through meaningless information before I found what I was looking for. Maybe some people bought the book to learn from start to finish EVERY aspect of an independent (and most likely personal) project. But where I work, storyboard artists and motion graphics artists are doing two very different jobs. If I wanted to learn how to storyboard, I would have bought a book on storyboarding... On the other hand, she gets very thorough when discussing other things like some of the technical information - which it seems is what she's best at.

Oh, another thing... I have no desire to "do my own project" over the course of the book. I know that some people might find this useful if they are just starting out and don't have too much to put on their reel...but c'mon...I barely have time to read the book, much less do an entire project. I have to sacrifice time for other things (laundry, etc.) to make time to learn the changes...as with most people working in this field...If you're on a project...you're already not getting much sleep. And if you're not, you're looking for work. Good luck making time to do a "madonna style" video...

I realize that some people are probably looking for this kind of tutorial style book...and I am not knocking it because I don't think it will help you learn...but for those of us who are a few years into AE and want to brush up or learn about more complex changes for the new version...I think there are other books that are more concise.

3 of 3 people found the following review helpful.

Increase Your Knowledge and Expand Your Abilities

By Pearl

Creative After Effects is a no non-sense, fact-filled and easy-to-read book, period. It definitely should be a required resource in any animator or videographer's library, especially for those who are beginning in the field. Unlike many books that get bogged down in technical jargon, Taylor remains steadfast in her approach by building upon the information presented in earlier chapters and expanding one's knowledge base in an enjoyable, logical and orderly progression.

The book is further complemented by a CD ROM and Web site that contains projects referred to in the book, resources for working through the exercises, pertinent articles that offer relevant information that could not be presented in the book and some free stuff. It's also an enjoyable experience when you finish a book and feel that you've gotten your money's worth: I've gotten my money's worth from this one.

2 of 11 people found the following review helpful.

Worst book I have ever bought...

By A Customer

Some of the files for the tutorials don't exist. Other files [I] cannot open at all. [I feel that] She skips steps in her tutorials, and the book is saturated with misspellings and half sentences. [I feel] The author gives poor instructions. I am very unhappy I bought this book!

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