



The Art of 3D: Computer Animation and Effects

By Isaac Kerlow

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An insightful, up-to-date look at creating in the digital environment. In a practical, easy-to-understand format, *The Art of 3-D Computer Animation and Effects* covers every aspect of creating and outputting fully rendered three-dimensional computer still images or animations, including visual effects for live action. Along with helpful insights into the newest techniques available in the latest software programs and hardware, this new edition provides solid conceptual and critical basics through a combination of technical explanations and creative techniques. Creative vision can be brought to life on the screen through an easy-to-understand, step-by-step approach supported by full-color sample work by such leading companies as Pixar Animation Studios, Square, DreamWorks SKG, Fox, Disney, and many independent artists and studios. Isaac Victor Kerlow (Los Angeles, CA) is Director of Digital Production at the Walt Disney Company and a longtime active member of SIGGRAPH and the Visual Effects Society.

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Editorial Review

Review

"Oh man, is this book beautiful! (*Gamasutra*, 4/20/2004)

"...an excellent technical reference..." (*M2 Best Books*, May 2004)

"...will take you step-by-step through the process of creating your very own 3D animations, with illustrations from the leading animation houses..." (*PC Home*, Issue 139, 2003)

"...a must-read book if you're interested in 3D..." (*MacFormat*, 30 October 2003)

"...truly gorgeous looking...detailed, professional and very, very colourful..." (*Digital Creative Arts*, November 2003)

"...well illustrated...layout is effective...order of topics logical and intuitive..." *TechBook Report*, November 2003)

"...offers step-by-step guidelines to the entire process of creating a fully rendered 3D computer animation or still image." (*Digital Arts*, October 2007)

From the Back Cover

The most inspiring, creative, and technical reference for computer animation and visual effects production

This new edition of *The Art of 3D Computer Animation and Effects* offers clear, step-by-step guidelines to the entire process of creating a fully rendered 3D computer animation or still image. With up-to-date coverage of the latest computer animation techniques and technology, this versatile guide provides insightful information for creating animations on film and video, computer and platform games, and visual effects for live action—from modeling and rendering to animation and compositing.

Designed to work with any computer platform, this Third Edition cuts through technical jargon and presents numerous, easy-to-understand instructive diagrams. Full-color examples are presented—including visual effects and animated feature movies, TV shows, and computer games—by such leading companies as DreamWorks, Electronic Arts, FOX, Midway Games, Pixar Animation Studios, Sony, Square, and many independent artists and studios.

This fully revised edition features new material on the latest visual effects techniques, a new interpretation of the traditional twelve principles of animation, multiple production pipelines, plus information on subdivision surfaces, image-based rendering, motion capture, and other current techniques.

Whether you are a student, an independent artist or creator, or a production company team member, *The Art of 3D Computer Animation and Effects*, Third Edition has countless expert tips for you on how to improve the artistic and technical level of your 3D computer animation.

- Non-platform specific
- Over 500 full-color images
- The newest computer animation techniques, including 2D/3D integration, non-photorealistic rendering, model rigging, and real-time polygonal models

- Expanded timeline and production pipelines
- Practical, step-by-step approach
- Up-to-date guide to Internet resources

About the Author

ISAAC V. KERLOW is Director of Digital Production at The Walt Disney Company in Los Angeles, California. He is also a longtime active member of SIGGRAPH and the Visual Effects Society.

Users Review

From reader reviews:

Sandy Gonsalves:

The actual book *The Art of 3D: Computer Animation and Effects* has a lot of knowledge on it. So when you check out this book you can get a lot of help. The book was compiled by the very famous author. This articles author makes some research previous to write this book. That book very easy to read you can obtain the point easily after reading this book.

Karen Chan:

In this time globalization it is important to someone to receive information. The information will make anyone to understand the condition of the world. The health of the world makes the information easier to share. You can find a lot of references to get information example: internet, magazine, book, and soon. You can observe that now, a lot of publisher in which print many kinds of book. The book that recommended to you personally is *The Art of 3D: Computer Animation and Effects* this book consist a lot of the information with the condition of this world now. This book was represented how can the world has grown up. The vocabulary styles that writer require to explain it is easy to understand. The particular writer made some exploration when he makes this book. This is why this book suitable all of you.

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