



VFX Artistry: A Visual Tour of How the Studios Create Their Magic

By Spencer Drate, Judith Salavetz

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Be inspired by the masters! This visually stunning book showcases the work and creative process of several of today's leading visual effects studios. Over 1000 vibrant four color images provide great visual insight as to how the studios start with a concept then arrive at their finished VFX shot. includes insight into the production process and listings of the tools used to create each effect. Among the studios featured are Digital Kitchen, Trollback and Company, Eyeball, and nailgun*, among others.

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Editorial Review

Review

Review for Pure Animation in Art Directors Club Newsletter (Feb.2008)

"Pure Animation provides wonderful insight into the process of creating great animation. Released in October 2007 by Merrell Publishers, Pure Animation showcases the works of 57 leading and up-and-coming animators from around the world. The animators featured employ various styles of animation, such as modeling, stop-motion, 2D, and 3D. For each animation artist or studio, Pure Animation includes a profile (with career highlights and credits) and a visual look at the creative development process. Bursting with more than 1,500 color screen grabs and complete with creative and technical details, Pure Animation is a must-have for all animation enthusiasts - beginners, professionals, and anyone interested in contemporary visual culture and new directions in graphic art and design."

Dave Kehr, New York Times DVD/film critic/editor:

"(Pure Animation is)...a knockout!"

Users Review

From reader reviews:

Joshua Matthews:

Now a day individuals who Living in the era where everything reachable by connect with the internet and the resources included can be true or not require people to be aware of each facts they get. How a lot more to be smart in obtaining any information nowadays? Of course the answer is reading a book. Examining a book can help people out of this uncertainty Information mainly this VFX Artistry: A Visual Tour of How the Studios Create Their Magic book as this book offers you rich facts and knowledge. Of course the details in this book hundred percent guarantees there is no doubt in it everybody knows.

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Patricia Gagliano:

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A Visual Tour of How the Studios Create Their Magic yet doesn't forget the main level, giving the reader the hottest and based confirm resource data that maybe you can be one of it. This great information can drawn you into brand new stage of crucial pondering.

George Hoffman:

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