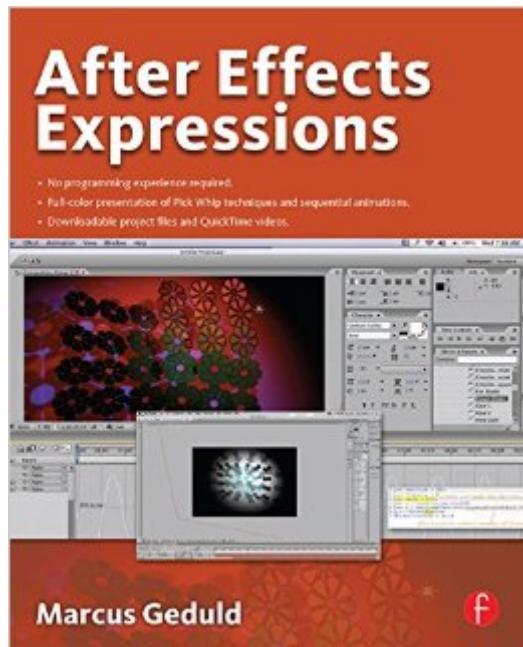


The book was found

# After Effects Expressions



## **Synopsis**

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 simulations 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.

## **Book Information**

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## **Customer Reviews**

I approached this book as one kind of newbie -- a web designer/programmer who is proficient at

javascript and other scripting languages, but with little experience in After Effects. So, while I was comfortable with the scripting elements of the book, I appreciated the fact that various users of After Effects will arrive from any number of different backgrounds, and the effort taken to not scare off visual designers with lots of unfamiliar math and programming language were not a problem for me. Expressions is a clever pun of Adobe's in a way, using a word that we might take to mean "artistic expression" to fuel an approach to entering mathematical expressions, for underlying these dazzling effects is math. For those of us who are programmers, of course, the ability that Expressions gives to get to the actual math and javascript is a plus that increases our comfort level with our goals for the finished product. This book does a good job of easing the burden of the math/programming for those who aren't at their most comfortable with these things, and does an equally good job of taking someone like myself, who is likely to be involved more in the programming side of a project while working with a designer, to become familiar with the parameters used by Expressions. This acknowledges, in my mind, that there are various of us in the food chain of producing content that may have to learn to touch a wide array of different programs (for instance, I had rarely used Adobe Premiere before last year, and it was one of my most-used programs in 2008 because of web projects that were heavy on video). That's why I think it is important for a book of this kind to be able to welcome various kinds of newbies... folks who may all be newbies in different ways.

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