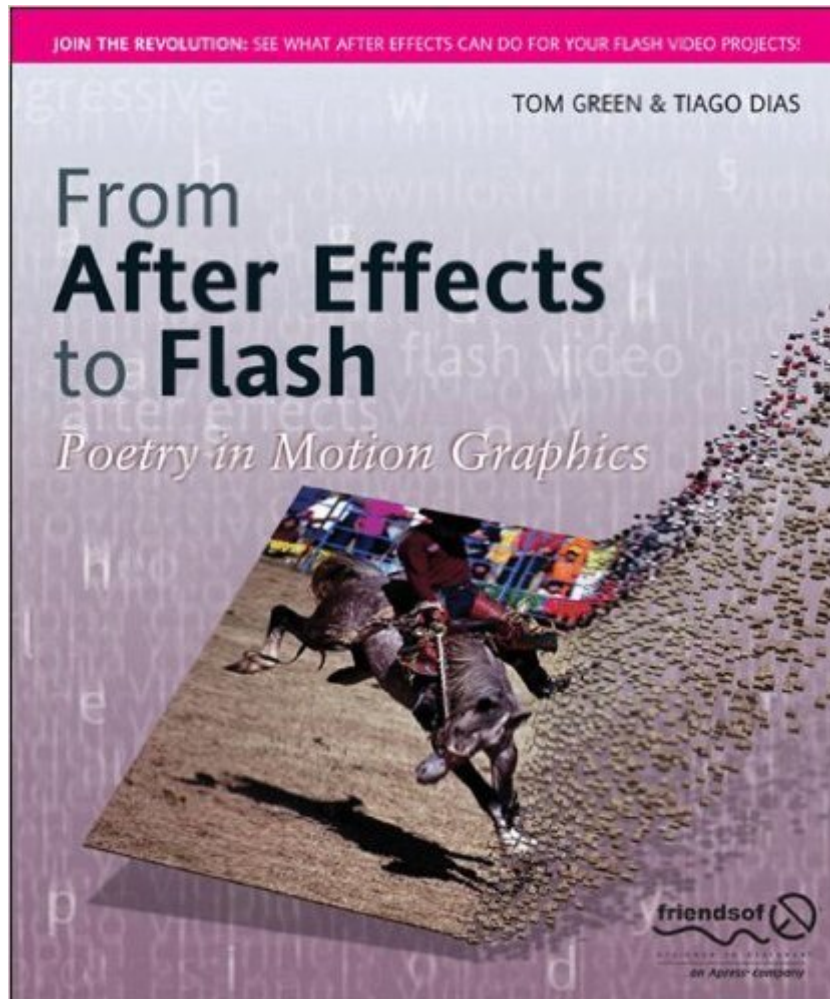


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# From After Effects To Flash: Poetry In Motion Graphics



## Synopsis

As a Flash 8 designer, you have discovered the power of the video tools in the application. The new filters and effects and ActionScript classes allow you to create a variety of stunning visual effects in Flash. What you probably haven't discovered is how easy it is to empower your video hundreds of times more by combining the many effects and tools in After Effects 7 Professional with Flash! This book, the first to explore the potential power and creativity boost that can be unleashed when After Effects and Flash are used together, is designed to get you up to speed with working in these two applications while hitting you with some creative innovation. You will discover how effectively you can use After Effects to create video and animation effects that were either extremely difficult or impossible to achieve in Flash. By the end of this book, you will have created a variety of projects ranging from text effects, masks, and alpha channel video to 3D effects and audio visualization. All are designed to show you the potential available to you with these two powerhouse applications, and, more importantly, to expand the arsenal of creative motion graphics tools at your disposal.

## Book Information

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## Customer Reviews

By now, everyone knows the great enhancements to working with video that Flash 8 brought with it. As someone who works closely with a motion animator in After Effects, I figured it'd be a great idea to check this book out and see what others are doing with it. I have to admit, I was sorely disappointed with what this book had to offer. To its credit, the book never did state that it was going to show me any groundbreaking After Effects stuff and how to leverage it in Flash to create a crazy,

dynamic, animation driven website. However, when I think of the stuff that has been done with AE and Flash over the past year or two, I don't really consider the awesomeness of the text animation and lens flares (Chapter 5) and exploding Flash text (Chapter 7). There is much more to working with After Effects and Flash than things like this which were possible to do 5 years ago. I look at sites created by companies such as Big Spaceship and North Kingdom and always wonder, how did they do that. I know that they used video/After Effects for some of this stuff but I'm not quite sure how to wrap my head around the process of doing it since I'm not extremely familiar with AE and how to compress everything properly to bring into Flash for ease of use. I'd like to see even something as simple as a particle system effect from AE used in a Flash button, which hundreds of sites are doing these days, or a particle system on a preloader (which always puzzles me since you have to keep the size of the preloader really small so that you don't have to make a preloader for a preloader), but instead we get fed with some drivel about preset text effects in AE (Chapter 3) and masking videos (Chapter 9). That now makes a total of 3 chapters that are talking about text.

From After Effects to Flash Poetry in Motion Graphics  
By Tom Green and Tiago Dias  
Publisher: Friends of Ed  
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ISBN:-130pkb:978-1-59059-748-4  
Sometimes video can be seen as a very difficult area of Flash. This book gives you the courage to go forward. The author's refer to video as uncharted or "Dragon Country" They cite an art map of the 1500's that has wording on it stating "Here be dragons" The book tells you how Flash and After Effects play well together and how to avoid dragons. After Effects functionality really beefs up what can be accomplished with Flash. Tom Green describes the creative process as learning the fundamentals and then "driving a truck through it" He talks about how the lines are blurred between what is a video and what is an animation. The authors teach through causing you to ask, "How did they do that?" They give you a completed project and you reverse engineer it and answer for yourself how it was done. This book helps you decide when to encode the FLV in After Effects and when it is better to use the Flash FLV encoder. Of course the fundamental maxim of DV is "data rate controls quality." Other maxims are "Bandwidth controls the user experience" and "always keep an eye on the pipe." The Flash developer must have a solid bandwidth strategy in place for the user, the sever and the video. Tom Green shows you how simple it is to make a custom video player with pause/play rewind, scrubber and on/off buttons. The simple steps are: CONNECT, STREAM, and PLAY. The book shows you how to create a rich media ad with Illustrator content.

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