Master the art of computer animation and visual effects production with the latest edition of this cutting-edge guide

This remarkable edition of *The Art of 3D Computer Animation and Effects* offers clear, step-by-step guidelines for the entire process of creating a fully rendered 3D computer animation. With up-to-date coverage of the latest computer animation styles and techniques, this versatile guide provides insightful information for creating animations and visual effects—from creative development and preproduction to finished animation.

Designed to work with any computer platform, this *Fourth Edition* cuts through technical jargon and presents numerous easy-to-understand instructive diagrams. Full-color examples are presented—including VFX and animated feature movies, games, and TV commercials—by such leading companies as Blue Sky, Blur, BUF, Disney, DreamWorks, Electronic Arts, Framestore, ILM, Imagi, Microsoft, Mac Guff, The Mill, Menfond, Pixar, Polygon, Rhythm & Hues, Sony Imageworks, Tippett, Ubisoft, and Weta, and many other studios and groundbreaking independent artists from around the world.

This fully revised edition features new material on the latest visual effects techniques, a useful update of the traditional principles of animation, practical information on creative development, multiple production pipeline ideas for shorts and visual effects, plus updated information on current production trends and techniques in animation, rendering, modeling, rigging, and compositing.

Whether you are a student, an independent artist or creator, or a production company team member, *The Art of 3D Computer Animation and Effects, Fourth Edition* gives you a broad palette of tips and techniques for bringing your visions to life through 3D computer animation.
• Unique focus on creative development and production issues

• Non-platform specific, with multiple examples illustrated in a practical, step-by-step approach

• The newest computer animation techniques, including facial animation, image-based and non-photorealistic rendering, model rigging, real-time models, and 2D/3D integration

• Over 700 full-color images

• Encyclopedic timeline and production pipelines

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### ABOUT THE AUTHOR

**ISAAC KERLOW** is a director and animation expert with years of development and production experience, including over a decade at The Walt Disney Company in Los Angeles, California. He creates films and art projects working with interdisciplinary teams at the Earth Observatory of Singapore, and is a longtime active member of SIGGRAPH and the Visual Effects Society.

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