

## Maya Visual Effects The Innovators Guide Autodesk Official Press 2nd Second Edition By Keller Eric Published By Sybex 2013

The inside story of George Lucas, his intensely private company, and their work to revolutionize filmmaking. In the process, they made computer history. Discover the birth of Pixar, digital video editing, videogame avatars, high definition television, THX sound, and a host of other icons of the media age. Lucas and his friend Francis Coppola were not only central to the renaissance of independent film, but they both played pivotal roles in the universe of entertainment technologies we see everyday. Book jacket.

A behind-the-scenes history of computer graphics, featuring a cast of math nerds, avant-garde artists, cold warriors, hippies, video game players, and studio executives. Computer graphics (or CG) has changed the way we experience the art of moving images. Computer graphics is the difference between Steamboat Willie and Buzz Lightyear, between ping pong and PONG. It began in 1963 when an MIT graduate student named Ivan Sutherland created Sketchpad, the first true computer animation program. Sutherland noted: "Since motion can be put into Sketchpad drawings, it might be exciting to try making cartoons." This book, the first full-length history of CG, shows us how Sutherland's seemingly offhand idea grew into a multibillion dollar industry. In Moving Innovation, Tom Sito—himself an animator and industry insider for more than thirty years—describes the evolution of CG. His story features a memorable cast of characters—math nerds, avant-garde artists, cold warriors, hippies, video game enthusiasts, and studio executives: disparate types united by a common vision. Sito shows us how fifty years of work by this motley crew made movies like Toy Story and Avatar possible.

The Definitive Resource for Up-and-Coming 3D Game Artists Alias' award-winning Maya 3D animation and effects software continues to lead the industry in technological innovation and is being adopted by more and more console and computer game developers. The Game Artist's Guide to Maya is an official introduction to creating 3D game art and animations with Maya, brought to you by Maya Press, a publishing partnership between Alias and Sybex. Written by a production artist at a prominent game company, this detailed book focuses on the skills real game artists use daily to create stunning characters and environments. By following the discussions and tutorials, you'll bring a concept through the entire game art development pipeline, learning everything from modeling, texturing, rigging, and animation, to special effects. You'll also glean insights from industry professionals and see how Maya has been used in popular games. If you're a 3D game artist, or looking to become one, this book will help you master the skills and techniques you'll need to excel in the competitive games industry. Inside, you'll learn how to: Create a game model using a concept image as your guide Model with predetermined real-time polycount limitations in mind View martial arts videos on the book's CD to animate your character more realistically Prepare a model for texturing with UV mapping and layout techniques Create different kinds of textures Master the rigging process, from setting up a skeleton to preparing blend shapes Practice techniques for creating animation clips to work within the Trax Editor Use particle effects, such as sprites and animated geometry, to add pizzazz to your model

A practical, step-by-step guide to Maya 2012 This book is the ideal primer to getting started with Maya, the premier 3D animation and effects software used in movies, visual effects, games, cartoons, short films, and commercials. You'll learn the Maya interface and the basics of modeling, texturing, animating, and visual effects. Professional visual effects artist and instructor Dariush Derakhshani explains the nuances of the complex software, while creative tutorials offer realistic, professional challenges for those new to 3D. You'll be up and running in no time with the world's most popular professional 3D software application. Provides a thorough, step-by-step introduction to Maya 2012 Explains the core concepts of CG and working in 3D Covers modeling, rigging, HDRI lighting, mental ray rendering, and more Concepts are reinforced with tutorials that offer realistic challenges and clear explanations Color insert provides real-world examples from talented beginning Maya users Build your Maya and animation skills from the ground up with this practical, thorough guide.

The Regulatory Technology Handbook The transformational potential of RegTech has been confirmed in recent years with US\$1.2 billion invested in start-ups (2017) and an expected additional spending of US\$100 billion by 2020. Regulatory technology will not only provide efficiency gains for compliance and reporting functions, it will radically change market structure and supervision. This book, the first of its kind, is providing a comprehensive and invaluable source of information aimed at corporates, regulators, compliance professionals, start-ups and policy makers. The REGTECH Book brings into a single volume the curated industry expertise delivered by subject matter experts. It serves as a single reference point to understand the RegTech eco-system and its impact on the industry. Readers will learn foundational notions such as: • The economic impact of digitization and datafication of regulation • How new technologies (Artificial Intelligence, Blockchain) are applied to compliance • Business use cases of RegTech for cost-reduction and new product origination • The future regulatory landscape affecting financial institutions, technology companies and other industries Edited by world-class academics and written by compliance professionals, regulators, entrepreneurs and business leaders, the RegTech Book represents an invaluable resource that paves the way for 21st century regulatory innovation.

Create innovative CG solutions with Maya and this creative guide Professional Maya artists have to think on their feet. It's nothing for them to receive just vague sketches or incomplete ideas of what the studio wants and have to come up with something brilliant. If you're an intermediate to advanced Maya user, Maya Visual Effects: The Innovator's Guide, Second Edition is what you need to meet the challenge. Professional Maya artist Eric Keller offers inspired solutions and hands-on projects, as well as numerous practical shortcuts and deadlines, so you learn to produce innovative CG assets from scratch, using Maya, on a deadline. Shows intermediate to advanced Maya users new solutions, workarounds, and shortcuts for creating Maya visual effects on deadline Gives readers plenty of hands-on projects, so they come up with solutions that they can add to their Maya toolsets Offers workable ideas that can be applied, no matter which version of Maya software is being used Presents projects in an engaging style, with pages of full-color imagery to illustrate concepts Create amazing effects with the creative insights and fresh advice in this new edition of Maya Visual Effects: The Innovator's Guide. Ed Hooks' essential acting guidebook for animators has been fully revised and updated in this 4th edition. Hooks uses classical acting theory – from Aristotle to Stanislavsky and beyond – to explain everything from character analysis and physical movement to facial expression and scene structure. He speaks directly to animators, instead of stage or screen actors. Acting for Animators is an invaluable primer for beginner animators and a useful reference for experienced pros. New to this fourth edition: - 6 new scene-by-scene acting analyses of animated feature films, including Zootopia and The Little Prince - an annotated analysis of Walt Disney's famous 1935 memo to Don Graham, regarding how best to train animators - advice to the animator about how best to perform visual references - a chapter on Virtual Reality - an online database of Ed's previous film analyses, all in one place.

In the increasingly competitive corporate sector, businesses must examine their current practices to ensure business success. By examining their social, financial, and environmental risks, obligations, and opportunities, businesses can re-design their operations more effectively to ensure prosperity. Sustainable Business: Concepts, Methodologies, Tools, and Applications is a vital reference source that explores the best practices that promote business sustainability, including examining how economic, social, and environmental aspects are related to each other in the company's management and performance. Highlighting a range of topics such as lean manufacturing, sustainable business model innovation, and ethical consumerism, this multi-volume book is ideally designed for entrepreneurs,

business executives, business professionals, managers, and academics seeking current research on sustainable business practices.

Experts explore current theory and practice in the application of digitally enabled open networked social models to international development. The emergence of open networked models made possible by digital technology has the potential to transform international development. Open network structures allow people to come together to share information, organize, and collaborate. Open development harnesses this power, to create new organizational forms and improve people's lives; it is not only an agenda for research and practice but also a statement about how to approach international development. In this volume, experts explore a variety of applications of openness, addressing challenges as well as opportunities. Open development requires new theoretical tools that focus on real world problems, consider a variety of solutions, and recognize the complexity of local contexts. After exploring the new theoretical terrain, the book describes a range of cases in which open models address such specific development issues as biotechnology research, improving education, and access to scholarly publications. Contributors then examine tensions between open models and existing structures, including struggles over privacy, intellectual property, and implementation. Finally, contributors offer broader conceptual perspectives, considering processes of social construction, knowledge management, and the role of individual intent in the development and outcomes of social models. Contributors Carla Bonina, Ineke Buskens, Leslie Chan, Abdallah Daar, Jeremy de Beer, Mark Graham, Eve Gray, Anita Gurumurthy, Havard Haarstad, Blane Harvey, Myra Khan, Melissa Loudon, Aaron K. Martin, Hassan Masum, Chidi Oguamanam, Katherine M. A. Reilly, Ulrike Rivett, Karl Schroeder, Parminder Jeet Singh, Matthew L. Smith, Marshall S. Smith Copublished with the International Development Research Centre of Canada (IDRC)

Examines how information technologies are affecting jobs, skills, wages, and the economy.

\*updated with new material\* 'Digital transformation' and 'disruptive innovation' used to be empty buzzwords serving to justify pointless box-ticking and absurd corporate posturing. And then a global pandemic suddenly forced every kind of organization to embrace genuine, urgent innovation as a matter of survival. But how can we ensure that the non-bullshit version of innovation delivers economic recovery at this crucial moment? Are there strategies we can all adapt from the world's most creative leaders to innovate effectively in our own lives? David Rowan, founding editor-in-chief of WIRED UK, embarked on a twenty country quest to find out. Packed full of tips for anyone looking for radical ways to adapt and thrive in the digital age, this carefully curated selection of stories will prepare you for whatever the future may bring - because the world will never move this slowly again. \_\_\_\_\_ 'In this remarkable book, David Rowan tells a story of transformation: how an organisation has found a new way of doing things through innovation driven by ruthless entrepreneurial imagination. What is especially useful is that he does not just stick with small startups, let alone dreamy "inventors". He finds innovation in big companies and even within governments.' - Matt Ridley, The Times

Presents a collection of projects highlighting the features of Maya, covering such topics as using Maya Fluids, nParticle collisions, Paint Effects, and nCloth.

The digital compositing process is being applied in many diverse fields from Hollywood to corporate projects. Featuring over 30 pages of color, this tutorial/reference provides a complete overview of the technical and artistic skills necessary to undertake a digital composition project. The CD-ROM contains composition examples, illustrations, and development software.

Expand your knowledge of the aesthetics, forms and meaning of motion graphics as well as the long-running connections between the American avant-garde film, video art and TV commercials. In 1960 avant-garde animator and inventor John Whitney started a company called "Motion Graphics, Inc." to make animated titles and logos. His new company crystalized a relationship between avant-garde film and commercial broadcast design/film titles. Careful discussion of historical works puts them in context, allowing their reappearance in contemporary motion graphics clear. This book includes a thorough examination of the history of title design from the earliest films through the present, including Walter Anthony, Saul Bass, Maurice Binder, Pablo Ferro, Wayne Fitzgerald, Nina Saxon, and Kyle Cooper. This book also covers early abstract film (the Futurists Bruno Corra and Arnaldo Ginna, Leopold Survage, Walther Ruttmann, Viking Eggeling, Hans Richter, Oskar Fischinger, Mary Ellen Bute, Len Lye and Norman McLaren) and puts the work of visual music pioneers Mary Hallock-Greenewalt and Thomas Wilfred in context. The History of Motion Graphics is the essential textbook and general reference for understanding how and where the field of motion graphic design came from and where it's going.

The process of user-centered innovation: how it can benefit both users and manufacturers and how its emergence will bring changes in business models and in public policy. Innovation is rapidly becoming democratized. Users, aided by improvements in computer and communications technology, increasingly can develop their own new products and services. These innovating users—both individuals and firms—often freely share their innovations with others, creating user-innovation communities and a rich intellectual commons. In Democratizing Innovation, Eric von Hippel looks closely at this emerging system of user-centered innovation. He explains why and when users find it profitable to develop new products and services for themselves, and why it often pays users to reveal their innovations freely for the use of all. The trend toward democratized innovation can be seen in software and information products—most notably in the free and open-source software movement—but also in physical products. Von Hippel's many examples of user innovation in action range from surgical equipment to surfboards to software security features. He shows that product and service development is concentrated among "lead users," who are ahead on marketplace trends and whose innovations are often commercially attractive. Von Hippel argues that manufacturers should redesign their innovation processes and that they should systematically seek out innovations developed by users. He points to businesses—the custom semiconductor industry is one example—that have learned to assist user-innovators by providing them with toolkits for developing new products. User innovation has a positive impact on social welfare, and von Hippel proposes that government policies, including R&D subsidies and tax credits, should be realigned to eliminate biases against it. The goal of a democratized user-centered innovation system, says von Hippel, is well worth striving for. An electronic version of this book is available under a Creative Commons license.

The first of its kind, this book traces the evolution of motion picture technology in its entirety. Beginning with Huygens' magic lantern and ending in the current electronic era, it explains cinema's scientific foundations and the development of parallel enabling technologies alongside the lives of the innovators. Product development issues, business and marketplace factors, the interaction of aesthetic and technological demands, and the patent system all play key roles in the tale. The topics are covered sequentially, with detailed discussion of the transition from the magic lantern to Edison's invention of the 35mm camera, the development of the celluloid cinema, and the transition from celluloid to digital. Unique and essential reading from a lifetime innovator in the field of cinema technology, this engaging and well-illustrated book will appeal to anyone interested in the history and science of cinema, from movie buffs to academics and members of the motion picture industry.

Level up your skills with powerful texturing and lighting techniques Advanced Maya Texturing and Lighting, Third Edition leads you through the latest advanced techniques for adding realistic detail to your models. This new edition is up-to-date with the latest Maya texturing, lighting, and rendering features, including an exploration of the Node Editor, new Maya utility nodes and expanded coverage of mental ray shaders, and render settings. The proven tutorials are culled from real-world experience and refined to give you the ultimate in practical skills. You'll learn workflow tips and tricks, the construction of custom shading networks, and the application of time-saving tools that bring your project from concept to reality. The companion website features several gigabytes of Maya scene files, texture bitmaps, and QuickTime movies that support the exercises in the book, giving you everything you need to advance your animation skillset. This

book helps you take your rendering skills to the next level with the advanced tools and techniques that take animation from good to great. Learn the theory behind expert lighting design Understand shadows, shading components, and texture mapping Work with node networks, raytracing, and global illumination Try new approaches to rendering using Maya Software and mentalray If you're ready to take a big step forward and fine-tune your style, Advanced Maya Texturing and Lighting, Third Edition is the practical, hands-on guide you need.

"If you're just beginning to dive into the world of 3D, this is the book for you." —Animation Magazine Alias' Academy Award winning Maya 3D animation and effects software leads the industry in technological innovation. Film and video artists, computer game developers, and design professionals rely on Maya to create brilliant digital imagery, animation, and visual effects. Now you can enter this exciting, imaginative world and learn to build, render, and animate your own digital characters and scenes. Brought to you by Maya Press, a publishing partnership between Sybex and Alias, Introducing Maya 6: 3D for Beginners is the ideal initiation to 3D and Maya. Written explicitly for the Maya novice, the easy-to-grasp text offers a practical and fun approach to learning Maya's core features. Clear-cut, engaging lessons let you try out these features using working files provided on the CD. You'll also find an abundance of instructional and inspirational art on the CD and full-color insert. Enter a New Dimension Get a solid grasp of the core Maya and 3D Learn to navigate the new Maya 6 interface Experiment with Maya modeling Explore the basics of NURBS, polygons, and subdivision surfaces Discover the nuances of shading and texturing Try your hand at animation Get a feel for Maya lighting, rendering, and dynamics Find out how to use Maya and Photoshop in unison Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Initially associated with hi-tech irrigated agriculture, drip irrigation is now being used by a much wider range of farmers in emerging and developing countries. This book documents the enthusiasm, spread and use of drip irrigation systems by smallholders but also some disappointments and disillusion faced in the global South. It explores and explains under which conditions it works, for whom and with what effects. The book deals with drip irrigation 'behind the scenes', showcasing what largely remain 'untold stories'. Most research on drip irrigation use plot-level studies to demonstrate the technology's ability to save water or improve efficiencies and use a narrow and rather prescriptive engineering or economic language. They tend to be grounded in a firm belief in the technology and focus on the identification of ways to improve or better realize its potential. The technology also figures prominently in poverty alleviation or agricultural modernization narratives, figuring as a tool to help smallholders become more innovative, entrepreneurial and business minded. Instead of focusing on its potential, this book looks at drip irrigation-in-use, making sense of what it does from the perspectives of the farmers who use it, and of the development workers and agencies, policymakers, private companies, local craftsmen, engineers, extension agents or researchers who engage with it for a diversity of reasons and to realize a multiplicity of objectives. While anchored in a sound engineering understanding of the design and operating principles of the technology, the book extends the analysis beyond engineering and hydraulics to understand drip irrigation as a sociotechnical phenomenon that not only changes the way water is supplied to crops but also transforms agricultural farming systems and even how society is organized. The book provides field evidence from a diversity of interdisciplinary case studies in sub-Saharan Africa, the Mediterranean, Latin America, and South Asia, thus revealing some of the untold stories of drip irrigation.

Wisdom from the best and the brightest in the industry, this visual effects bible belongs on the shelf of anyone working in or aspiring to work in VFX. The book covers techniques and solutions all VFX artists/producers/supervisors need to know, from breaking down a script and initial bidding, to digital character creation and compositing of both live-action and CG elements. In-depth lessons on stereoscopic moviemaking, color management and digital intermediates are included, as well as chapters on interactive games and full animation authored by artists from EA and Dreamworks respectively. From preproduction to acquisition to postproduction, every aspect of the VFX production workflow is given prominent coverage. VFX legends such as John Knoll, Mike Fink, and John Erland provide you with invaluable insight and lessons from the set, equipping you with everything you need to know about the entire visual effects workflow. Simply a must-have book for anyone working in or wanting to work in the VFX industry.

CG101 is the first comprehensive resource guide written in plain language for all levels of computer graphics users. It is also the first and only detailed behind-the-scenes history about the people and companies that have formed today's industry. Hundreds of contributors and in-depth interviews give a never-before-seen look into the earliest years of CG right up to present day. In addition to the historical perspective, CG 101 includes detailed tips and tricks, demo reel guidelines and CG job descriptions to help those looking to get into the business. The hundreds of software tool descriptions all have extensive contact information, including Web addresses and phone numbers for easy reference.

"Imagine, design, create offers a wide-ranging look at how the creative process and the tools of design are dramatically changing - and where design is headed in the coming years. Bringing together stories of good design happening around the world, the book shows how people are using fresh design approaches and new capabilities to solve problems, create opportunities, and improve the way we live and work"-- Book jacket.

A practical, step-by-step guide to Maya 2011 Four previous editions can't be wrong: this book is the perfect introduction to 3D and Maya. Learn to build and animate your own digital models and scenes with step-by-step instruction and fun and practical examples, while you draw inspiration from the striking examples included from talented Maya users. You'll create a simple animation of the planets in the solar system, learn to model a human hand and a decorative box—among other projects—and master all essential tools. Provides a thorough, step-by-step introduction to Maya 2011 Explains the core concepts of CG and working in 3D Covers modeling, rigging, HDRI lighting, mental ray rendering, and more Provides project files on CD and walks you through the creation of several projects; the CD also includes images, movies, and scene files Includes a color insert with pages of striking examples from talented Maya beginners Build your Maya and animation skills from the ground up with this practical, thorough guide. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file. For Instructors: Teaching supplements are available for this title.

Lighting for Animation is designed with one goal in mind - to make you a better artist. Over the course of the book, Jasmine Katatikarn and Michael Tanzillo (Senior Lighting TDs, Blue Sky Studios) will train your eye to analyze your work more critically, and teach you approaches and techniques to improve your craft. Focusing on the main philosophies and core concepts utilized by industry professionals, this book builds the foundation for a successful career as a lighting artist in visual effects and computer animation. Inside you'll find in-depth instruction on: • Creating mood and storytelling through lighting • Using light to create visual shaping • Directing the viewer's eye with light and color • Gathering and utilizing reference images • Successfully

lighting and rendering workflows • Render layers and how they can be used most effectively • Specific lighting scenarios, including character lighting, environment lighting, and lighting an animated sequence • Material properties and their work with lighting • Compositing techniques essential for a lighter • A guide on how to start your career and achieve success as a lighting artist This book is not designed to teach software packages—there are websites, instructional manuals, online demos, and traditional courses available to teach you how to operate specific computer programs. That type of training will teach you how to create an image; this book will teach you the technical skills you need to make that image beautiful. Key Features Stunning examples from a variety of films serve to inspire and inform your creative choices. Unique approach focuses on using lighting as a storytelling tool, rather than just telling you which buttons to press. Comprehensive companion website contains lighting exercises, assets, challenges, and further resources to help you expand your skillset.

Provides information on the Maya interface, covering such topics as modeling, texturing and rendering, and rigging and animation.

This visionary study in world-building traces a human's journey through a preindustrial civilization ruled by tyrannical robots. Breathtaking illustrations, accompanied by text, provide a cinematic scope to every page.

Start modeling right away with this hands-on guide to learning Autodesk Maya 2016 Introducing Autodesk Maya 2016 is the official guide to the most popular and complex 3D application on the market. Building from the ground up, this book combines straightforward text with practical examples that make it easy to absorb the basics and start designing and animating your own digital models and scenes. The tutorials offer realistic challenges and clear explanations, laid out in fun, step-by-step lessons that help you gain confidence and learn by doing. You'll delve into CG and 3D core concepts and production workflows, then get right to work designing an animation of the solar system as you learn the interface and basic tools. As your modeling skills grow, you'll build a steam locomotive, a starfish, a table lamp, and much more as you learn to rig your model for animation, create fabric motion with nCloth, and add the lighting and effects that bring your scenes to life. The companion website features downloadable project files that help you see how the pros do it, and the book includes real-world examples from talented users who were beginners just like you. Master the Maya 2016 interface, menus, and plug-ins Begin building simple animations right away Explore modeling, rendering, animation, and cloth motion Add lighting, rendering, dynamics, simulations, and effects If you want to work like the pros, Introducing Autodesk Maya 2016 is the perfect primer for getting started.

Rather than view the contours of Late Classic Maya social life solely from towering temple pyramids or elite sculptural forms, this book considers a suite of small anthropomorphic, zoomorphic, and supernatural figurative remains excavated from household refuse deposits. Maya Figurines examines these often neglected objects and uses them to draw out relationships between the Maya state and its subjects. These figurines provide a unique perspective for understanding Maya social and political relations; Christina T. Halperin argues that state politics work on the microscale of everyday routines, localized rituals, and small-scale representations. Her comprehensive study brings together archeology, anthropology, and art history with theories of material culture, performance, political economy, ritual humor, and mimesis to make a fascinating case for the role politics plays in daily life. What she finds is that, by comparing small-scale figurines with state-sponsored, often large-scale iconography and elite material culture, one can understand how different social realms relate to and represent one another. In Maya Figurines, Halperin compares objects from diverse households, archeological sites, and regions, focusing especially on figurines from Petén, Guatemala, and comparing them to material culture from Belize, the northern highlands of Guatemala, the Usumacinta River, the Campeche coastal area, and Mesoamerican sites outside the Maya zone. Ultimately, she argues, ordinary objects are not simply passive backdrops for important social and political phenomena. Instead, they function as significant mechanisms through which power and social life are intertwined.

A behind-the-scenes look at the world of special effects discusses a wide range of ingenious techniques--from computer graphics and optical compositing to matte printing and model construction--used in such films as "Star Wars," "Poltergeist," and "Raider

The arts and creative sector is one of the nation's broadest, most important, and least understood social and economic assets, encompassing both nonprofit arts and cultural organizations, for-profit creative companies, such as advertising agencies, film producers, and commercial publishers, and community-based artistic activities. The thirteen essays in this timely book demonstrate why interest in the arts and creative sector has accelerated in recent years, and the myriad ways that the arts are crucial to the social and national agenda and the critical issues and policies that relate to their practice. Leading experts in the field show, for example, how arts and cultural policies are used to enhance urban revitalization, to encourage civic engagement, to foster new forms of historic preservation, to define national identity, to advance economic development, and to regulate international trade in cultural goods and services. Illuminating key issues and reflecting the rapid growth of the field of arts and cultural policy, this book will be of interest to students at both the undergraduate and graduate levels, to arts educators and management professionals, government agency and foundation officials, and researchers and academics in the cultural policy field.

Maya Visual Effects The Innovator's GuideAutodesk Official PressJohn Wiley & Sons

Go from 'beginner' to 'expert' with this professional, tutorial-based guide to Maya 2016 Mastering Autodesk Maya 2016 is your professional hands-on coverage to getting the most out of Maya. If you already know the basics of Maya, this book is your ticket to full coverage of all Maya 2016's latest features, and showcases the tools and methods used in real-world 3D animation and visual effects. From modeling, texturing, animation, and effects to high-level techniques for film, television, games, and more, this book expands your skill set, and helps you prepare for the Autodesk Maya certification exam. Filled with challenging tutorials and real-world scenarios this book provides valuable insight into the entire CG production timeline. Take your Maya skills to the next level with step-by-step instruction and insight from the industry professionals. Learn professional techniques used in real-world visual effects Master Dynamics, Maya Muscle, Stereo Cameras, mental ray, and more Expand your skills with advanced techniques for cloth, fur, and fluids Understand everything you need to know for the Maya certification exam

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital

architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

Learn Autodesk Maya from an award-winning insider Best-selling author, visual effects supervisor, and technical educator Dariush Derakhshani brings you a newly-updated, step-by-step guide to the most popular and complex 3D application on the market, Autodesk Maya. Introducing Autodesk Maya 2015 includes straightforward lessons, real-world examples, detailed tutorials, and downloadable project files that get you modeling and animating your own digital models and scenes right away. The book starts you with the latest CG concepts and production workflows, and then shows you how to create a solar system to help get you acquainted with the basic tool set in Maya. From there, the book helps you: Learn the Maya user interface, including menus and plug-ins Build simple animations and 3D images right away Explore polygons, modeling, and NEX tools Get started with HDRI lighting, rendering, dynamics, simulations, and effects Whether you're new to 3D or migrating from another 3D application, Introducing Autodesk Maya 2015 will kick-start your creativity and get you up and running with Maya. Author Derakhshani has worked on movies such as The Fantastic Four and Pan's Labyrinth, the South Park TV series, and numerous commercials and music videos.

This book hopes to stimulate discussion about how entrepreneurship and innovation contribute to growing inequalities in territories. This will help bridge the gap between research and practice on the role of territory dynamics and regional development. The book begins by examining the growing inequality in regions, which has resulted in lagging economic development. The need to shift current economic policy towards spatial inequality through harnessing the innovative capabilities of regions is examined. The book puts forth a case for reversing the inequality that is evident in lagging regions as a way to reinvigorate territories. The book should appeal to researchers, policy makers, business leaders and the general public interested in territorial dynamics and development.

What happens when we listen to a film? How can we describe the relationship of sound to vision in cinema, and in turn our relationship as spectators with the audio-visual? Jean-Luc Godard understood the importance of the soundtrack in cinema and relied heavily on the impact of carefully constructed sound to produce innovative effects. For the first time, this book brings together his post-1979 multimedia works, and an analysis of their rich soundscapes. The book provides detailed critical discussions of feature-length films, shorts and videos, delving into Godard's inventive experiments with the cinematic soundtrack and offering new insights into his latest 3D films. By detailing the production contexts and philosophy behind Godard's idiosyncratic sound design, it provides an accessible route to understanding his complex use of music, speech and environmental sound, alongside the distorting effects of speed alteration and auditory excess. The book is framed by the concept of 'acoustic spectatorship': a way of cultivating active listening in the viewer. It also draws on ideas by leading sound theorists, philosophers, musicians, and poets, giving particular emphasis to the pioneering thought of French sound engineer and theorist, Pierre Schaeffer. Softening the boundaries between film studies, sound studies and musicology, Godard and Sound re-evaluates Godard's work from a sonic perspective, and will prove essential reading for those wishing to rebalance the importance of sound for the study of cinema.

A complete update to the popular Autodesk Official Training Guide for Maya Maya is the industry-leading 3D animation and effects software used in movies, visual effects, games, cartoons, and other animation. This bestselling, official guide is a must for 3D beginners who want a thorough grounding in this dynamic and complex software. Fully updated for the newest version of Maya, the book explains the interface and the basics of modeling, texturing, animating, dynamics, visualization, and visual effects. Fun and challenging tutorials lead you through the nuances of the software and offer plenty of chances to practice what you've learned. The Autodesk Official Training Guide for Maya, endorsed and promoted by Autodesk to its 2,500 Authorized Training Centers worldwide Maya is the 3D animation and effects software used in the film, game, and advertising industries; it's a complex program and this book gives beginners the knowledge and confidence they need Shows how to master the interface and the basics of modeling, texturing, animating, and visual effects Step-by-step tutorials offer realistic, professional challenges for those new to 3D and those switching from another 3D application Materials are available for instructors who want to use this guide with their students Introducing Autodesk Maya is the perfect guide to get you up and running on the world's most popular professional 3D application.

If you want to take advantage of one of the hottest CG tools available, Introducing ZBrush is the perfect place to start. Introducing ZBrush helps you jump into this exciting drawing and sculpting software without fear. Learn ZBrush 3.1 basics inside and out and get comfortable sculpting in a digital environment with this relaxed, friendly, and thorough guide. Master these practical techniques and soon you'll be creating realistic, cartoon, and organic models with flair. Introduces you to ZBrush 3.1, the sculpting software that lets you create digital art with a fine-art feel, which you can transfer into Maya or other 3D applications Covers painting, meshes, organic sculpting, hard surface sculpting, textures, lighting, rendering, working with other 3D applications, and scripting Walks you through a series of fun and engaging tutorials where you can start creating your own work, including human, cartoon, and organic models Learn to create lush, beautiful digital art with ZBrush and this detailed guide.

Developed by the American Medical Association's Accelerating Change in Medical Education Consortium, Health Systems Science is the first text that focuses on providing a fundamental understanding of how health care is delivered, how health care professionals work together to deliver that care, and how the health system can improve patient care

and health care delivery. Along with basic and clinical science, Health Systems Science (HSS) is rapidly becoming a crucial "third pillar" of medical science, requiring a practical, standardized curriculum with an emphasis on understanding the role of human factors, systems engineering, leadership, and patient improvement strategies that will help transform the future of health care and ensure greater patient safety. Complete coverage of the evolving field of HSS includes patient safety, quality improvement, evidence-based medicine, value in health care, interprofessional teamwork, stewardship of health care resources, population management, clinical informatics, care coordination, leadership, and health care financing/reform. Patient improvement strategies incorporates checklists, information technology, team training, and more. A consistent chapter template provides clear coverage of each topic, including Learning Objectives, Chapter Outline, Core Chapter Content, Summary, Questions for Reflection, and Annotated Bibliography and References. Highly relevant content applicable to today's evolving health care delivery written by experts in key, emerging areas of HSS. Developed in partnership with the AMA's Accelerating Change in Medical Education Consortium, at the forefront of change and innovation in medical education.

The Art of Walt Disney author Christopher Finch tells the story of the pioneers of CG films: producer/directors like George Lucas, Steven Spielberg, and Ridley Scott; and John Lasseter and Ed Catmull, founders of Pixar. Computer generated imagery, commonly called "CG," has had as big an impact on the movie industry as the advent of sound or color. Not only has it made possible a new kind of fully animated movie, but it also has revolutionized big-budget, live-action filmmaking. The CG Story is one of determined experimentation and brilliant innovation carried out by a group of gifted, colorful, and competitive young men and women, many of whom would become legendary in the digital world. George Lucas, Steven Spielberg, and Ridley Scott embraced the computer to create believable fantasy worlds of a richness that had seldom if ever been realized on screen. Their early efforts helped inspire a revolution in animation, enabled by technical wizardry and led by the founders of Pixar, including John Lasseter and Ed Catmull, who would create the entirely computer-produced worlds of Toy Story and subsequent Pixar films. Meanwhile, directors like James Cameron used the new technology to make hybrid live-action and CG films, including the extraordinary Avatar. Finch covers these and more, giving a full account of today's most significant CG films.

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