



VES Announces Release of THE VES HANDBOOK OF VISUAL EFFECTS

The Industry Bible for VFX Practices and Procedures

Los Angeles, CA, July 27, 2010 – The Visual Effects Society (VES) is proud to announce that ***The VES Handbook of Visual Effects*** is now available to everyone who wants to learn or needs to know about the art and science of visual effects.

Written by 89 top leading visual effects practitioners and edited by VES Chair and leading VFX Supervisor Jeffrey A. Okun as well as VFX Producer Susan Zwerman, ***The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures*** covers everything about visual effects from pre-production, production, and post-production, making it the most complete depository for visual effects techniques and best practices available today. The book outlines procedures and solutions all VFX artists, producers, and supervisors need to know and it is filled with hard facts and methods learned from research, trial and error, and practical experience. Contained in its pages are the lessons, tricks, short cuts, and wisdom garnered throughout the history of visual effects and is a must-have book for anyone working in or wanting to work in the visual effects industry.

In announcing the release of the book, VES Chair Okun said, “Finally a complete manual of best practices and techniques, gathered together in one place to be used as a reference book or a learning book is available. The visual effects industry has long needed such a compendium and the VES is proud to be offering it.”

The Handbook contains in-depth sections on stereoscopic moviemaking, color management, and digital intermediates, as well as interactive games and full animation authored by working artists and experts.

Susan Zwerman, co-editor said, “This book contains the wisdom from the best and the brightest in the industry and belongs on the shelf of anyone working in or aspiring to work in visual effects. It covers techniques and solutions all VFX artists, producers, and supervisors need to know, from preproduction, to digital character creation and compositing of both live-action and CG elements.”

Anyone interested in purchasing a copy of ***The VES Handbook of Visual Effects*** can do so at Amazon.com and other leading online bookstores.

About the VES

VES is a professional, honorary society, dedicated to advancing the arts, sciences, and applications of visual effects and to upholding the highest uniform standards and procedures for the visual effects profession.

VES is the entertainment industry's only official organization representing the extended community of visual effects practitioners including supervisors, artists, producers, technology developers, educators and studio executives. Its 2,000 global members contribute to all areas of entertainment from film, television and commercials to music videos, games and new media. VES strives to enrich and educate its members and the entertainment community at large through many

domestic and international events, screenings and programs. Visual effects professionals constitute a vital creative force in content creation and are literally shaping the future of entertainment.

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