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Visual Effects Society Announces the Release of The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures, 2nd Edition *Praised by Stakeholders as the Definitive Industry Bible for VFX*

Los Angeles (September 5, 2014) – Today, the Visual Effects Society (VES), the industry’s professional global honorary society, proudly announced the release of the much-anticipated 2nd edition of *The VES Handbook of Visual Effects*. Hailed as the most complete guide to visual effects techniques and best practices on the market today, it covers essential techniques and solutions for all VFX artists, producers, and supervisors, from pre-production through production and post-production. The updated guide has already been reviewed as “..the definitive visual effects textbook for our times..” by *Animation World Network* and “A 'must' for anyone involved in any aspect of visual effects production” by *BookWatch*.

Edited by VES Chair and renowned VFX Supervisor Jeffrey A. Okun and VFX Producer Susan Zwerman, the update to the award-winning guide includes the latest industry-standard techniques, technologies, and workflows in the fast-paced world of visual effects. The VES tasked the original authors to update their areas of expertise, such as stereoscopic moviemaking, color management, facial capture, virtual productions, 3D conversions, compositing of live-action and CG elements and the digital intermediate, as well as to provide detailed chapters on interactive games and full animation. Additionally, 50 new contributors – representing the best and the brightest in the industry – share their proven methods, tricks and shortcuts earned through decades of real-world, hands-on experience.

In announcing the release of the book, VES Chair Okun said, “The VES sees this book’s continual update as an essential mandate. Far beyond basic information on techniques and best practices for visual effects in general, it shares the combined experience of leaders from all of the verticals. It amounts to a guide to navigate the practical day-to-day issues that will most likely be experienced by every working professional at some point in their careers. “

“This is a must-read for all visual effects filmmakers,” said Zwerman. “The writers have combined wisdom and practicality to produce an extraordinary book that covers every aspect of visual effects techniques in a concise manner without losing sight of its art and magic.”

The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures, 2nd Edition is available for purchase at Amazon.com <http://amzn.to/Ya8xnC> or other leading online booksellers. In-depth bonus chapters are available on the all-new companion website: www.focalpress.com/cw/zwerman

About the Visual Effects Society

The Visual Effects Society is a professional honorary society dedicated to advancing the arts, sciences and applications of visual effects and to upholding the highest standards and procedures for the visual effects profession. It is the entertainment industry's only official organization representing the extended global community of visual effects practitioners, including supervisors, artists, producers, technology developers, educators and studio executives. VES’ almost 3,000 members in 33 countries worldwide contribute to all areas of entertainment – film, television, commercials, animation, music videos, games and new media. To learn more about the VES, visit www.visualeffectssociety.com and follow us on Twitter @VFX Society.