



Adobe

John Dickinson

Senior broadcast designer



Adobe® After Effects® CS5

Motion master

A creative passion fueled by the capabilities of digital tools like Adobe After Effects software, an energetic personality, and a commitment to advancing the industry of motion design through shared knowledge have made John Dickinson a leading-edge motion graphics artist whose talents are in high demand.

Based in Sydney, Australia, Dickinson works as a senior broadcast designer at Foxtel where he creates a wide range of broadcast graphics for several channels, including Foxtel Box Office and Main Event Pay-Per-View. He is also a demo artist for Zaxwerks and Red Giant Software.

Known for delivering highly creative yet commercially relevant motion graphic solutions, Dickinson combines years of industry and teaching experience to provide high quality learning resources through his website, Motionworks. His goal is to encourage and challenge the site's community of participants to break through to new levels of excellence and impact in their work.

motionworks





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Advancing the craft of motion design with Adobe® After Effects® CS5

To meet this call in his own work, Dickinson credits After Effects. "Adobe is always pushing the envelope in terms of expanding design options for artists and boosting productivity in an already robust tool—and After Effects CS5 is no exception."

In terms of productivity, Dickinson particularly appreciates the introduction of native 64-bit operating system support in After Effects CS5. "Native support for 64-bit operating systems in After Effects CS5 makes an already indispensable tool that much more valuable," he says. "I can now take full advantage of 64-bit

performance through both my hardware and software, which means After Effects can use more RAM and I can work more quickly—even on the most complex projects. It all adds up to higher quality work completed more efficiently, which makes everyone involved happy."

Another way in which Dickinson sees After Effects CS5 advancing his craft is with the new Roto Brush tool. "The Roto Brush in Adobe After Effects CS5 is one of the most exciting features introduced in a long time," he says. "It will significantly change the way I work because I can now include rotoscoping in projects where I otherwise couldn't have considered it due to tight deadlines. It's a huge timesaver, and the efficiencies gained open up new possibilities in visual effects work as I'm able to spend more time on other design aspects—which improves the overall creative quality of my projects."



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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