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Droidmaker: George Lucas And the Digital Revolution

Michael Rubin

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#1071686 in Books Triad Pub Co 2005-10-24Ingredients: Example IngredientsOriginal
language:EnglishPDF # 1 1.36 x 7.24 x 9.28l, 2.55 #File Name: 0937404675518 pages | File size: 65.Mb

Michael Rubin : Droidmaker: George Lucas And the Digital Revolution before purchasing it in order to gage whether or not it would be worth my time, and all praised Droidmaker: George Lucas And the Digital Revolution:

0 of 0 people found the following review helpful. I built two college courses on the history of Computer Graphics around this book. Buy it immediately if you have any interest!By Perry HarovasNot only is this book exhaustively researched, vetted and verified by all the interviewees and incredibly well written, but it is also an essential read for anyone who wants to understand the rise of digital technology in movies and TV. I have spent 26 years in the VFX industry, I have worked on films, directed animated TV shows, even written a book on the bestselling animation

software Maya, but the thing that I think makes me most qualified to recommend this book to you is that I started 2 full college programs that taught VFX and animation and used this book in both programs to perfectly enrich and teach the history of computer graphics. My students may not have thought of George Lucas much beyond bringing Star Wars to life, but after that course, where they were required to read Michael's book, they know his place in the history of Computer Graphics (and indeed in digital sound editing, laser scanning and recording of film footage and non-linear editing). The students enjoyed reading this book and were all amazed to know how digital visual effects and editing came to life and that George Lucas was a key component of that birth. Highly, highly recommended. 0 of 0 people found the following review helpful. More of a textbook that I was looking for but I learned a ton! By Shawn Reads a bit like a textbook but it is full of great information. I've had to put it down several times and come back to it. There isn't much of a linear story and it name-drops a new person every other sentence so it isn't the easiest read in the world. If you're a student of the industry, this book will leave you really well informed. 1 of 1 people found the following review helpful. It's a history of the transition from film to digital video. By Strictly Amateur I bought this expecting it to be an insider view of the making of "Star Wars", with the usual 'behind the scenes' gossip and perhaps some Lucas biography thrown in. Instead, it's a detailed history of the movie industry's transition from film to digital video, tracing the individuals who developed the technology and the paths they followed. As I'm a "computer type" with an interest in image processing I find it a fascinating read.

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, THX sound, and a host of other icons of the media age. Lucas played a central role in the universe of entertainment technologies we see everyday.

"...what the evolution of technology means for our culture, and the human story of how we got here." -- Steve Silberman, Contributing Editor, WIRED magazine
"Brilliant... a detailed glimpse under the hood of Lucas digital skunkworks." -- Thomas Dolby, Musician Technology Entrepreneur
"The ultimate insider guide to the making of cinema's greatest saga" -- Dan Dubno, Producer, CBS News
"This is a compelling introduction to a revolution in visual communication and story telling." -- Andries van Dam, Chairman, Brown University Computer Science Dept.
"Wow. I love Rubin's ability to interweave a story about business, technology and movies three of my favorite things!" -- Reed Hastings, CEO Founder, NETFLIX
From the Publisher: This book ventures in territory never explored, as Rubin—a former member of the Lucasfilm Computer Division—reconstructs the events in Hollywood, in Silicon Valley, and at Lucas' private realm in Marin County, California, to track the genesis of modern media. With unprecedented access to images and key participants from Lucasfilm, Pixar and Zoetrope—from George Lucas and the executives who ran his company, to the small team of scientists who made the technological leaps, Rubin weaves a tale of friendships, a love of movies, and the incessant forward movement of technology. This is a compelling story that takes the reader into an era of technological innovation almost completely unknown.
From the Author: *We can all agree that Pixar is a fantastic company. Every single project they have embarked upon for more than 25 years has been successful, both financially and creatively. Few companies have created a product so consistently good for so long. All the elements that made them great were present at their inception. But the path to that instant was complicated.