



JEFF FOSTER

Jeff Foster, known as a visionary leader in the field of motion graphics and visual effects, has successfully worked as a producer, author, entrepreneur, photographer and trainer in traditional and digital images for over twenty years. Jeff was the president of his own software company, raising over two million dollars in capital, co-developed a viral internet video marketing campaign, co-produced a branded in-room television network for luxury hotel chains, and co-

developed the “Digital Storytelling” concept of using video documericals for major corporate marketing with Narratus (the Digital Story Factory). Foster recently received a 2010 Bronze Telly Award for the documercial, *Visions Of America*, that he produced with nationally renowned photographer Joseph Sohm, and has garnered recognition for another documercial, *The Art of Aging: Celebrating the Authentic Aging Self*, based on the Nautilus Silver Award winning book of the same name.

As an author, Foster has written or collaborated on over fifteen nationally and internationally published books about production and post-production in animation and visual effects. Industry experts have hailed his most recent book, *The Green Screen Handbook*, published by Sybex/Wiley, as “the most comprehensive work of green screen technology, techniques, history, tips, tidbits, and resources available,” “a must for anyone shooting green screen,” and “a classic from the moment it hit the presses.” The book is now being targeted toward the higher-education market to serve as a textbook for green screen production and compositing techniques. His best-selling book, *After Effects and Photoshop – Animation and Production Effects for DV and Film*, is currently in its second edition. Foster has recorded professional video training titles for Lynda.com, PhotoshopCAFE, and SmartSound and through his online company, PixelPainter.com.

Some of Jeff’s past clients include: Tribune Broadcasting, Motorola, McDonnell Douglas, Nestlé, FOX Television, Spike TV, Discovery/TLC, Deluxe Digital, Universal Studios, Disney and he has been in collaborations with clients such as Microsoft, Miller Brewing and the Oakland A’s. Foster was involved with the early digital testing of blue screen puppetry (*Tremors 2*) and pre-visualization for makeup/appliances (*The Santa Clause*) for the award-winning VFX company Amalgamated Dynamics, Inc. (ADI). He has Alpha/Beta tested over 1000 graphics software applications since 1990 and has been an Adobe development partner since 1993. Foster, a nationally distinguished speaker and trainer for video, photography, motion graphics and VFX for over ten years, continues to be sought after to give his expertise at conferences such as: NAB Post-Production conference, Macworld, Photoshop World and Adobe MAX. Jeff has served on the advisory board for the California State Fullerton Business School at Fullerton College and for the North Orange County Community College District (NOCCCD). He has also assisted in developing experimental training programs for CSUF Grand Central Art Center and a 6-month graphics career-retraining program for the California Department of Labor.

These days Foster is working on several new projects, an exciting new cutting edge technology iPhone App with the Oscar® winning creators of Ultimatte (iMatte and MixItUpWith...) and self-producing several documericals and documentaries. Jeff conducts his business from his office and studio in beautiful Ojai, California where he lives with his wife, Ellen. They both share a passion for the arts, outdoors, animals and being active with several non-profit organizations. He can be contacted through his website at, www.PixelPainter.com or at pxlpainter@gmail.com.