



## Chicago White Sox

*"I have been using After Effects for five years and Total Training for Adobe After Effects for just as long. I have learned more from Total Training over the years than I could have ever achieved from attending a training class."*

– Kevin Kantorski, Chicago White Sox Digital Video Specialist

### Business Profile

The Chicago White Sox Scoreboard staff is a full production studio that operates year-round. A team of three full-time staff members and 50 freelancers cover baseball games and create digital video projects including player introductions, season highlight videos, replay graphics, and motion graphics with technical information.

More information on the Chicago White Sox team and players can be found at:  
[www.whitesox.com](http://www.whitesox.com)

### Industry

Sports, video production

### Products Used

*Total Training for Adobe®  
After Effects 4 Professional*

### Benefits

- Set your own pace to learn the basics of Adobe After Effects, as well as more advanced techniques.
- Take advantage of visually stimulating learning techniques that are both entertaining and educational.
- Use as a quick reference for a range of tasks from keyframing and understanding layers to Time Remapping and applying complex filters.

### Challenge

Kevin Kantorski is a Digital Video Specialist for the Chicago White Sox Scoreboard. His day-to-day activities include designing and creating player and sponsor graphics in Adobe After Effects, as well as advising freelancers on day-of-game production processes.

Creating fun, attention-grabbing motion graphics requires a deep, practical understanding of Adobe After Effects. In addition, given Major League Baseball's restrictions about what can be displayed when players are at bat, Kantorski needs a creative way to use motion elements to build player graphics that are static on the video scoreboard.

In addition, given Major League Baseball's restrictions about what can be displayed when players are at bat, Kantorski needs a creative way to use motion elements to build player graphics that are static on the video score board.

*"To meet the challenges I face daily in my job, I started learning Adobe After Effects as an alternative to developing motion graphics in Avid Xpress. After reading the After Effects training manual, I had an understanding of the basic techniques, but needed a way to progress to the next level. Many of the After Effects training classes that I researched were charging up to \$3,000 – depending on the type and length of the course."*

### Results

Kantorski and his team use *Total Training for Adobe After Effects* to stay on top of their game. The 26 hours of training, which include eight DVDs and a CD-ROM of projects and files, is an easy-to-use resource to key information, tips, and handy tricks at any time.

*"Total Training for Adobe After Effects has given us many ideas for creating attention-grabbing 7–10 second player introductions entirely in After Effects. As an example, we developed a set of vignettes that start with a player's name flying in, feature a video of a recent power play, and show an animation of the player's signature, which came directly from one of Brian Maffitt's tutorials – this is a great way to bring it all together."*

[www.totaltraining.com](http://www.totaltraining.com) | 800.546.9568