

DOF PRO v5.2 - Richard Rosenman Advertising & Design

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DOF PRO (Depth Of Field Generator PRO) is the most popular choice in the field of photorealistic depth of Field effects that are compatible with Adobe Photoshop. With more than 10 years of development and research since its debut in 2005, DOF PRO is now the choice of professionals in the field for the most advanced and unique effect effects in depth that can be applied quickly and efficiently in post-processing. DOF PRO's advanced feature set is packed with the most cutting-edge and innovative technology that is not found elsewhere, making it is among the strongest and sophisticated processing tools for depth of field available in the market.

Gfx plugin details of DOF PRO v5.2 - Richard Rosenman Advertising & Design

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Depth of Field is the distance between the closest and farthest objects that are to be in acceptable sharp focus when observed by the lens of a camera. The depth of field is dependent on the lens's focal length as well as its f-stop and the distance of the object to the lens.

The depth of field is an essential element of the camera lens. It is frequently employed in film, photography or computer graphics as a design element, with typical examples including portraiture and macro photography. Depth of field is determined by three variables that are: aperture, lens focal length, and distance to shoot. A majority of consumer cameras, however, fail to offer sufficient and reliable control over these parameters. Digital cameras, specifically generally, show a broad field of view which is i.e. they are more resistant to the effects of defocus. Although this can be a good thing in certain situations (e.g. application for taking snapshots) however, it's an extremely serious flaw in other instances (e.g. portraiture/macro photography).

When it comes to 3D Computer graphics, physically precise depth of field may be produced using advanced raytracing methods which can increase rendering times by a significant amount. This is why 3D computer-generated content typically isn't able to display depth of field because of the long calculation times or when it is processed in a post-processing manner by using a specific plugin like DOF PRO.

Bokeh is a term used to describe Bokeh is a term that in Japanese literally refers to blurring is a term that has been introduced to the photography, film, and computer graphics industry to define these specific blur characteristics that appear out-of-focus. It is primarily determined by the design of the lens used by cameras and is most evident on highlights that are out of focus, which take the form of the aperture of the lens. A lens with fewer aperture diaphragm blades like 5, will produce pentagonal highlights. On the other hand, lenses with larger aperture blades, like 7 or 8, tend to create larger octagonal and heptagonal highlights. The bottom line is that a higher amount of aperture blades will result in greater circular highlights.

DOF PRO features circular aperture forms, polygonal aperture designs with sizes ranging from 3 to 16, aperture blades. It also includes blade notching that has variable notch scale, and positive and negative notch angles, as well as custom apertures that permit access to aperture map files, astigmatic that include both tangential and sagittal astigmatism with aspect ratio selection that includes the industry standard, preset optical Vignetting (also known as Cat's eye) with an adjustable vignette scale as well as catadioptric (Mirror Reflex) lenses, and more.

DOF PRO features various modes of operation that can meet every need. In its most efficient setting, DOF PRO uses a specifically designed depth map to create an exact impact of the depth of field. It is a grayscale image in which the grey level at any point is the distance of the object to the camera, at the same spot within the image. The majority of 3D graphic software programs can easily create depth maps in addition to rendering images. When using photographs the user is able



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to create the depth map by hand, which is made easier with the help of the filter's powerful gradient features built into the.

What is Advertising & Design

"Advertising & Design" refers to the combined fields of advertising and graphic design, which are closely related disciplines that focus on creating visual communication to promote products, services, ideas, and brands.

- 1. **Advertising:** Advertising involves creating persuasive messages and campaigns to reach a target audience and persuade them to take a specific action. This action can include purchasing a product, using a service, or changing behavior. Advertising encompasses various mediums, such as print, television, radio, digital platforms, social media, billboards, and more.
- 2. **Graphic Design:** Graphic design is the practice of using visual elements, typography, imagery, and layout to communicate information effectively and aesthetically. Graphic designers work on various projects, including branding, packaging, posters, websites, brochures, logos, and more. Their goal is to visually convey a message or evoke an emotional response.

"Advertising & Design" often refers to the collaborative efforts of both advertising professionals and graphic designers to create visually appealing and compelling campaigns. Here's how they intersect:

- **Branding:** Graphic designers play a crucial role in creating brand identities, including logos, color schemes, and visual elements that represent a company's image. These elements are then incorporated into advertising campaigns to maintain a consistent brand image.
- **Campaign Visuals:** Graphic designers design the visual components of advertising campaigns, including layouts, images, and typography, ensuring that the messaging is visually appealing and aligns with the brand's identity.
- **Digital Media:** In the digital age, advertising often involves creating visual content for online platforms. Graphic designers work on creating eye-catching banners, social media graphics, and multimedia elements for digital advertising campaigns.
- **Print Advertising:** Graphic designers are responsible for designing advertisements for print publications such as magazines, newspapers, and flyers. These designs need to capture attention and communicate the message effectively.
- **Packaging Design:** Packaging is a critical aspect of product advertising. Graphic designers create packaging designs that not only protect products but also attract consumers and convey information about the product's benefits.
- **Visual Storytelling:** Both advertising and graphic design emphasize storytelling through visuals. Effective campaigns and designs can tell a story, evoke emotions, and create a memorable experience for the audience.

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