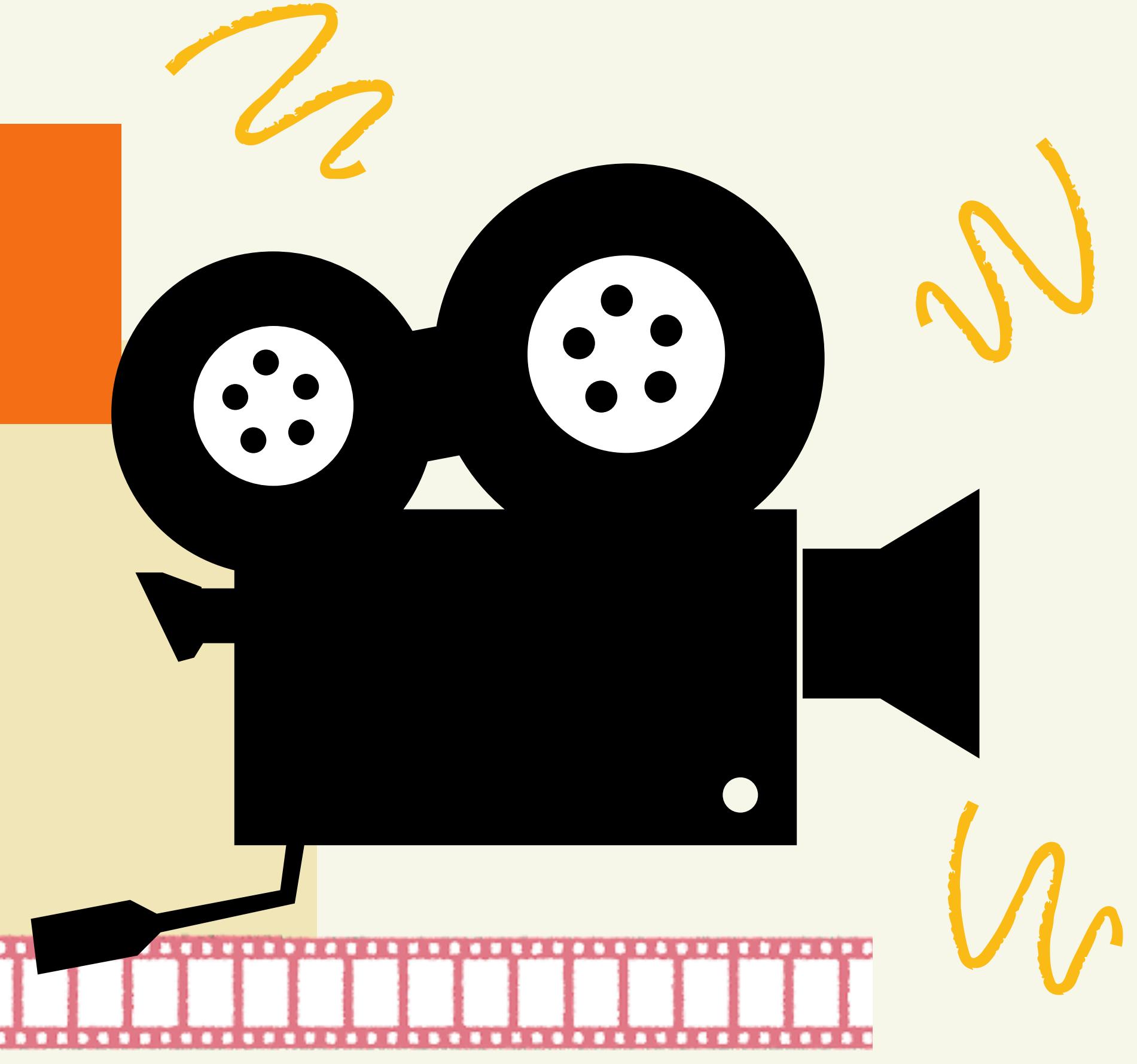


THE IMPACT OF TECHNOLOGICAL ADVANCEMENTS ON FILMMAKING: A CASE STUDY ANALYSIS

Scan the QR code to see
Project GitHub
Repository for full
research details



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ABSTRACT

Through the Literature Review and the Comparative Case Study of the two films, the research aims to explore how have technological advancements impacted the world of filmmaking, both in the physical hardware used to film motion pictures and the software technologies used in post-production?

The study focused on three main areas: physical filmmaking, animation/AI, and VR, structured through a comprehensive literature review and a comparative case study. By looking at film budgets and gross performance in the Box Office, this study contributes to understanding technology's role in modern filmmaking and offers practical insights for industry professionals.

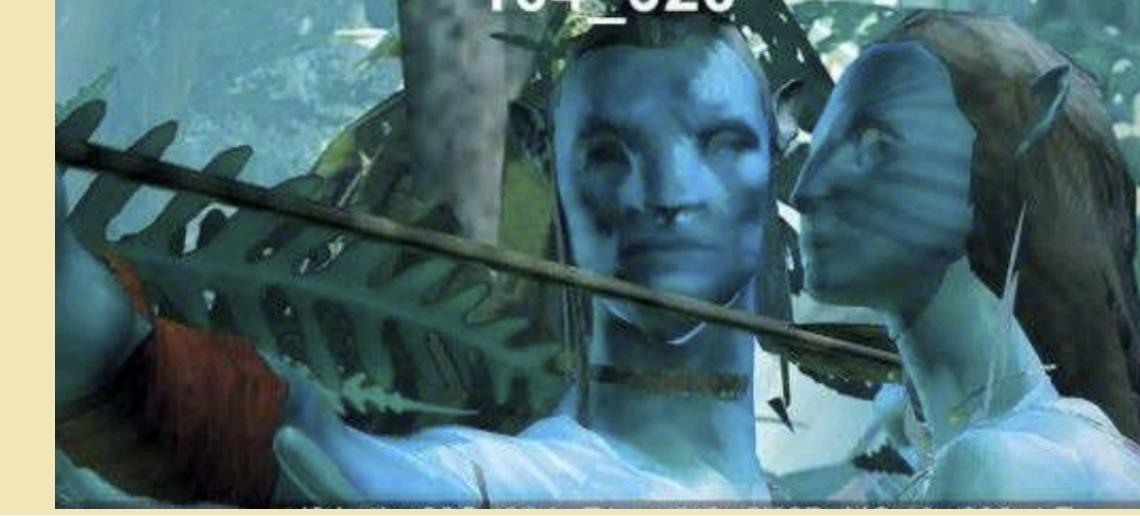
The Motivation behind this project stems from the passion of film and pursuit of a minor in Video, Performance, and Social Practice. This was also created with the desire to highlight the bridge that exists between the worlds of Computer Science and Filmmaking

Technological Evolution in Filmmaking: Past, Present, and Future

Past: Tech Advancements through Ang Lee's Career Filmmaking

- Transition from Film to Digital Cameras:
 - Revolutionized filmmaking by reducing costs and increasing flexibility.
- Ang Lee's Career:
 - Pioneering wirework in "Crouching Tiger, Hidden Dragon."
 - Advanced CGI in "Life of Pi."
 - High frame rate technology in "Billy Lynn's Long Halftime Walk."

LITERATURE REVIEW FINDINGS



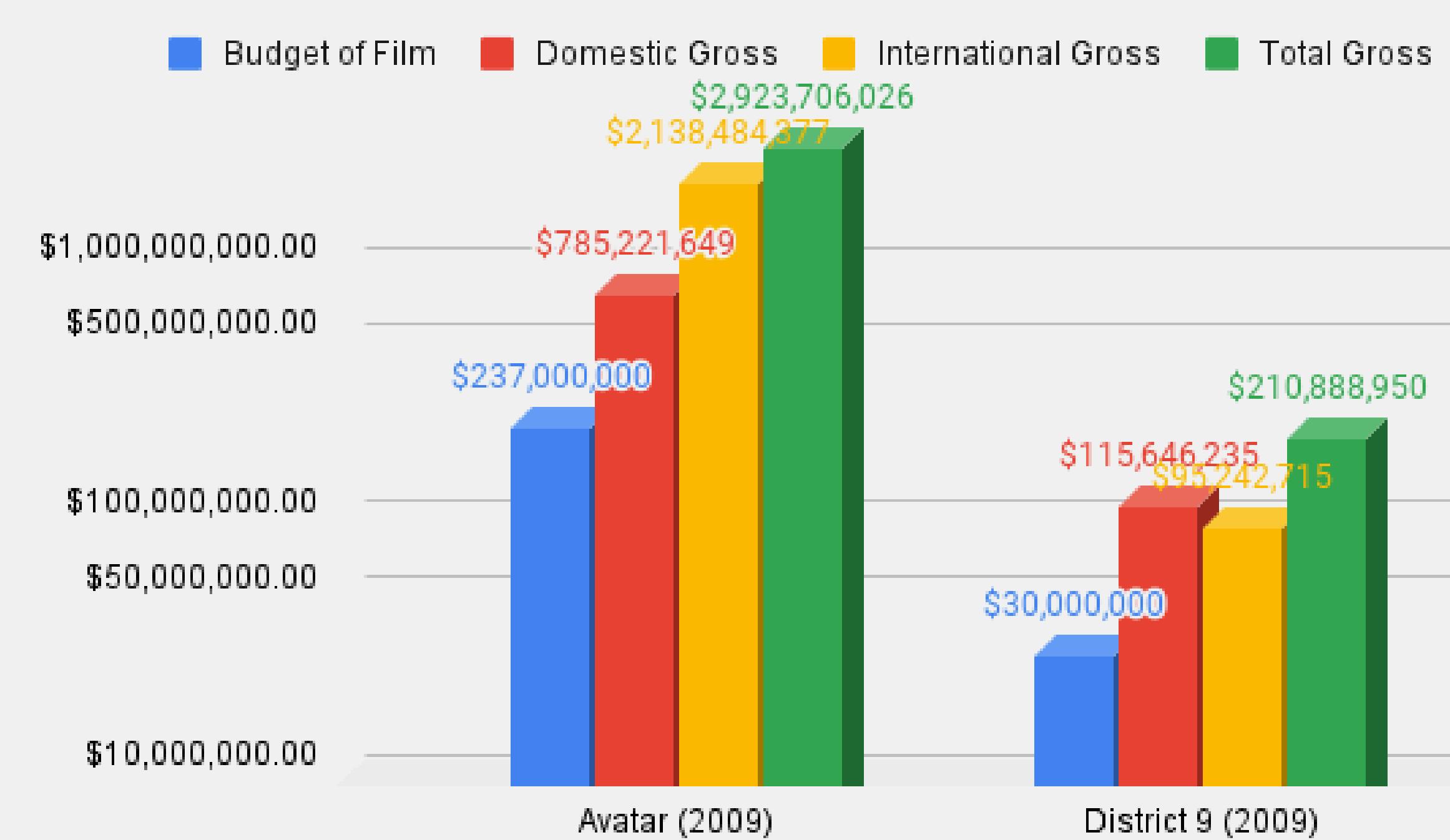
COMPARATIVE CASE STUDY ANALYSIS

AVATAR (2009)



Pictures of the Simulcam in use on the set of Avatar (2009).

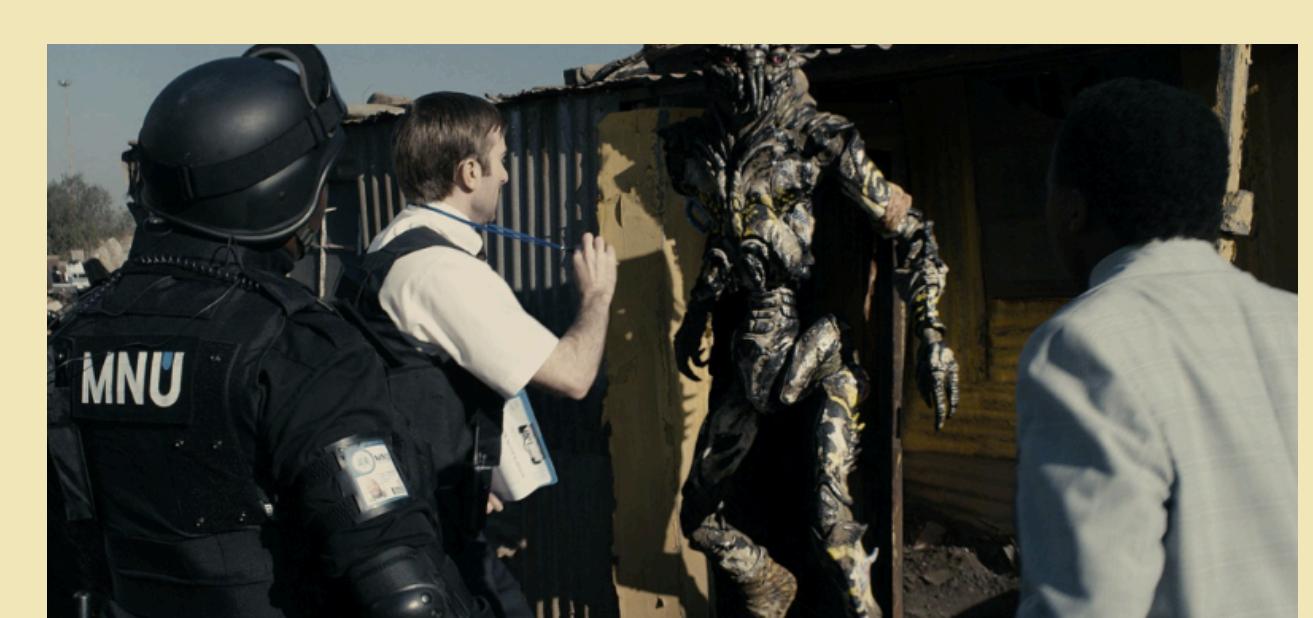
Film Performance



Film Performance Graph

- The results from the figure demonstrate that Avatar having access to better types of CGI and 3D technology with their bigger budget allowed them to perform higher in the box office.
- However, despite the lack of outreach, sources from experts say District 9 still performed extremely well given the limit budget. The use of creative and more traditional film techniques saved the film's ability to engage audiences.

DISTRICT 9 (2009)



Pictures of traditional CGI and prosthetics being used on the set of District 9 (2009).

CONCLUSIONS

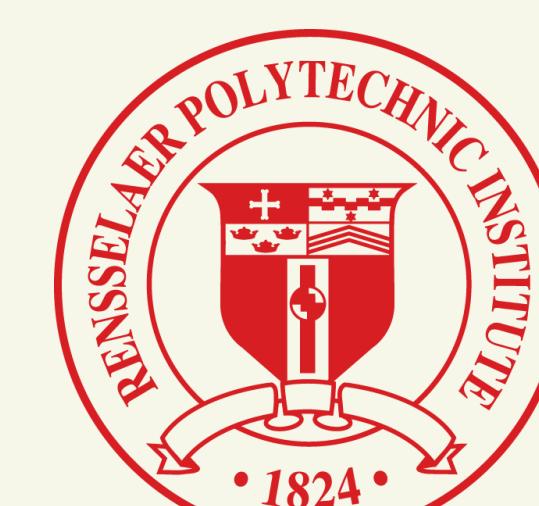
The evolution from physical film to digital cameras and the integration of CGI, animation, and AI have revolutionized filmmaking, enhancing creative possibilities and production efficiency. Emerging technologies like VR and AR promise to further transform the industry, opening new avenues for storytelling. The comparative analysis of "Avatar" and "District 9" illustrates the diverse ways technology can enhance filmmaking, providing valuable insights for future projects.

ACKNOWLEDGEMENTS

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