

The effect is that when the laser from the red men is on Captain America, Captain has lights on his body. The light changes with the camera view. I think the color changes after a texture. It was created with directed lights sticking on red men's head and re-rendering the texture that was in the light. I found a tutorial about how to make lasers here. https://unity3d.com/learn/tutorials/topics/graphics/fun-lasers This tutorial teaches the technique that is very similar to the effect in the scene but without sticking on a moving object.