

## **Futuristic Scenarios: Utilization of AI Technological Settings to Foster the Filmmaking Visual Creation & Mass Production**

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### **Abstract:**

AI, or Artificial intelligence, is an innovative information technology that allows for the interaction with machines and proposes human interaction systems. AI computing systems proved to be effective instruments of proposing automated systems by which business operations and activities can be performed automatically without a requirement for human assistance. Since the film industry creation is heavily dependent on programming systems and digital technologies, it has become a leading sector to which AI technology is applicable for implementation. The utilization of AI in the filmmaking mass production would enable editors to create effective and significant movies using human-based systems and programs in a highly efficient manner. The aim of this paper is to review the implications of AI-based film industry practices on the future of the film industry through evaluating the associated opportunities and obstacles. A thorough literature review of credible journal articles is carried out to review the findings of recent papers and to synthesize key facts and information related to AI in the film industry. It is concluded that through the use of AI-based facial recognition programs, editors become capable of effectively analyzing the major characters and sorting out the major scenes for human editors. A myriad of areas within the film industry are amenable to the application of AI technologies, including script writing, estimating a film's commercial success, casting of actors, film promotion and marketing amongst others. In the future, it is expected that current film industry practices will be revolutionized through the utilization of AI technologies and machine learning programs as a result of the digitization of numerous editing and promotion-related procedures. This article outlines the applications of AI technology to the film industry and enhances the understanding and knowledge of AI technologies.

### **Keywords:**

AI, Technology, Film Creation, Innovative Application, Film Mass Production

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