

Artificial Intelligence Systems Impact on Film Sets in the 21st Century

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Abstract:

AI systems and technologies play a vital and effective role in Film Production Design. It has become one of the Film Production Design specialties because of its diversity and its ability to develop and acquire qualities that make it fit with each specialty and play the role required of it according to its user, who is a member of the team based on the design and production of the film beginning with the writing of the text, The storyline, the selection of eligible actors for roles, the stages of constructing Sets for Shooting actions or digital environments as extensions of the Live Shoot environment, and the creation of digital characters and Visual Effects. The role of AI systems and tools has developed the Production Design for films such as *Lord of the Rings*, *The Irishman*, and numerous more well-known films whose teams have recruited AI in their Film making and production. It was thus worthwhile to investigate that phenomenon, which became an active member of the team as the film's concept and production progressed. So we concluded that AI tools have opened new horizons for cinematographers in developing their visions to create worlds with endless imagination that produce a cinematographic image with unique characteristics. Artificial intelligence environments are digital representations of scenes created by artificial intelligence models using machine learning (ML) and deep learning (DL) techniques. ML is a branch of artificial intelligence that enables machines to learn from data without explicit programming. AI Video Generation Company is one of them; it has started showcasing its technology in films like *Everything, Everywhere, and All at Once*. The promise that artificial intelligence (AI) offers has been welcomed by some of the industry's pioneers, who specialize in using it to generate films. They even promote the technology's use and reliance on AI as a new kind of art that is crucial to the creation of movie images. To meet the demands of the filming and production phases, film producers also work on the advancement of ICT and its methodologies and trends.

Purpose and scope: Artificial intelligence is one of the most important scientific advancements that academics are now interested in across a wide range of subjects and disciplines, and it presents limitless opportunities for growth and creativity. Movies, particularly film perspectives, are attractive areas for the use of AI applications, and it is critical to research and learn about their potential and methods of dealing with them.

Objective: Acknowledge how to leverage AI applications to develop design and execution processes for Set and image of Film Production Design.

Method: The paper follows the descriptive and analytical method of reaching results that demonstrate the importance of the research study.

Conclusion: AI has become an area worthy of study and analysis due to its rapid evolution and impact on film making. AI tools have opened new horizons for cinematographers in developing their visions to create worlds with endless imagination that produce a cinematographic image with unique characteristics. AI methods have driven optical effects specialists to design and produce programs using AI tools that have a role to play in achieving and creating new insights and images in the cinematic landscape. AI tools demonstrated capabilities and capabilities that created the need for them by filmmakers and filmmakers to realize their visions. AI tools contributed to the implementation and realization of what was difficult to implement before they emerged.

Keywords:

Artificial intelligence; film set design; film production design. Machine learning

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