

Artificial Intelligence and Its Impact on the Cinematographer's Pre-Visualization

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Abstract:

In recent years, with the rapid development of artificial intelligence technologies, these technologies have begun to play an increasingly important role in all stages of filmmaking. One of the most critical stages impacted by AI is Pre-Visualization, a phase that the cinematographer heavily relies on for visual planning before the actual filming begins. The cinematographer is considered the key figure responsible for achieving the visual vision of any cinematic work. This responsibility includes designing the lighting, determining camera angles, adjusting colours, and managing various other elements that shape the audience's visual experience. This research aims to study the impact of artificial intelligence on the pre-visualization stage, focusing on how AI tools are used to generate images and texts, analysed motion and lighting, and how this affects the cinematographer's creative process. The study discusses the latest technologies, including generative AI programs and 3D modelling tools, and their role in developing advanced visual concepts before shooting begins. Furthermore, AI contributes to expanding creative possibilities by offering new tools for experimentation and innovation during the pre-visualization process.

Statement of the Problem: With the rapid advancement of artificial intelligence technologies, these technologies have increasingly integrated into various stages of film production, including the Pre-Visualization stage, which is considered one of the crucial stages relied upon by the cinematographer for visual planning of scenes before actual shooting. This necessitates studying the AI technologies that effectively influence the Pre-Visualization stage.

Research Objectives: 1- Studying the impact of AI technology on the creative vision stage of the cinematographer. 2- Enhancing the film industry in the coming period and strengthening the role of artificial intelligence within cinematic production. 3- The connection between artificial intelligence (AI) technology and the pre-visualization stage.

Significance: 1- The scarcity of studies that have addressed the use of artificial intelligence technology in the pre-visualization stage. 2- Enabling cinematographers to innovate new methods for integrating artificial intelligence technology into filmmaking.

Research Methodology: The research uses the descriptive approach

Results: Artificial intelligence technology has provided many programs that assist the cinematographer during the pre-production phase. Artificial intelligence technology has added essential values to the cinematic film. Artificial intelligence technology effectively influences the creative process of the cinematographer

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