A study on the visual effects in the movie Avengers: Age of Ultron / Nawal Mohamed A. Mohamed


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Abstract

Early of the twenty-first century, world population used to watch or to listen to different types of Hollywood media based on movies. Movies, is categorized as one of the most outstanding cultural activities. On a variety of economic and cultural phenomena in societies, nowadays, cinematic technology has added a valuable importance to the apparent sensitivity of the moviegoer’s experience. Technologies in the contemporary period are creating digital cinematic films and produces how modern people perceive executives no longer real scenes before the camera starts recording objectively. However, they can be built by notable increases in computer generated imaging (CGI), motion capture technology and 3D digital camera systems. As the starting point of the film, audiences and producers claim a current relationship between reality and the green screen technology. Digital cinema currently allows the viewer to inhabit and interact with cinematic reality in a unique way, and this new paradigm shift from analog to digital has created the basis for new ways of watch the film and manipulated picture filmed reality. The goal of this study is to analyze the film Avengers: Age of Ultron according to its visual elements, generic elements and production and to identify the using of visual effects in a film. This research focuses on collecting information from secondary data. Secondary data sources are involved, through the analysis of qualitative methods. This study will be able to afford to show evidence that the presence of film-based manufacturer incentives such movies. However, demand for digital effects, 3D visualization, computer graphics and all other modern technologies is growing and is still steadily since its first appearanc

Item Type: Thesis (Masters)

Additional Information: Dissertation (M.A) â€“ Cultural Centre, University of Malaya, 2016.

Uncontrolled Keywords: Avengers; Age of Ultron; Visual effects; 3D visualization; Digital effects; Modern technology

Subjects: N Fine Arts > N Visual arts (General) For photography, see TR
T Technology > T Technology (General)

Divisions: Cultural Centre

Depositing User: Mr Mohd Safri Tahir

Date Deposited: 21 Feb 2017 15:48

Last Modified: 16 Jan 2019 02:35

URI: http://studentsrepo.um.edu.my/id/eprint/7029

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Unfortunately Age of Ultron has almost 20 central characters and coupled with some really over the top CGI, may have missed the mark. There was an interesting article on Cracked highlighting reasons why CGI movies don’t look as good as they used to. I left the theater after Avengers: Age of Ultron mildly happy. It was a romp, even though it followed the typical Marvel formula of a powerful device that lands in the wrong hands and after a few failings the good guys win in the end. There were some nice set pieces, but it felt very confusing at times with too many characters. They point out that CGI is ALWAYS used (in the new movie) and the sense of reality is lost because (in the scene with Chris Pratt and the 3 velociraptors) they are dancing around like cartoon characters.