

THE CREATIVE EDGE IN COMMERCIAL PRODUCTION

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[ANIMATION & FX]

Have trouble separating fantasy from reality? Well there's medication for that. But if what you're after is a crib sheet on how some of the year's most interesting visual effects were pulled off then look no further. Here we uncover what's real, what's not – from in-camera effects to 3D – and what's just plain cool in the animated world of commercials and videos.

VFX UNVEILED

[IN-CAMERA EFFECTS]

Sometimes what looks like CGI is simply great art direction. Here we look at ways in which ingenuity and cameras combine to achieve the seemingly unbelievable.

> PEUGEOT "THE TOYS"

Agency: BETC Euro RSCG, Paris;

Director: Philippe André, Wanda Productions/Bikini Films, London.

Synopsis: People struggling with life-sized toy cars are amazed when a slick Peugeot 407 drives by.

Why it's cool: Excellent art direction.

What's real? Amazingly, the toy cars are real, built from scratch on-set in Sydney. Director André wanted to bring a lifelike feel to this toy-car world. The vehicles, which are interpretations of historical Peugeot models, were built in Sydney where the spot was shot over nine days. André says he filmed from the interior of the Peugeot 407 to give it an observational aspect.

What's not? For an overhead shot of cars on a bridge, André shot real cars, which were replaced with CGI models. Additional CGI cars were added where needed to fill out the action, and cars shown in a Peugeot showroom are fake as well.

