

The Film Issue
May, 2023



K
N
O
W
T
H
Y
A
R
T
?

THE FILM ISSUE

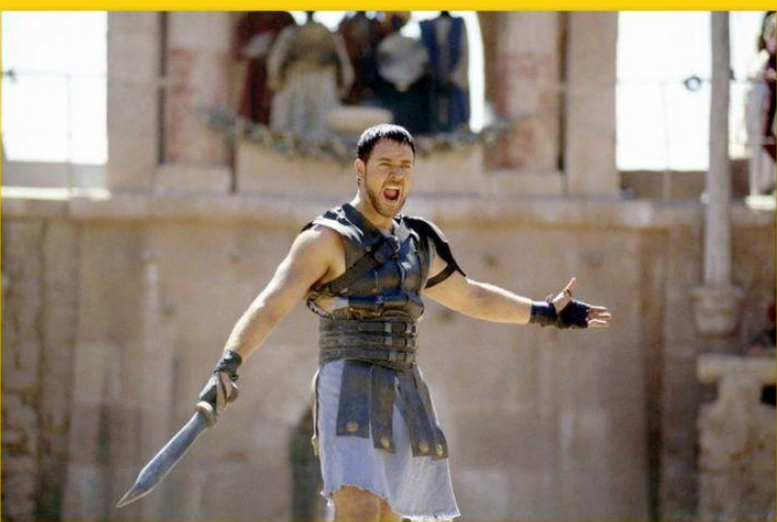
In the film issue, we will explore the creative aspects of filmmaking and how art and design in movies have helped captivate the audience for decades. We will even give you our two cents on what we think filmmaking will be like in the future. So get your copy and stay tuned... pun intended.

Also, the Film Issue catalogues some of the most iconic film scenes. See if you can name every movie still and spot creative elements like colour grading, camera angle, costume, set design and more!

CONTENTS

- The History of the Art of Filmmaking •
- Art and Design in Filmmaking Today •
- The Future of Creative Filmmaking •
 - Sensei Speaks •
 - Factly Facterson •
 - Ask the Editor •
- Know Thy Art - Add to Cart •
 - Freebie •
- Sneak Peek of the Next Issue •

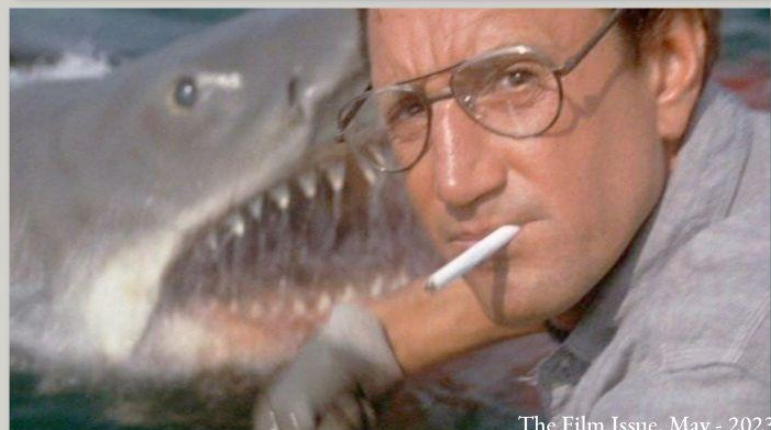




THE HISTORY OF THE ART OF FILMMAKING

In 1888, the world saw an invention they didn't know they needed. I mean it didn't cure the measles, but it did leave people with a "filmy fever." The moving picture or the motion picture was called The Roundhay Garden Scene by Louis Le Prince.

After Joseph Nicéphore Niépce took the first photograph and Le Prince made the first motion picture, it was on to the first Talkies for talking film by Alan Crosland called "The Jazz Singer."



The world was only just getting accustomed to listening to the sounds of a whole orchestra coming out of a single radio. Imagine how watching a moving picture must have felt. "Le voyage dans la Lune" from 1902 (available on YouTube btw) was a sci-fi film that may have shocked even those privileged enough to watch. Georges Méliès was instantaneously the artist for the new age with this strange, new, futuristic and captivating medium called "film."

You would need a ticket to Paris and to the Louvre to see the Mona Lisa. If you want to watch a motion picture, you would need a television screen. Or have friendly relations with the rich neighbour on the block who had one.

Not long after that, "Little House on the Prairie," "Howdy Doody" and conscription advertisements became the norm.



ART AND DESIGN IN FILMMAKING TODAY

Art and design are a humungous part of filmmaking. Don't, for a second, assume that a graphic designer or a photographer's job is just clicking photos of potato crisps and designing a packet of Lay's. The film industry heavily depends on these artists and designers too. Now more than ever, a designer can be called on to be a part of a film crew to design the tiniest detail that can be so important to a film. Imagine "Willie Wonka and the Chocolate Factory" where the golden ticket looks like a cheaply designed napkin with some tawdry gold paint smothered all over it. All thanks to the graphic designer, the viewer understands the happiness little Charlie feels when he finds this coveted gold ticket in a Wonka bar.

Cinematography

The art of cinematography basically involves translating a movie script into a story on screen. Cinematographers work on lighting the set, camera shots, lenses, colour correction choices, lenses, angles of the shot and making the scene come to life. The cinematographer is also known as the DP or Director of Photography. Films like Mad Max, Life of Pi, Ben-Hur and Cleopatra are films with some great cinematography to learn from.

Art Direction

An art director mostly takes every scene that the film crew has made and ensures that they are cohesive and in line with the narrative. This is why the art director is an important person in initial discussions, during execution and at the time of post-production. Could you imagine a "Blade Runner" scene shot like one from "Asteroid City" and then the rest of the scenes go back to being dark and neon? That would feel out of place, right? This is why an Art Director oversees the visuals to match the look and feel of the film.

Prop Design

This job is like a mix of illustration, graphic design and fine art. In previous decades, making props would involve painting the background fields across the yellow brick road in a film like "The Wizard of Oz". However, these days CGI would take care of that. But that in no way means that this job has become obsolete. In fact, the job of a prop designer has evolved into making small objects in a scene that can be of great value. The Marauder's Map, Mendel's cake box, and Barbie's doll house are just the tip of the iceberg. From fake newspapers to documents and retro shop signs, a prop designer is responsible for all the little trappings in a film.

Set Design

This is like interior design for films. A private detective's office would have a desk full of messy paperwork, shelves full of books, the kind of table lamp and the kind of washed-out couch in the corner of the office. Designing this set is the job of a set designer. A job well done by a set designer enables the audience to get truly immersed in a scene. I mean you can't have a period film with a 20s speakeasy that is poorly designed, can you? The Great Gatsby, would surely not have been so enjoyable without a good set designer.

Sound Design

The next time you watch Star Wars, and Darth Vader walks into a room, replace his iconic theme with the Habanera. Not such a menacing Sith Lord now eh? While the Star Wars franchise showcases good storytelling and characters, the films are further elevated because of the score of John Williams. Not just that, but sound designers decide when the background score should be loud, when it would be softer when we should hear the rain more than the music and soo much more. So much of how a scene makes you feel is mostly because of the sound design. That is why, if you messed about with virtual DJ, win amp or audacity in your younger years, then you are probably needed in film post-production.

VFX

VFX or Visual Effects was something that was mostly heavy-handed in animated films. However, these days most films use it may be to make the sky darker or Scotland brighter. Let's face it, it's almost never sunny in Edinburgh. Imagine wasting production time just for the sky to brighten up. And that's it! That is what VFX mostly does today. It saves time and costs. Yes, there are added benefits like ensuring animals are CGI, skylines matching the period and much more. Colour grading, CGI, scene alterations and enhancements were done on a computer are all VFX. All you folk who are talented at Adobe After Effects can probably make it in Hollywood.

These are just some of the creative departments in filmmaking. Costume design, production design, music composition and so much more. A film can be the ultimate collaboration of every kind of creative field.







THE FUTURE OF CREATIVE FILMMAKING

Ever since 3D movies became more and more popular thanks to producers like Pixar, Dreamworks and Marvel films now aim to be more immersive. Camera movements make you feel like you, the viewer, are interacting with the characters in the film. Remember the scene in “Inglorious Bastards” when Hitler was dying and the camera perspective make the audience feel like they were seeing the fading world from his point of view?

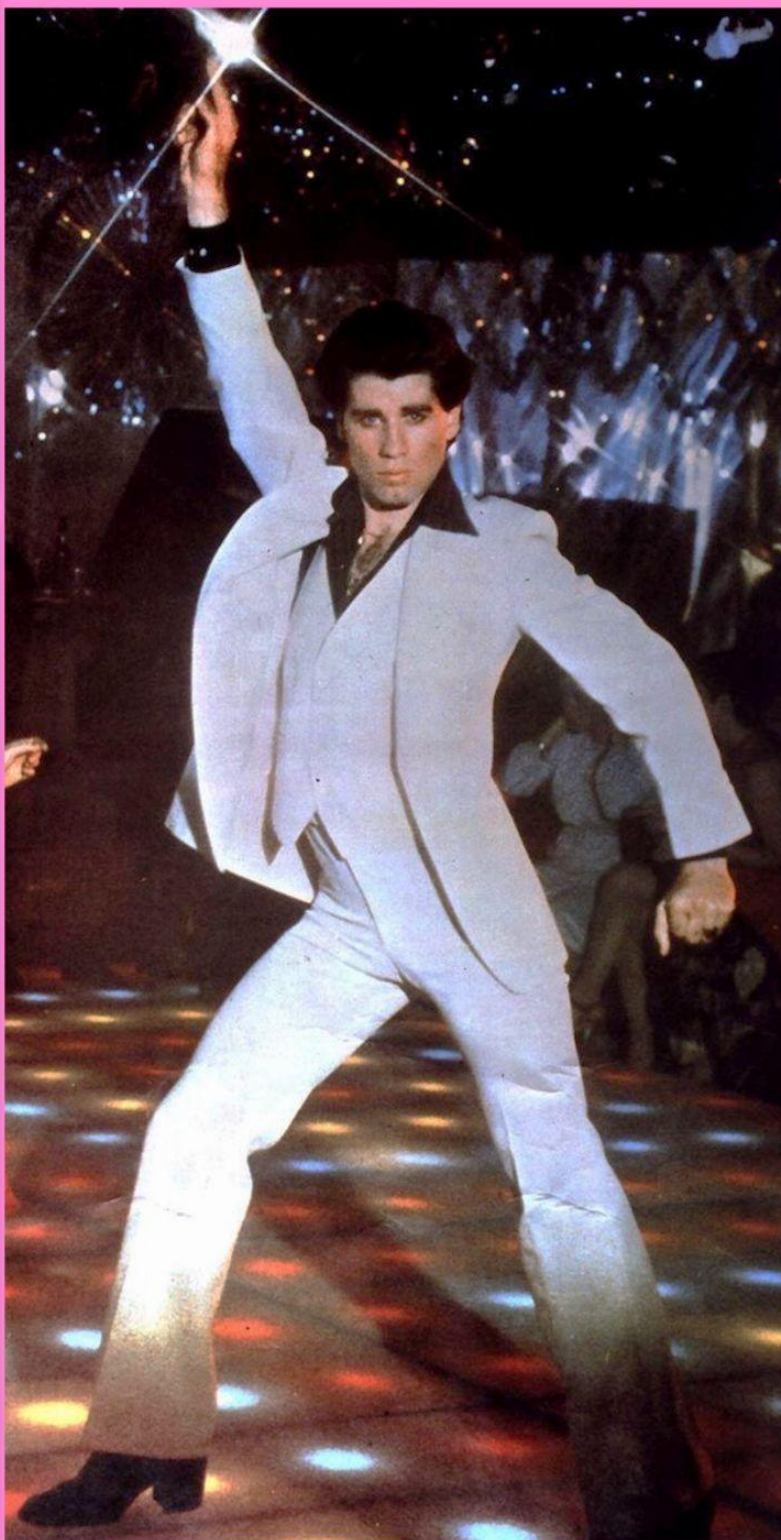
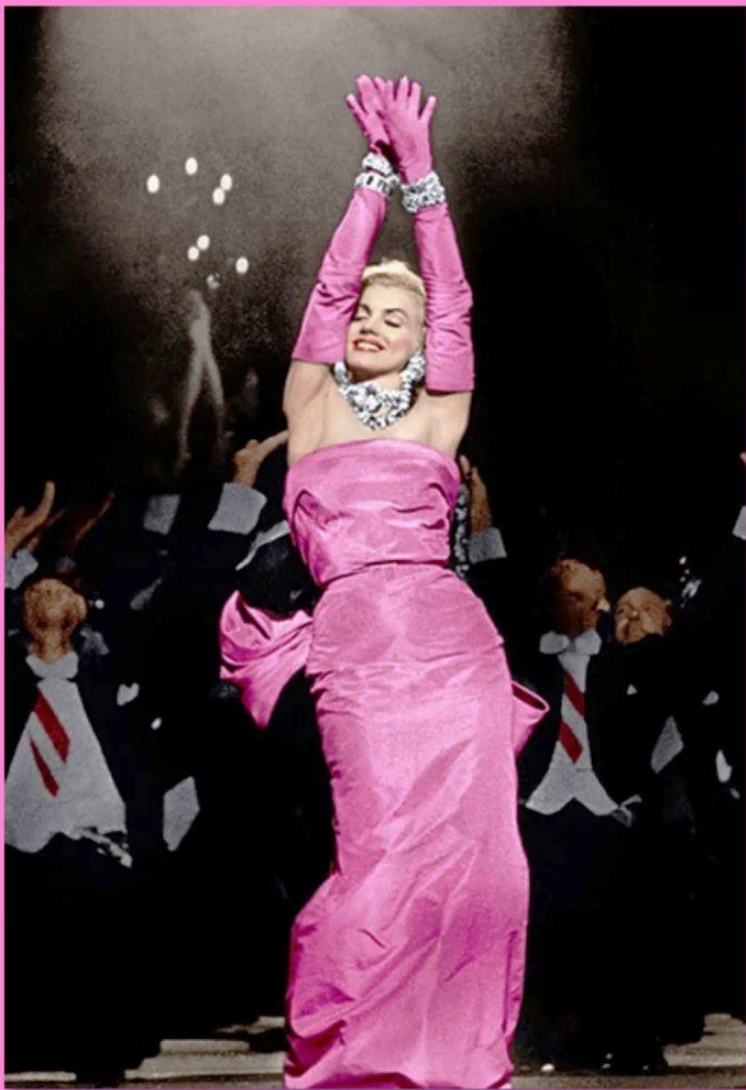
Even with lighting and colour play, the Tron franchise makes you feel like you are stuck in a neon computer game. Although it is not really like the movie “Stay Tuned” literally sucks the viewers into a dystopian TV world.

Some critics would tell you the future of filmmaking is AI for CGI. While all that might be right, there is one important thing to remember. The trends in TV and Cinema are determined by the audience. Filmmakers will make more of what the audience is willing to pay for. That, might not always be a CGI superhero flying around a CGI skyline in a done and dusted story full of tropes.

With problems like global warming, unemployment and inflation, the audience of the future might want their films to be more and more immersive. If watching the incredible dance of Naatu Naatu might make them forget their problems for just a while, then the film is successful. After all, isn't cinema a fantasy that we use for escape?

Filmmakers of the future may use more drone shots, vivid colour correction, hair-raising music and a million other creative techniques just to make the experience as immersive as possible.





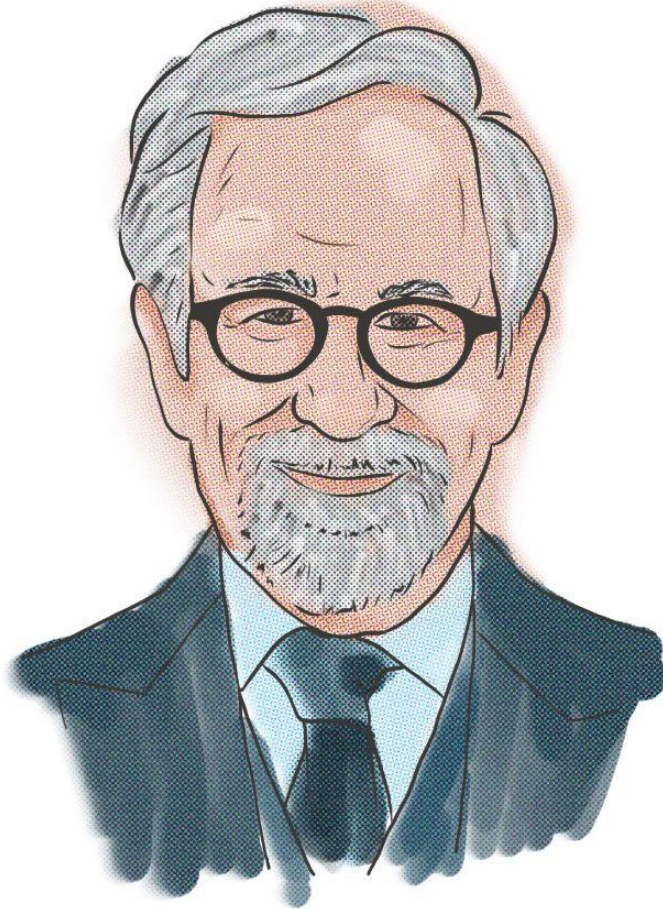


SENSEI SPEAKS

“ Through careful manipulation and good storytelling, you can get everybody to clap at the same time, to hopefully laugh at the same time, and to be afraid at the same time.

But you can't get everybody to interpret the result in the same way. And that's thrilling to know – that everybody will see it differently.

”



STEVEN SPIELBERG





FACTY FACTERSON

- DREW STRUZAN made movie posters for over 150 films including the Indiana Jones and Star Wars series
- THE NICKELODEON was the world's first movie theatre that opened in Pittsburgh, Pennsylvania in 1905 to screen motion pictures.
- PHILO FARNSWORTH invented the first television set in 1927 and the rest is history.

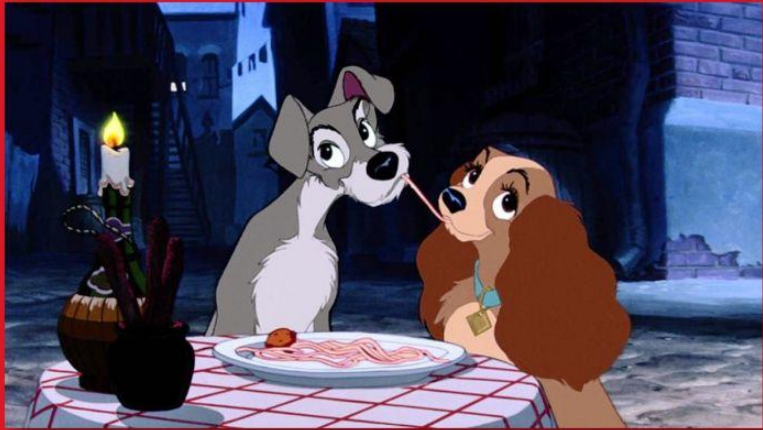
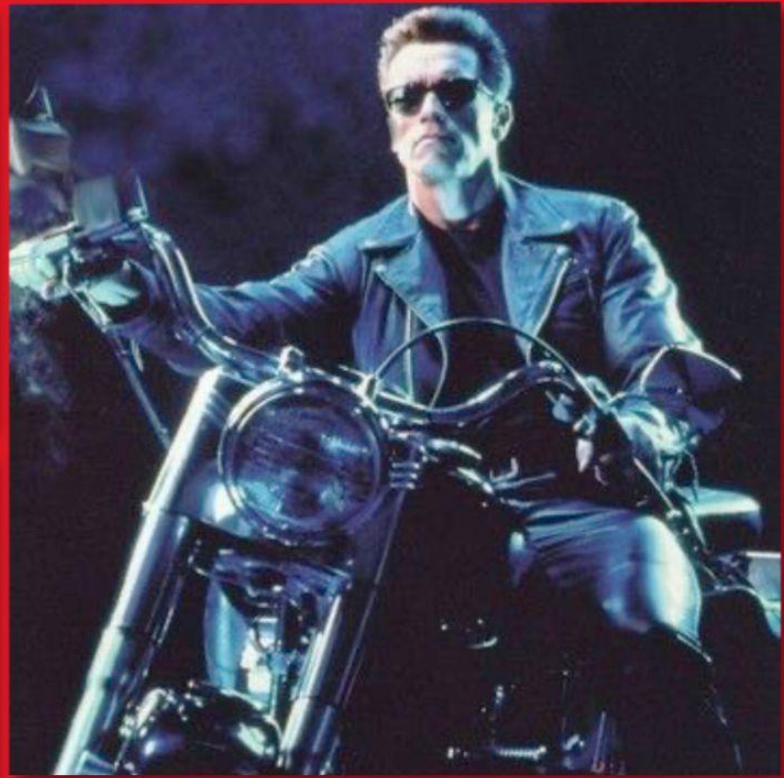


Meta @know_thy_art



©Know Thy Art - Piracy and redistribution of copies of this magazine is prohibited.





iPhone Camera Lens
SKYVIK SIGNI One 75mm Macro Lens



ASTROID CITY COLOUR PALETTE

Sign-up for the Know Thy Art monthly newsletter
to get access to our freebie page.
Download all art and design goodies from
the archives and those yet to come.

www.knowthyart.com

(You're sure to find a sign-up form
somewhere on the site)

Meta Socials: [@know_thy_art](https://www.instagram.com/know_thy_art)



SNEAK PEEK INTO THE NEXT ISSUE

THE FILTER ISSUE

From slightly saturating a photo from the 70s to puppy noses and Wes Anderson colour grading, filters have surely evolved. In the next issue we will explore photo filters!

