

Quite
Brilliant

REDSTUDIOS

APA Production Masterclass

Virtual Production

www.quitebrilliant.com

What is Virtual Production?



Why are people talking about VP?



CREATECH, TV AND FILM

UK Emerges As Global Virtual Production Leader

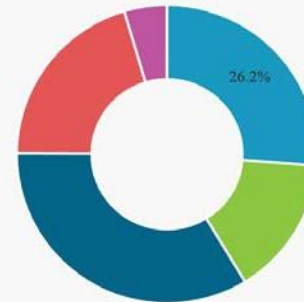
The UK Invests in Virtual Production as Content Boom Continues

The UK is doubling down on Virtual Production infrastructure; learn how and why they're leading the charge to bring this new industry pillar to the forefront.

Nomad Foods

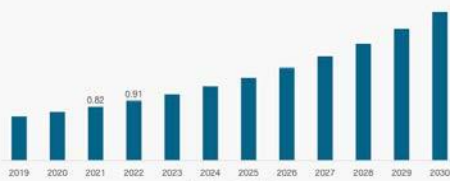


Global Virtual Production Market Share,



www.fortunebusinessinsights.com

North America Virtual Production Market Size, 2019-2030 (USD Billion)



www.fortunebusinessinsights.com



MARS[®]
VOLUME

LONG FORM SCRIPTED SHOWREEL 2024: <https://www.youtube.com/watch?v=wRwi5pNoyv0>

Why look at Virtual Production?

1. Creativity
2. Cost/Budget
3. Sustainability

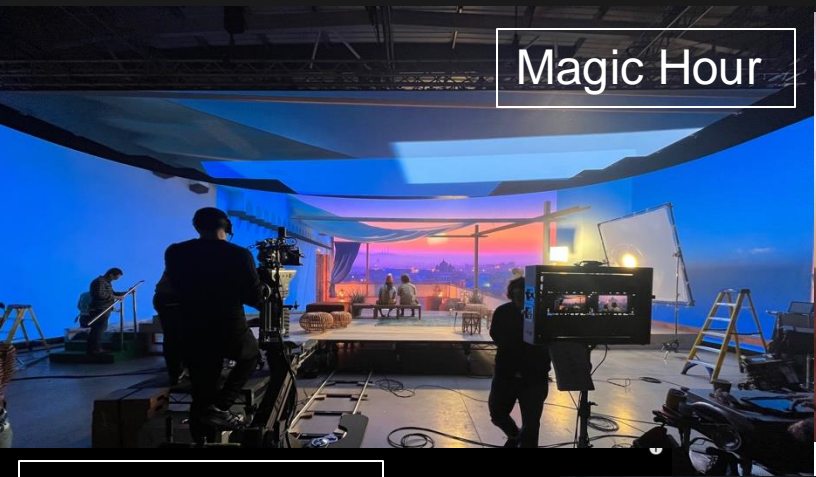


THE CREATIVE STUFF



Different VP scenes

Magic Hour



Hard to get to Locations



Driving scenes



Different VP scenes



A man with a beard and short hair is wearing large, dark headphones. He is looking slightly to the left of the camera with a neutral expression. The background is dark, and the lighting is focused on his face and the headphones. In the top left corner, there is a white square containing the word "dyson" in a lowercase, sans-serif font.

dyson

<https://www.youtube.com/watch?v=GTHSyGMWygE>

Director: Tom Gorst

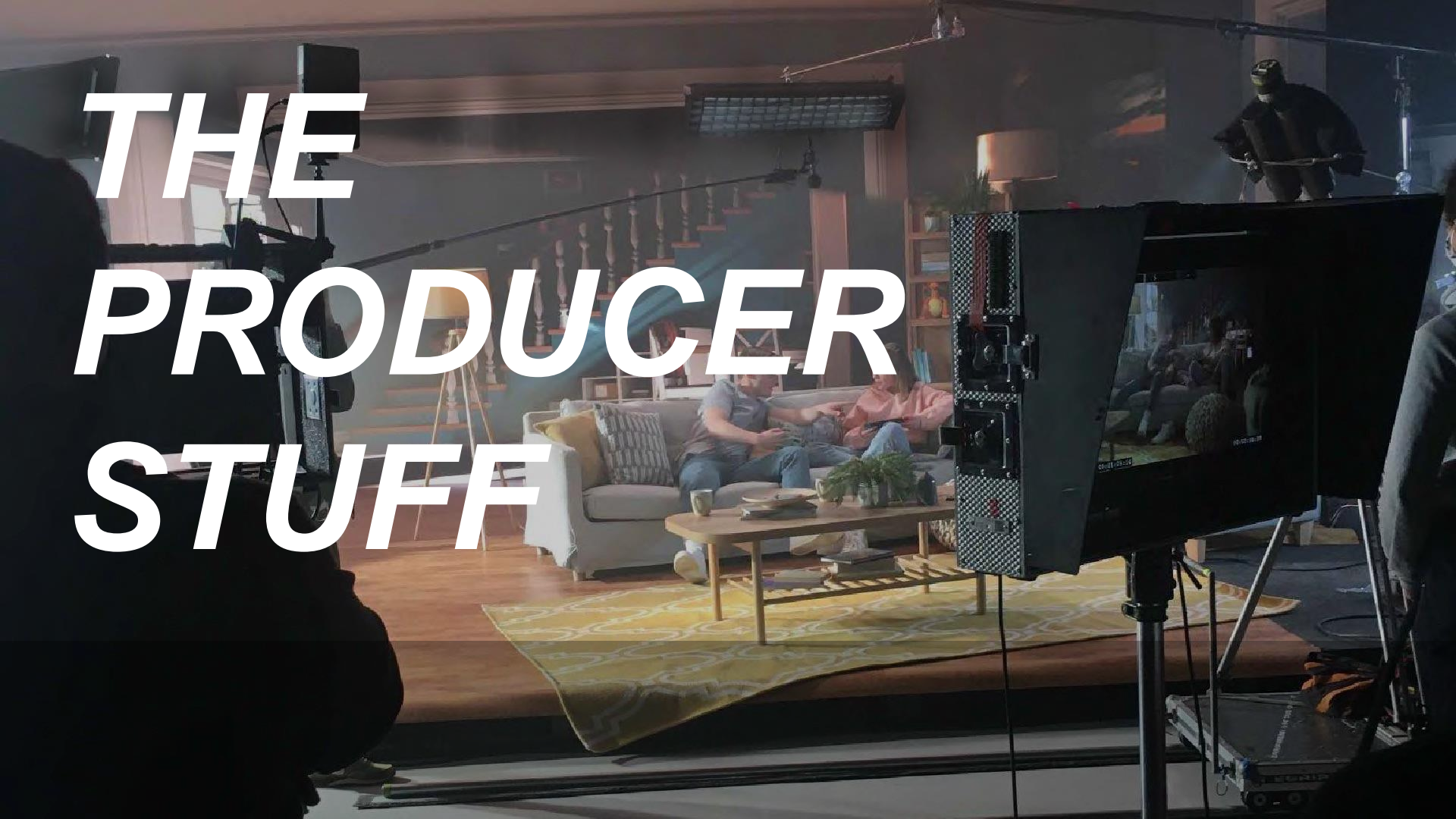
Still Shoots





Baz Luhrmann – Vogue Front cover
Shot in VP
<https://vimeo.com/980795576>

THE PRODUCER STUFF



2. Costs/Budgets

- Asset Generation: UE v Plate v DMP v 2.5d
- Stages: What's the difference?
- Crew: same crew?
- Equipment: what's extra?
- Art Department: Virtual v Physical?
- Cost efficiencies

Asset Generation:



Unreal 3d asset



AI Generated



Matte Painting



Location Plate

LED Volumes In London/ UK



Established LED Volumes in London

8 x 4 m

19 x 4m

25 x 5m

30 x 5m

Twickenham
Film Studios 2



Garden Studios



Mars Volume



Arri Stage



Cube Studios -
Maidenhead



Twickenham
Film Studios 3



Others

Ramaz
Silvertown
80 Six (Slough) –
Flexible

Online Q2 2025

Day Ratecard

6.5k

15k

15k

40k +

Twickenham
Film Studios 2



Garden Studios



Mars Volume



Arri Stage



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Twickenham
Film Studios 3



Others

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80 Six (Slough) –
Flexible

Online Q2 2025

Crew + Equipment





<https://www.quitebrilliant.co.uk/projects/bupa/>
Director: David Edwards

Art Department

Virtual

v

Physical



Cost Efficiencies – Long Term v Short Term



All CGI Unreal Assets

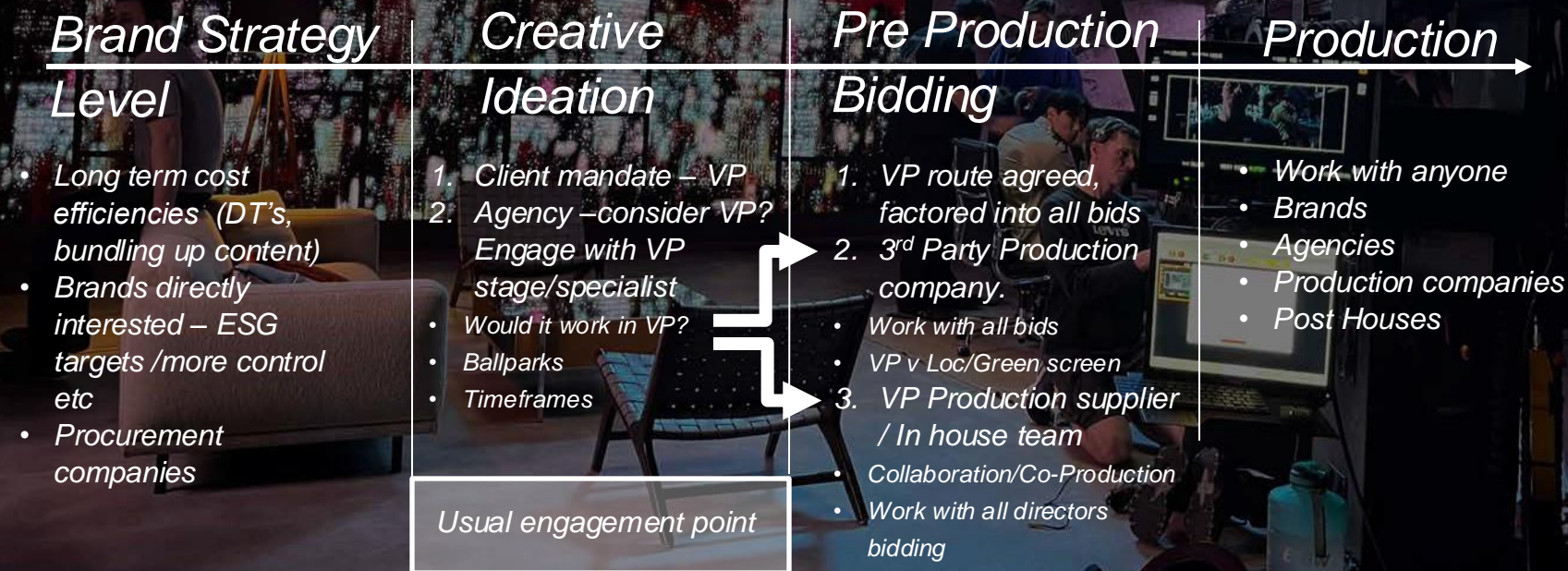


Build up Asset libraries, easily adaptable and significant long term cost savings

When to consider Virtual Production?



When to consider Virtual Production?



25.000 SHUTTER 180.0 IRIS - EI 640 ND - WB 5600 K

CAM
4.5K
LOG

THE BIGGER PICTURE STUFF

FOCUS 4' 10"

FCL 12.0mm

BAT 24.4V

A002 C028

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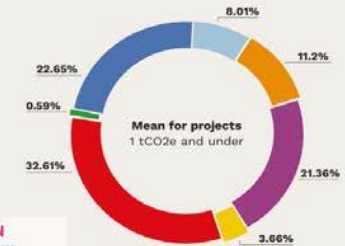
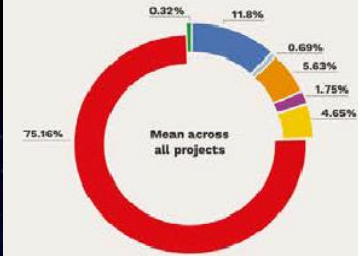
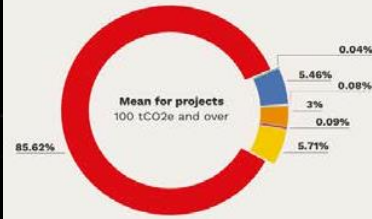
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Sustainability

Production = biggest carbon footprint for agencies
Brands all have ambitious 'green' targets.
New Carbon impact assessment tools coming soon,
to assist more accountability, especially at bidding
stages.

Virtual Production =
Less travel
Reduced set builds (compared to other studio shoots)
Reduced lighting
More efficient LED screens
+ Much easier to measure.



The Production Conundrum



SUSTAINABILITY

COSTS

CREATIVITY

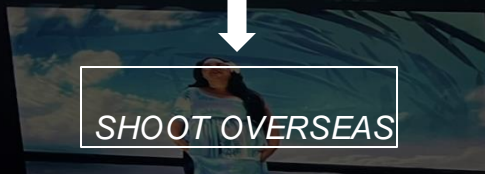
SHOOT OVERSEAS

LONG TERM THINKING

SHORT TERM THINKING

**FUTURE PROOFING PRODUCTION WITH
SUSTAINABLE PRACTICES**

The Production Conundrum



NEW TECHNOLOGY



CAM
4.5K
LOG



OCUS
12.0mm

BAT 24.4V

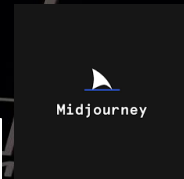
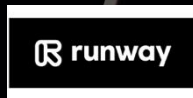
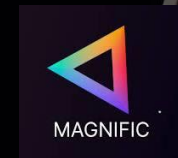
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Thank you

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