Reading 3

Skills:

- Main ideas

- Understand vocabulary from context

Getting started: In which way visual effects can be better?

BEST VISUAL EFFECTS TRENDS AND PREDICTIONS



It is predicted that the global VFX market will double in size by 2025, accounting for an astronomical 23.85 million dollars. To put this in perspective, the market is currently valued at $11.33M. Naturally, a significant portion of these figures comes from the movie industry, but we should never forget the giant range of media forms where the technology can be used.

Consequently, here are some of the trends to watch in the coming years:

Increased demand

The rise of the superhero **blockbuster** and action-packed cinema has made demand for VFX **skyrocket**. Adding to this, we are seeing these technologies being used in advertisements, educational materials, gaming, and even **novice** YouTube videos. There has never been a better time to be a specialist in this industry or start learning its practices.

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New CGI wonders

When the "Rogue One" Star Wars film came out, **moviegoers** were amazed at the way that new CGI movie effects were able to digitally resurrect the appearance and movements of characters from decades ago. As our technologies advance with each year, we can also expect to see them being applied in new and **wondrous** ways in media.

The resurgence of practical effects

In contrast to the previous point, we can also **foresee** an expanded role for practical effects (prosthetics, physical props, scale models, etc.). This is due to a growing concern that CGI-based visual effects in movies are being overused and do not measure up to the realism of practical FX. Movies and videos that apply practical FX generously and creatively receive a lot of praise, so we can certainly expect them to remain relevant and **widespread**.

VR's rise to prominence

Virtual Reality simulations already integrate a wide variety of VFX, and they are growing more popular every year. In fact, if the hardware used for VR games decreases its prices in the future, we will probably see millions of people using the technology. In these conditions, it would not be illogical to say that many VFX specialists and designers will find themselves working with **AR** tech in short order.

Movie/game conversion will become common

Over the next years sharing resources with game developers will happen more and more. This exchange will happen both ways: for example, as VFX technologies advance and computational power increases, game developers will use more film style VFX. This will allow for more data exchange with movies. Similarly, as it happened in the Matrix saga, game technology like Havoc, which creates rigid body dynamics, will be used more and more in cinema. This will allow filmmakers to use a digital **stunt person** for particularly **tough** sequences. Crossover tools will become more common in the future for purely practical reasons, but that will have obvious implications for movie/game connections. One day we may even see truly integrated parallel development of games and movies.

**Adapted from https://3d-ace.com/press-room/articles/visual-effects-basics-trends-tips*

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Glossary:

- **AR**: Augmented reality (AR) is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, somatosensory and olfactory.

Answer the following questions:

1. **Match the following descriptions with each heading of the text.**
    a. Innovative effects have the ability to amaze us.
    b. Games and movies can have something in common.
    c. The use of VFX has increased as its use in cinema is more and more common.
    d. This technology may be affordable in the coming years.
    e. Back to simple

2. **Look at the words in red in the text. Match them with their synonyms below.**
    a. To predict
    b. People who go to the cinema
    c. Difficult
    d. Something very successful
    e. Global
    f. Amazing
    g. A learner, a beginner
    h. A person whose job is to do dangerous things in place of an actor in a film
    i. To rise quickly to a very high level

What do you think?

Do you think cinema will return to a more traditional and realistic point, or will special and visual effects be more and more present in cinematographic productions?

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