ICVR

PUSHING THE BOUNDARIES OF INTERACTIVE CONTENT
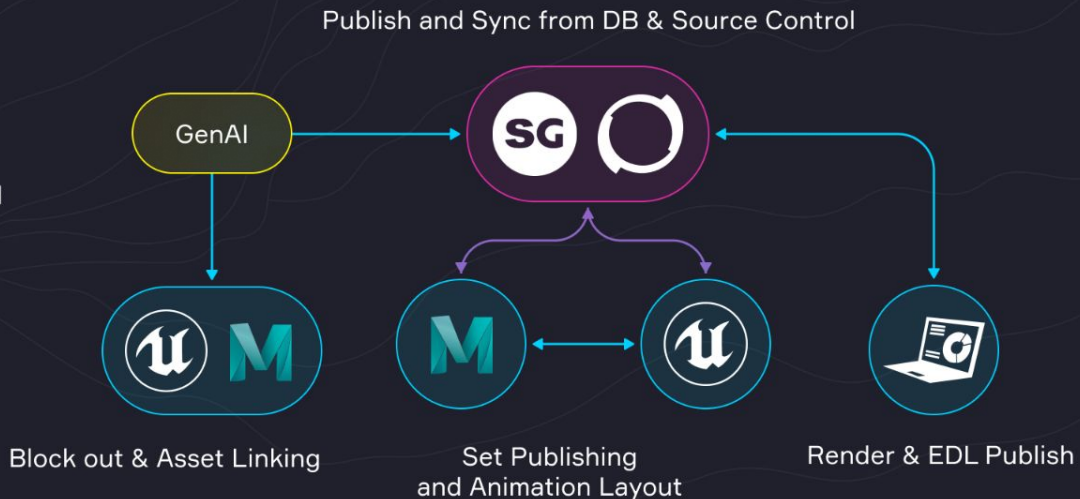
Service Partner

2024

PREVISUALIZATION

WORKFLOW

- Previsualization and Directorial Pipeline includes Block-out and Camera Layout Publishing, EDL creation and Rendering.

- Assets and their status are tracked through Shotgrid and checked into Perforce

- Generative AI allows for faster visualization and creative review of blockout assets, resulting in more room for iteration.
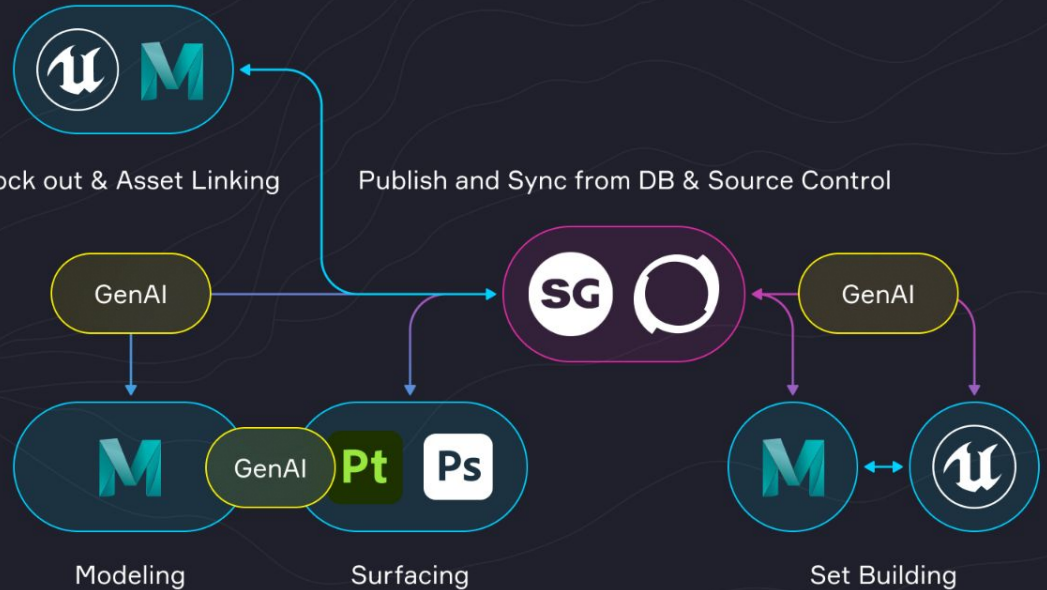
Publish and Sync from DB & Source Control

GenAI

Block out & Asset Linking

Set Publishing and Animation Layout

Render & EDL Publish

ASSET PRODUCTION

WORKFLOW

- Asset and set pipeline includes asset and set loading, publishing and updating across key software

- Generative AI can be used for modeling, surfacing, and creation of 2D and 3D scene elements during set building.
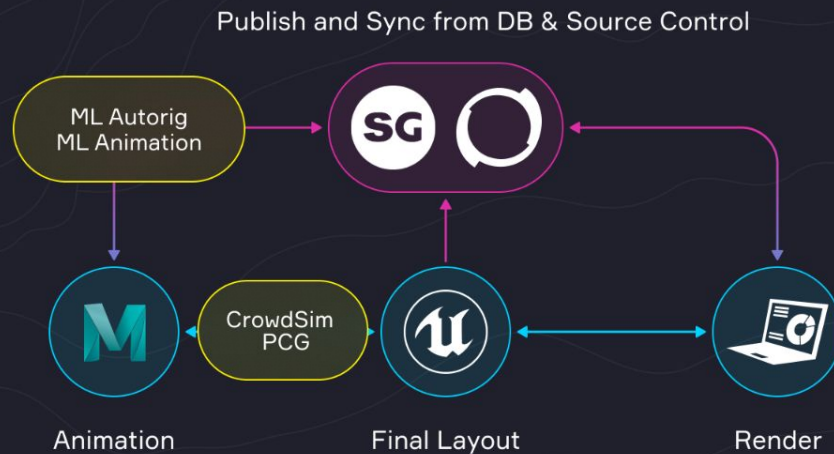
Block out & Asset Linking

Publish and Sync from DB & Source Control

GenAI

Modeling

GenAI

Surfacing

GenAI

Set Building

ANIMATION

WORKFLOW

- Animation Pipeline includes rigging, skinning and animation of assets both in and outside of Unreal Engine.

- AI can assist with rigging, skinning, animation generation, as well as procedural scene elements like crowd simulation.

Publish and Sync from DB & Source Control

ML Autorig
ML Animation

SG

CrowdSim
PCG

Animation

Final Layout

Render

AI FOR DATA ANALYSIS

Script Breakdown Generation

AI–ASSISTED WORLDBUILDING

Matte painting

AI FOR ASSETS PRODUCTION

Texture Generation Results