

School of Theatre & Entertainment Arts
Department of Media Design and Technology
舞台及製作藝術學院
科藝製作系

Previsualization in Lighting and Digital Media Design in Performing Arts Production 舞台燈光與數碼媒體設計的 視覺預覽

科藝製作系主任 Head of MDT:
馮海林 Allen Fung



Allen Fung

Head of Media Design and Technology

Lighting Designer

Digital Media System Designer

Audio Visual System Consultant

Technical Director

Producer



戲曲



舞蹈



戲劇

演藝 The Hong Kong Academy
for
Performing Arts
香港演藝學院



電影電視



舞台及製作藝術



音樂

舞台及製作藝術學院

School of Theatre & Entertainment Arts

- 科藝製作系
Department of Media Design and Technology
- 製作管理系
Department of Technical Production and Management
- 舞台設計系
Department of Theatre Design

科藝製作系

Department of Media Design and Technology

藝術學士(榮譽)學位

Bachelor of Fine Arts (Honours) Degree

- 媒體製作藝術 Media Scenography
- 聲音藝術 Audio Arts

藝術碩士 - 當代設計與科技主修

Master of Fine Arts - Contemporary Design and Technologies

- 互動媒體 Interactive Media
- 投影設計 Projection Design

媒體製作藝術主修

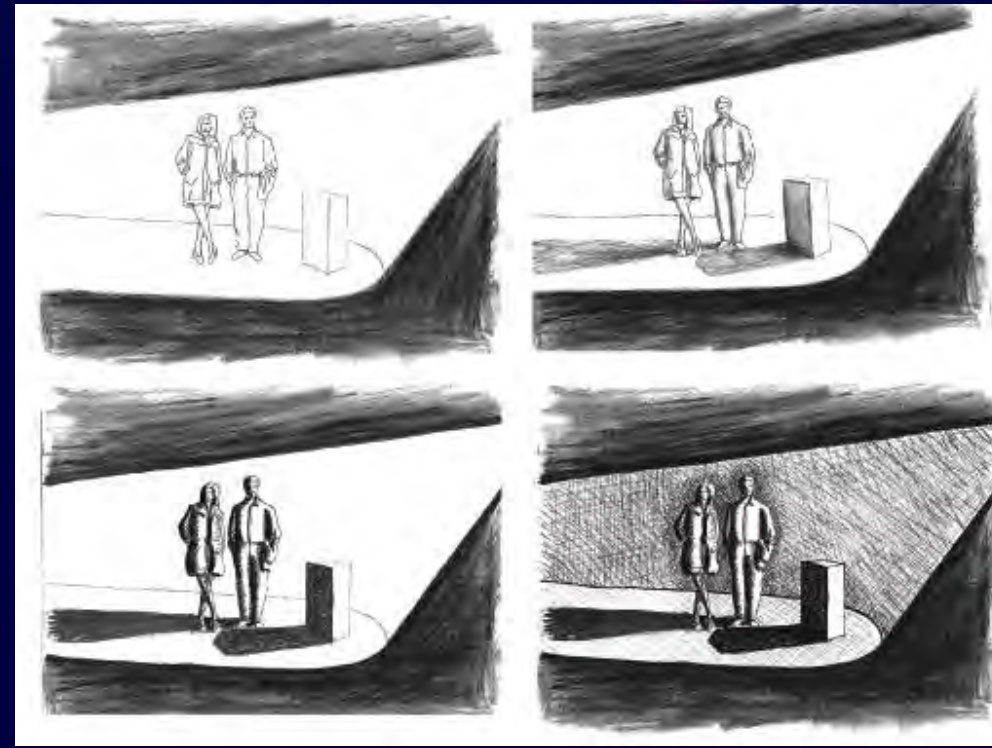
Media Scenography



What is Previsualization?

- Previsualization – “Previz”
- A technique used in various fields, including film, theater, and digital media design to visualize and plan a project before its actual execution.
- Previz involves creating a detailed representation of how lighting and visual effects will look during a performance.
- Provides a clear visual Reference for all team members in the performance.

Idea present with Sketch and Model box:



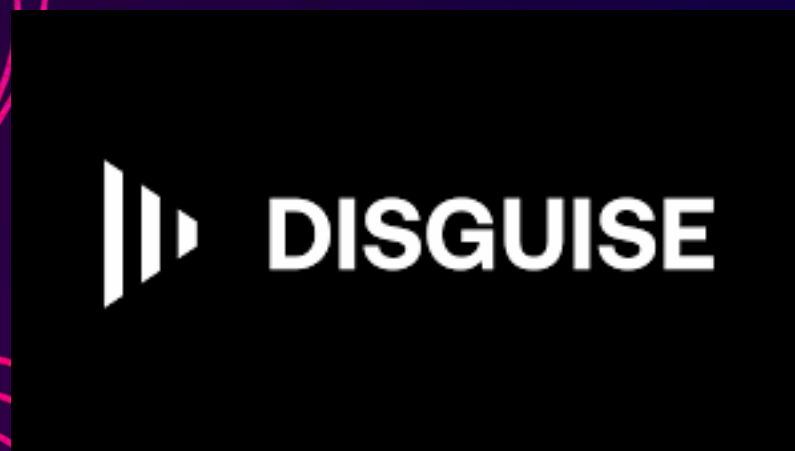
Idea present with Photo & Design Rendering:



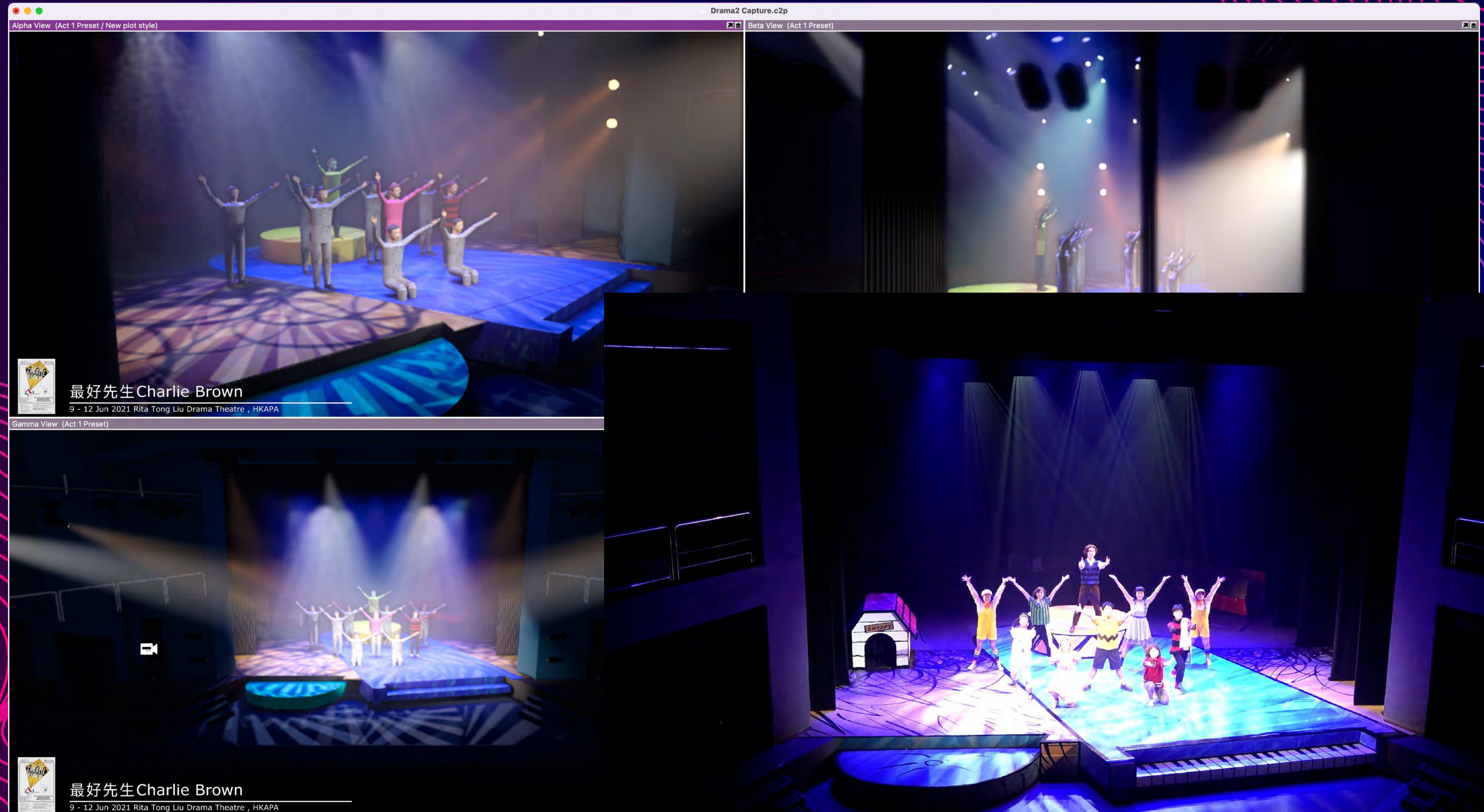
What “Previz” help us?

- **Planning and Collaboration**
 - Facilitates collaboration among designers, directors, and technical teams.
 - Provides a platform for discussing and refining concepts before the production begins.
- **Creative Exploration**
 - Allows designers to experiment and pre-program with different effects, colors, and arrangements.
 - Encourages creativity by providing a safe space to explore ideas without the pressure of a live audience.
- **Cost Efficiency**
 - Reduces the likelihood of mistakes during live performances, saving time and resources.
 - Minimizes the need for extensive trial-and-error during rehearsals.

Tools:



Previs in Lighting - Capture



Previs in Lighting – Capture

Academy Musical: You're A Good Man, Charlie Brown

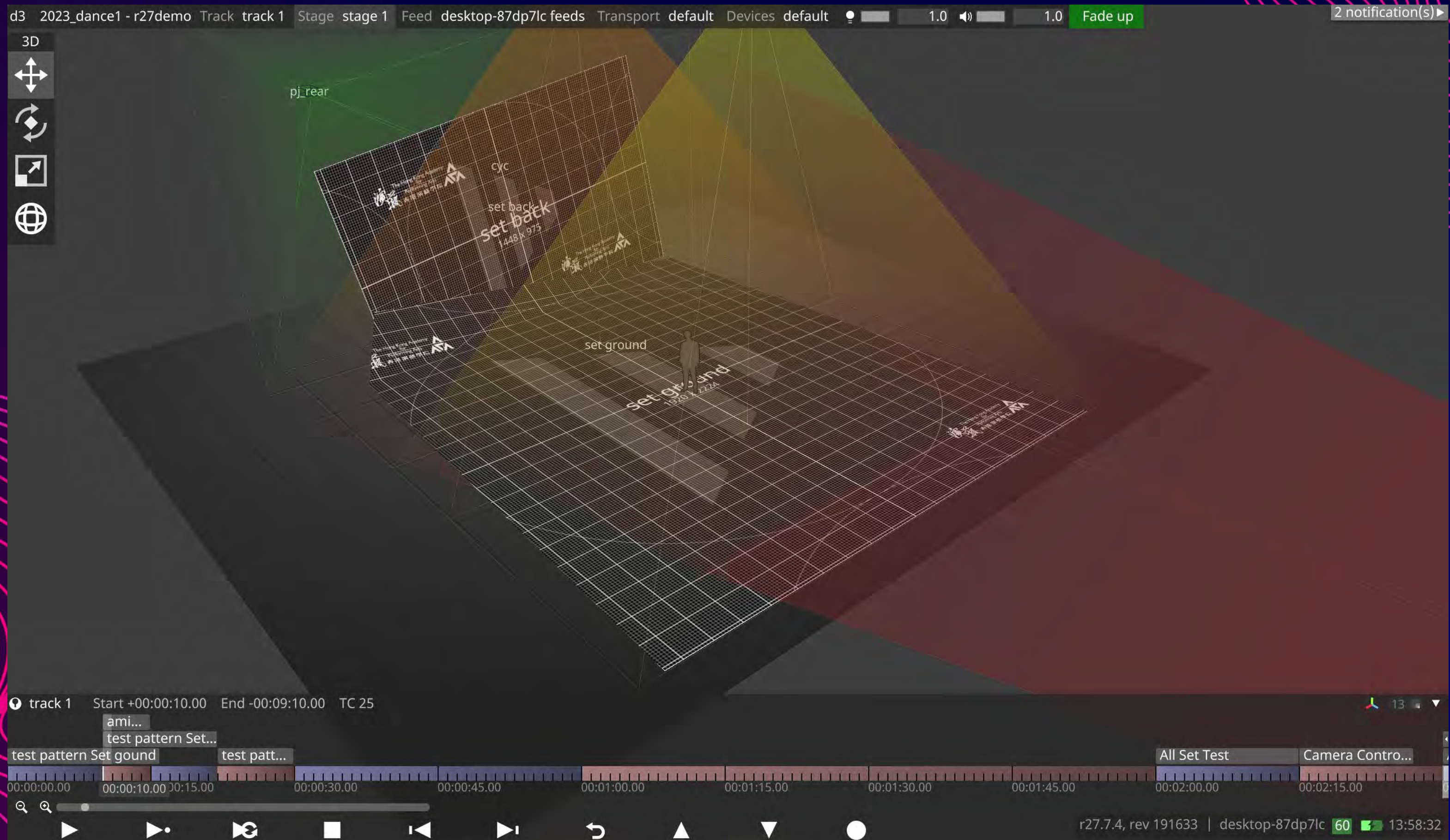
Drama Theatre, HKAPA



最好先生 Charlie Brown

9 - 12 Jun 2021 Rita Tong Liu Drama Theatre, HKAPA

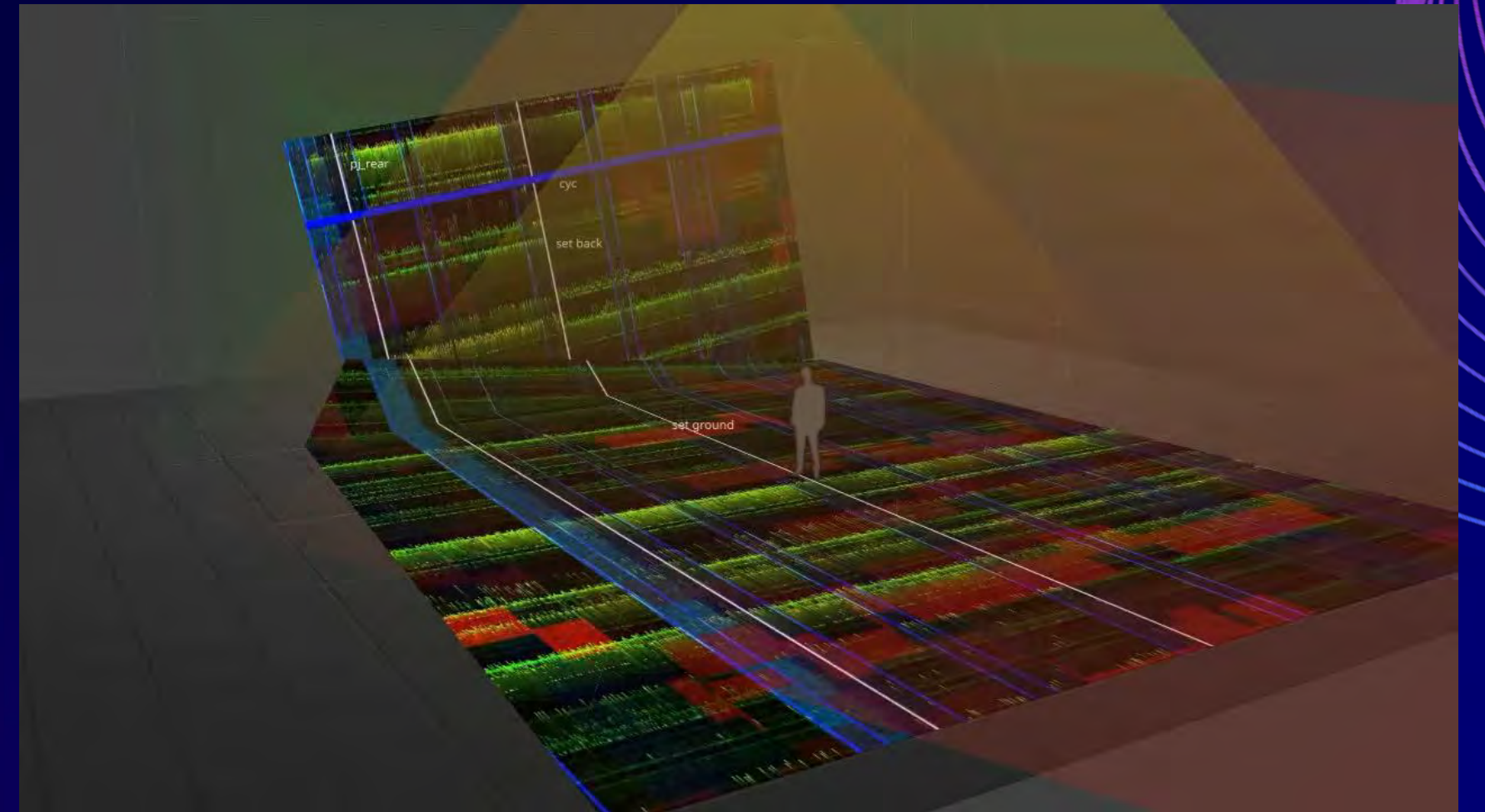
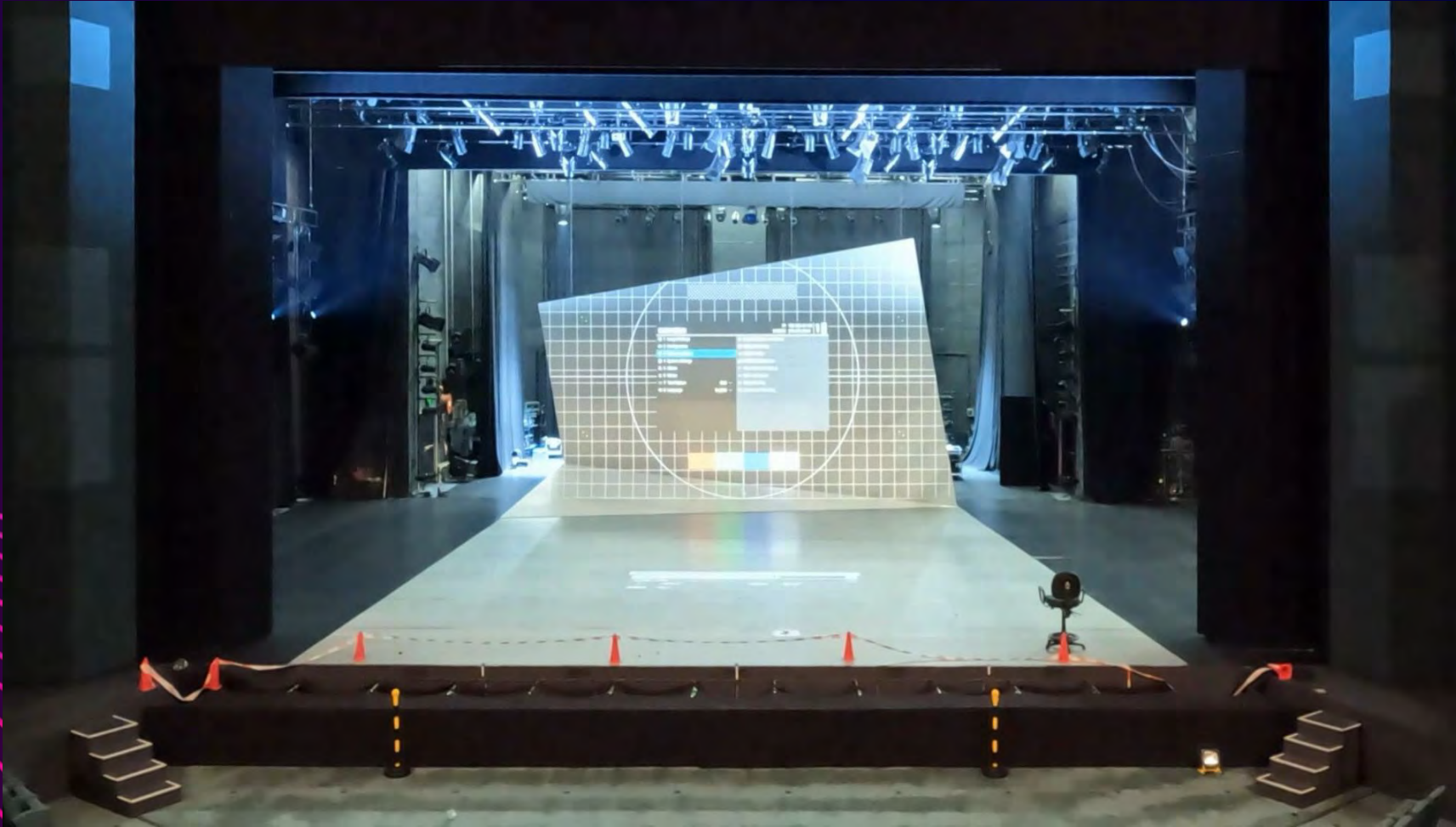
Previs in Video - Disguise



Previs in Video – Disguise

School of Dance Fall Performances 2023

Lyric Theatre, HKAPA



Previs in Special Effect – Finale3D



Finale 3D Sim FIM Speedway Grand Prix Olympic Stadium Wroclaw, Poland
<https://youtu.be/K1sFlwdBvdK?si=bxuCuUS2cEJJxKG4>

Previs with Game Engine – Unreal Engine



Moment Factory's DMX Sample Project For Live Event Previs Unreal Engine
<https://youtu.be/UXodNAcyFj8?si=AQjDQwygk1qWI0bk>

Previsualization

- A crucial tool in ensuring that the artistic vision is effectively communicated and executed.
- Enhancing the overall quality of the performance.
- By bridging the gap between concept and reality, it allows for a more cohesive and polished production.

Thank You!

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hkapamdt