The Impact of Technological Evolution on the Design of Cinematic Picture

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Abstract:
Cinematography techniques underwent a lot of development, which had a major impact on cinematic design, so the camera's capture speed changed from 16 fps to 24, and the speaking film appeared. And also the color film. Over the past decades, continuous improvement has been achieved to obtain better image quality and control. This is in addition to improvements in the texture of the film itself, in order to give a clearer picture. But the most important development of all is the entry of cinema into the digital world. The massive digital revolution has transformed traditional cinema into digital cinema, meaning that the rollers and film rolls disappear to replace digital imaging and storage media. The research studies the effect of these developments on the development of design thinking of cinematography. The study concluded that with the emergence of digital technology in the world of cinema in the late eighties of the last century, the cinematographic designers opened wide horizons for creativity, so by using chromium, whatever designer will be added or removed from his shots. Photography of imaginary scenes became easy. The graphic software added the incorporation of live images with animations and anthropomorphisms, and embodied a scene of imagination in front of the viewer. Also, cheap digital film production costs provide graphic software, opening the door for cinematic image designers to easily implement their ideas away from the massive production problems in the lent of each equipment and materials used, the chemical processing plant and the problems of film printing and distribution.

Keywords:
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