



FrameForge Previz Studio Usage Case Study

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Mr. Ken Schafer
FrameForge 3.0

Re: Marvel's "Agents of S.H.I.E.L.D."

I have been a huge fan of FrameForge for about eight years. I began seeing what it could do back on the first season of Heroes. I was the Visual Effects Supervisor on that show's first season and needed a way to visually explain what the effect was going to look like and the framing I felt best for it. The company I worked for at the time purchased a few licenses and we began testing and implementing it on the shows being done there. I found it very helpful and so did the producers and directors who I interacted with.

Since then I received FrameForge 3.0 to use on my new show Marvel's "Agents of S.H.I.E.L.D." The pilot episode was directed and co-written by Joss Whedon. Since I had not worked with him prior to this project, I needed to find a visual shorthand with him in order to get the VFX demands of the project quickly and clearly across since time is never an option in television. That is where FrameForge 3.0 became a huge help to me.

I began designing angles for a sequence whereby a man leaps out of a burning building carrying a woman in his arms. Once I completed the angles and the action scripted, I then went in and added fire smoke in Photoshop for additional dramatic impact. When I showed Joss the frames, he instantly got what I was pitching which allowed him to refine the angles without a lot of theoretical talk on how and where the camera should be. As you can see from the frames below when comparing them side by side to the finished composites, it is clear just how similar they are to the actual photographed shots first derived in FrameForge.





Since the pilot, I have gone on to supervising "Agents of S.H.I.E.L.D." the series and not only do I use FrameForge for our guest directors that come on board but often there are times when I have to board out sequences for my Visual Effects facilities so they can get a clearer idea of just what it is that I'm looking to create.

FrameForge makes getting the visual idea across so much easier than trying to use your words and hoping that the people you are speaking with will see the same picture in their head as you do in yours. This software has become an indispensable tool in my Visual Effects kit.

With much gratitude,

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