

Annotated References - Boom Days In VFX Commercials

Books

- Mitchell, M, (2004), *Visual Effects for Film and Television*, Focal Press

This book was used to research the history of digital effects and the earlier techniques used in television. It helped define and analyze the term visual effects and how it has developed within the industry.

- (unknown, (2009), *The Advertising Statistics Yearbook*, WARC

This book was useful in helping me gather statistics and collective data on television commercials. It enabled me to develop charts and graphs to compare trends over the years within the TV commercial industry and to establish whether VFX sells or not.

- Rickitt, R, (2008), *Special Effects: The history and technique*, Billboard Books

The book was used to give an insight into how visual effects is used in feature films. This enabled me to compare current VFX commercials to the VFX used in the film industry, spotting any similarities or influence that the film industry had on the commercial one.

Journals

Henry, S, (2008), *TV Advertising Campaign*, 3

The weekly magazine was useful to gain background knowledge of the media and marketing of TV advertisement as well as compare the discussions around commercials over the years.

Online Articles

- Jake, B, (2008), *Creative VFX In Ads*, Available from:
<http://web.ebscohost.com/ehost/detail?vid=3&hid=12&sid=cd1bc29c-a9aa-4e1d-8430-c1e72c51d3b0%40sessionmgr11&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#db=bth&AN=356178>
[2010]
The article presents the top ranked commercial makers making creative visual effects in Great Britain. This article analyses the making of some of the VFX commercials. It enabled me to discover
- Demott, R, (2006), *Hot Spots Showcase 4: The Best in Animated & VFX Commercials*, Available from:
<http://www.awn.com/articles/production/hot-spots-showcase-4-best-animated-vfx-commercial> [2010]
- Wright, S, (2006), *How CGI in Commercials Changed the History of Film: A Creative Cow Magazine Extra*, Available from:
<http://magazine.creativecow.net/article/how-cgi-in-commercials-changed-the-history-of-film-a-creative-cow-magazine-extra> [2010]
- (unknown), (2003), *Visual Effects and Animation*,
<http://web.ebscohost.com/ehost/detail?vid=8&hid=7&sid=9550fbd4-8db8-4764-a0aa-b9c6bf85b971%40sessionmgr12&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#db=bth&AN=48668608>

A list of some of the popular and recognized VFX commercials

- Ofcom, (2004), *Economic Analysis of the TV Market*
http://docs.google.com/viewer?a=v&q=cache:IPq06lKFKAIJ:www.ofcom.org.uk/research/tv/reports/tvadvmarket.pdf+statistics+on+tv+adverts&hl=en&gl=uk&pid=bl&srcid=ADGEESglf1l0dftXBacIfBNfZEVzN8OxyQ6H9uMbqIFrp9B52XjVszbKHylH8Dxy5Qk05pEasvtt58KKNAHLQTriFuVpeJtCTQ3cds-Pf8waOzanfBf6FkGg8IBcYqL_H85vwilBtr2q&sig=AHIEtbQGVOeHODpxl3R7Vpqbhtb5XKUziw

This article helped me gather data and information on trends within the TV advertising industry and the likely growth of the industry and increase in commercial impacts.

Websites

- [http://web.ebscohost.com/ehost/resultsadvanced?vid=8&hid=7&sid=9550fbd4-8db8-4764-a0aa-b9c6bf85b971%40sessionmgr12&bquery=\(visual+effects\)&bdata=JmRiPWJ0aCZ0eXBIPTEmc2l0ZT1laG9zdC1saXZl](http://web.ebscohost.com/ehost/resultsadvanced?vid=8&hid=7&sid=9550fbd4-8db8-4764-a0aa-b9c6bf85b971%40sessionmgr12&bquery=(visual+effects)&bdata=JmRiPWJ0aCZ0eXBIPTEmc2l0ZT1laG9zdC1saXZl), (2010)

This helped me research the use of new software and techniques within the commercial industry. It also shows how television commercials are quickly adopting these new techniques to achieve high quality VFX for their commercials.

- [http://web.ebscohost.com/ehost/resultsadvanced?vid=8&hid=7&sid=9550fbd4-8db8-4764-a0aa-b9c6bf85b971%40sessionmgr12&bquery=\(visual+effects\)&bdata=JmRiPWJ0aCZ0eXBIPTEmc2l0ZT1laG9zdC1saXZl](http://web.ebscohost.com/ehost/resultsadvanced?vid=8&hid=7&sid=9550fbd4-8db8-4764-a0aa-b9c6bf85b971%40sessionmgr12&bquery=(visual+effects)&bdata=JmRiPWJ0aCZ0eXBIPTEmc2l0ZT1laG9zdC1saXZl), (2010)

Interview with Mark Benard, a VFX mentor, about the future of VFX within commercials.

- <http://web.ebscohost.com/ehost/search?vid=1&hid=12&sid=23efa24c-1cca-4529-b46d-f919a46a51d9%40sessionmgr11>, (2010)

This website was used to search for articles related to VFX in the commercial industry.

- <http://www.warc.com/Default.asp?ID=1>, (2010)

To gather data and research results on advertising.

- <http://www.buf.fr/main.php>, (2010)
French based VFX company. This website used to showcase some of the best VFX commercials produced by the company.
- <http://www.moving-picture.com/>, (2010)
World leading VFX studio specialising in VFX commercials. Used to showcase and research some of their adverts as well as contact them for further research.
- <http://www.the-mill.com/>, (2010)
VFX house responsible for most of the leading VFX adverts on TV. Website used to view as well as compare some of the adverts they produced.
- <http://www.goldensq.com/news>, (2010)
VFX studio specialising in TV campaigns and adverts. This website was used to analyse the production of the 3D Test Drive ad for Ford Focus as well as look at the relationships between the client and VFX artist during the production process.
- <http://www.campaignlive.co.uk/>, (2010) One of the biggest advertising communities online. This website was used to monitor 'Ad of the day' to gather information on viewers opinions and preferences regarding TV adverts.