



AUDIOVISUAL PRODUCTION AND CREATIVITY

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“No other invention like the cinema has affected so much in the life of the men of the XX-th century, at least what you mean the exercise of imagining, of provoking dreams and collective desires, or to accede to the thoughts and to the ideas of others, to the own fantasies and reflections. The light of cinema lit the step to the creativity and to the sensibility towards a generous flow: the power to be perpetuated in the time”
(Hugo Lara)

If there was a magic formula to make a good film or project, the lives of producers would be easier, however what does exist is a process that is followed for the achievement of a film. Each film or project has different characteristics and needs. The role of a producer, cinematographer or of the audiovisual projects, plays a very important role, not only to provide objects or utensils to each of the production departments, but also to make important decisions for all work team. For that reason the cinematographic or audiovisual producer knows the crew and the functions of each person and permit use abilities and skills of each person more effectively that help to develop the final audiovisual product in a successful way.

The aim of the following investigation is to respond to the needs of innovation and experimentation, using new forms of construction and transmission of audiovisual information – using creativity. These needs are especially true at a time when technological development is setting new trends, consumer habits, involves into relations with media and the Internet.

Production can be defined as a work in which should have to carry out activities from financial, administrative, logistic and creative area to carry out a project, whether artistic, cinematographic, etc [1]. The work as a producer, involves getting involved in each of the project areas and knowing what is happening and the needs that each one has.

Cinema is a creative business, the creative industry is full of directors, animators, designers, developers, whose main job is to carry out the projects in one way or another in the most creative way possible. Sometimes to the producer they leave him aside and they see him as an administrative or financial figure, however, he can also take the role of creative and make their productions, projects with different decision making more than any other could solve.

The production process is long, because always it is consist from three steps and without good realization of the previous step it's impossible pass to the next one. There are elements like the writer, scriptwriter, that they are present only in the first step, the photographer and soundman - only necessary in the second step and the



colourist and editor only in the third step, however the producer has to be present in whole process.

To carry out the production process you need to have certain skills: group management, affability, likewise, it is important to stop seeing the producer as a material facilitator that the rest of the team needs to carry out their task. A producer can define himself as a leader who knows how to take a good path to the project and give confidence to his work team by taking different creative strands to solving their problems or responsibilities. In the development of a cinematographic or audiovisual product the production process goes through three stages: Preproduction, Production and Postproduction. It is important to note that the role of the producer, at each stage, has peculiarities that impact the development of the project.

Preproduction.

In the first stage arises the basic idea on which the audiovisual product will be developed. From this idea, the realization is taking shape. Once structured the definitive idea begins with the planning. Planning is, for the producer, the most difficult tasks because at that time it is necessary to have certainty about various aspects of the project such as: characters, locations, technical equipment in each area of production, a schedule and, in that stage is where you see the needs of the project. When this first stage is developed, it is joined to the work team and a budget is made with the intention of minimizing the cost of production and efficient work. While it is true that the producer must seek ways of financing the project through funds, donations, sponsorships, it is also true that many creative and technical aspects are involved throughout the project, such as the search for locations and characters.

In cinematographic language, the search for locations is known as scouting. A scouting is an essential part in preproduction process, because according to the script and the physical characteristics of the place, team trying to find the place where they will going to raise image. The producer must be aware of certain technical aspects to know that special equipment requires the place in which it is going to be filmed later. In this way, it minimizes the impact of unforeseen events.

Production process.

Production is the second step of the project. In it the filming is done or the content of the project is started. At this stage, the producer is in charge of ensuring that everything goes according to plan in terms of legal permissions and the operation of the technical team and staff. In this way, when director delegate functions by supervising the shooting and the producer is in charge of solving the needs or unforeseen events looking not to affect the project or the work team. It is important to note that the contingencies significantly unbalance the cost of the project and the budget.

Postproduction process.

Postproduction stage divides in two steps: postproduction and distribution. In the area of postproduction it develops the montage of film. Later, it develops the visual effects, the colour corrections and audio, etc., depending to the project needs.



In the last step, the producer supervising with the director that everything goes out in agreement to the established in the script.

Another part in which it is possible to subdivide the postproduction is distribution. In this step makes the commercialization, promotion and distribution of the project. In this step, the producer sells to different agencies or enterprises the finished product and it should begin a festival tour in order that a lot of spectators could know it.

It is true that the work of the producer affects all aspects of the development of the project, but success or failure of a film depends not from individual abilities but thanks to collective work. It is important to note that, although the director is the head of the project, the producer makes the decisions that are best suited for all team. Consequently, it is essential that the producer is aware of all the areas that the work requires because it is indispensable that he understands the technical terms and details that are spoken in each department to know how he can solve problems.

To conclude, there are hundreds of definitions of creativity, but the creativity that must have a producer working in a film industry can be defined as an accidental involuntary act. In this context creativity in audiovisual production means creative treatment and adaptation to the multimedia / digital environment. Everyone is more creative when they have to solve a problem, taking advantage of the available resources that they find in the mind due to lived experiences, to be original, to have fluidity, to conceptualize a new vision of seeing things and above all, to have passion for work what do they do.

References

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