

1. Jungle Book production

Explain how the production of major Hollywood films has changed since the 1960s. Refer to the two versions of The Jungle Book to support your answer. In your answer you must: Explain how historical and economic contexts influence the production and distribution of major Hollywood films.

1. Disney intro as conglomerate and top 5 of film industry.

Disney is a huge worldwide conglomerate and is amongst the top 5 of the film industry alongside Warner Bros, Universal, Columbia and Paramount. Disney now owns many huge film companies such as: Marvel, Lucas Film, Pixar... This is as well as other huge production firms. Disney also owns many TV networks like ABC, ESPN, Hulu and Freeform.

2. The process and importance of production

When beginning the production process for a Jungle Book, Walt Disney obtained the rights to Rudyard Kipling's The Jungle Book. in 1963. He hired screenwriters and a director (who has previously directed successful disney films) . Walt Disney was very hands-on with the production of the film, as he oversaw most of it as the previous Disney film 'The Sword and the Stone' had a commercial failure. This allowed Walt Disney to become very passionate about The Jungle Book, ensuring it went down a lot better with the audience. While animating the film, Disney produced the MultiPlane camera and Xerography printing, in order to make it easier for the animators and to produce more realistic animation. Unlike Disney's past work, they designed and animated the characters based upon the Actors likeliness, voice and performance style. Disney had a much improved animation quality, allowing Disney to make the characters of a higher standard, unlike competitors animation films in the industry

3. Production process of 1967 version of Jungle Book

In the 1967 version of the Jungle Book was created on transparent 'cels', which was a technique patented by Earl Hurd in 1914. This is when cels were originally fixed onto pegs this allowed for various layers of image to be shot at once and backgrounds didn't need to be repainted each time. Xerography was also used in the production of the 1967 version of the jungle book, which meant copying the animator's drawings onto a light -sensitive aluminum plate and then onto cels, a much quicker process than the hand inking process. Disney also developed a multiplane camera, which photographed a much larger number of layers of frames at once, each at different distances from the camera and moving at different speeds which created the illusion of depth and almost 3D effect and allowed for tracking figures. This method also allowed for the introduction of special effects, capturing the audience's attention such as moving water or flickering stars

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4. The production process of the 2016 Jungle Book

- What techniques did Favreau adopt from other films? What was his goal?
- How did they film the jungle and Mowgli? The animal characters?
- What is the uncanny valley effect? Why did Disney want to avoid this?
- Are the animals realistic, how does Favreau manage to reflect the childlike view?
- What did MPC do for Jungle Book
<https://www.youtube.com/watch?v=e6yKWQ24rF8>
- What is a Simulcam, give examples of when/how it has been used.

The Jungle book is classed as a live-action film, however a large majority of the film is CGI. Photorealistic animation and motion capture was used to create the extremely realistic animals and surroundings of the film. The start of the film is an homage to the original, as well as other classic Disney films like Bambi and Snow White. He used a multiplane camera and cells to film the opening sequence, which is almost exactly the same as the opening sequence to Bambi. During production, the actor of Mowgli was the only human actor on set. His surroundings were blue screen, and props were used to give him an idea of where his animal companions would be in the scene. The scene was pre mapped out before filming as this meant lighting and movement could be tracked easier. As all of the animals in the film are CGI, Disney was careful to avoid the Uncanny Valley effect - which is where an animated or artificial figure looks close to human, but not quite, leaving an unsettled feeling for the audience. If the animals has not been animated to as a high quality as they were, watching them interact with Mowgli would have been weird and not natural. However, this is still a family film, so having animals that act too realistically would have narrowed the audience. To make them seem friendly, the animals are voiced by familiar actors, and move and talk like a human. MPC is the company responsible for the animation and rendering of the animals and environment. A simulcam was used during filming. This allowed the actor playing Mowgli to be superimposed into the CGI background as it was being filmed.

To conclude, the production process of both Jungle book films places technology and the experience of the audience at the heart of development. This commitment has not changed in the 80 years since the release of Snow White and by examining the production processes of both Jungle Book movies you can tell that the focus on technological change is just as important now as it ever was.

2. Essay on Jungle Book technology

Explain the impact of technological change on the film industry in relation to The Jungle Book. In your answer you must also: explain how historical, cultural and economic contexts influence the production, distribution and circulation of films

1. Disney as a conglomerate, big 5

Disney is the largest conglomerate in the world. They own successful studios such as Pixar, Marvel, Lucas Film, Muppets studios. The two brothers Walt and Roy founded this mystic studio and since have expanded into the magical theme park Disneyland (most visited theme park in the world). Disney has since then bought television networks such as the National Geographic. This then can hand them almighty power and success to keep Disney going.

2. Production process of 1967 version of Jungle Book

- Discuss the storyboard process-

- What did they use as reference points?

- What is rotoscoping? Multiplaning? Cel animation? Rotoscoping is the process of creating animation through tracing over live-action footage, frame by frame. Disney used this in their 70s adaptation of Robin Hood, particularly with Baloo and Little John. This would be more efficient for the animation studios, and would save money.

Cel Animation is the traditional style of animation. It involves objects being hand-drawn on clear celluloid sheets (known as animated cells) and placed over painted backgrounds. This could be achieved as well by using Xeroxing.

- What is xeroxing and how was it used? Xeroxing is when aspects of the animator's drawings (e.g. cameras, backgrounds, props) would be printed onto a clear cell, and it can be used within a MultiPlane camera, in order to move the cells to create a realistic image. Within the MultiPlane Camera, when the animators would use wide shots which would pull into the moon, they would move the position of the cells in order to prevent the different aspects of animation from shrinking.

Production of The Jungle Book (1967) involved new technology that Disney has developed and perfected. The storyboard process allowed for the movie to be planned out with specific shots decided and the movie planned out to follow. They used the original book as a reference point and adapted to make it for the target audience. The multiplane camera was developed to allow photography of a much larger number of layers of frames at once, each at different distances from the camera and moving at different speeds. Allowing for different more specialist shots that wouldn't have been possible before.

3. The production process of the 2016 Jungle Book

- What techniques did Favreau adopt from other films? What was his goal? - How did they film the jungle and Mowgli? The animal characters?

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Favreau wanted to make *The Jungle Book* the most visually amazing film he could. All of the spectacular animals that are in the film are all done after post production and created entirely by CGI. The CGI was made using the MPC which is also known as the Moving Picture Company. Mowgli was the only character who actually acted in the film and acted all by himself alone in front of a huge blue screen. The film was actually done in motion capture before shooting any scenes. This means they record any movement from people or objects.

- What is the uncanny valley effect? Why did Disney want to avoid this?

The uncanny effect is when the film is associated with the strange, the mysterious and the weird. When animation becomes too human-like and becomes zombie-like. Disney wanted to stay away from this because when this is done the animations become freaky and scary like. This makes the audience feel slightly uncomfortable as to how weird and odd they come out as. This is why Disney wanted to stay away from uncanny valley because in the JB as most of the characters in the film were mostly CGI other than Mowgli.

- Are the animals realistic, how does Favreau manage to reflect the childlike view?

The animals in the 2016 version of the jungle book are very realistic due to the extensive amount of CGI and different VFX they also had oscar winning rob legato who also worked on avatar. It was said to have taken 30 to 40 hours per frame due to the extensive use of CGI and also since there are actually 4 frames needed to create a 3D 2k resolution frame which means there are 4 frames done every 10 hours roughly this is how they make the animals so realistic since every frame is carefully managed. Jon favreau also decided to go back to the original darker theme of the jungle book making the film scarier leaning away from the child friendly side of the film the film was rated a 12A meaning any ages can go to see it but it is at their parents discretion unlike the 1967 film which was rated a U

- What did MPC do for Jungle Book
<https://www.youtube.com/watch?v=e6yKWQ24rF8>

MPC (Moving Picture Company) were in charge of the CGI in *The Jungle Book*, they did all the CGI for the animals in the film. As well as the animals they also helped to import all of the environment, the whole film is CGI other than Mowgli himself.

- What is a Simulcam, give examples of when/how it has been used.

Simulcam is the live compositing of virtual elements with live-action. Used for previewing virtual characters and environments during live-action cinematography. See also augmented reality.

4. Comparison of technological use of marketing and distribution between '67 and '16
?

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5. Exhibition and exchange - Streaming service, cable channels. Disney +

To conclude, the technologies used in the Disney production in 1967 were not at its peak and there was not a vast choice of streaming options. The jungle book was screened in the cinema in 1967, and as soon as new technologies had emerged into the scene (1991) it came out on VHS. This keeps the movie alive and carries on Walt and the jungle books legacy. In 1967 the movie only had one place to be watched (the cinema) however as technology has evolved the jungle book has been widely spread throughout the most recent streaming services such as disney +. This then leads on to 2016 as when this movie came out a copious amount of different streaming services were around to benefit the exhibition and exchange. What this means is that in 2016 it came out in the theater and just 3 years later it came out on disney plus. Even though disney + wasn't around when either of the jungle books were released the 2016 one would have benefited the most as it was the newest and freshest jungle book released, meaning more people are likely to have not seen it, giving them an opportunity to.

In conclusion the technology in 2016 was evolved with a myriad of helpful mechanisms to get this movie out and watched. However there was not this helpful tech in 1967 the movie is just as popular (if not more) due to having Walt Disney's movie streamed on these services and channels. The evolving technology has profited both movies.

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3. Essay on Marketing/Circulation

Explain how changes in production and/or distribution methods have affected the film industry.

Refer to Disney's 1967 and 2016 versions of The Jungle Book to support your answer.

In your answer you must consider how historical and economic contexts influence the production and/or distribution of mainstream films.

Paragraph 1 Disney as conglomerate

Disney is one of the largest multimedia conglomerates in the world, founded in 1923 by 2 brothers - Walt Disney and Roy Disney. It is best known for the Walt Disney Studios (Disneyland), wide ranging film division including Disney, Pixar, Marvel etc. Disney also owns lots of well known television networks such as 21st century fox, National Geographic allowing it to become an extremely powerful company in the film and tv industry.

Paragraph 2 Jungle Book 2016 marketing- daisy

How did Disney attract a secondary and slightly older audience?

The marketing of the 2016 Jungle Book was widespread and extensive. The film was introduced at the El Captain theater by Jon Favreau to an audience of disney fans. As soon as the initial trailer was released it was evident that Favreau was targeting an older, more mature audience - he did this with the visually darker and more dramatic trailer, and posters then focussed on the 'villains' of the film and the good and evil opposition throughout. As well as many posters, including a triptych one, there was lots of synergy from merchandise, other disney owned brands and social media. Snapchat released a filter that immersed the user into an interactive poster. This also helped draw in a teenage audience who would have been introduced to the film there.

Find examples of the following; Disney circulated photographs of paired actors with their onscreen characters, ESPN, Snapchat to create a living poster, Kenzo

Paragraph 3 Jungle Book 1967 marketing

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Discuss the original trailer and compare with 2016 version. What are the differences?
Length and editing.

Compare famous jazz singers of 1967 with actors of 2016.

Discuss the posters compare with 2016 similarities/differences

Discuss release of swinging sixties references in UK and Indian new year release

Discuss the Disney Vault

Re-releases and various successes – when was it released on VHS and DVD

Disney was an early master of synergy, persuading companies to tie in with their film's release. Walt Disney also developed the idea of synergy between media consumption and theme park visits in the 1950s. The producer of animated films used the popularity of his very famous characters for a weekly show on ABC - this served as a huge advertisement for his theme park. The original trailer for the 1967 version of the jungle book was very long, with long clips before cuts, lots of dialogue and a much happier representation of the jungle book. When you compare this to the 2016 version of the trailer, we see the much shorter clips before cuts, which allows for a greater engagement from the audience. In addition to this, the colors used are much darker and gloomier, representing a much darker storyline of the Jungle Book - bringing in different target audiences. This is also shown for the posters created for both versions - the 1967 versions are much lower quality with brighter colors, and limited amounts of posters produced, whereas the 2016 versions had darker tones throughout with a lot more supplied, allowing to have different countries with posters specific to them and the target audiences in specific countries

Conclusion

Overall, the extensive uses of different color tones, a development of the characters, giving them darker personas in 2016 allowed the Jungle Book to appeal to a much older demographic. Disney marketed this by using darker color tones in the film and on posters they created for marketing. This meant a much older demographic was interested in the film, changing the film industry to focus more on colors and the storyline when targeting specific audiences. In the 1967 version of the Jungle Book, the film was only released in certain areas e.g. DVD and VHS, however, when Disney limited the supply of this particular film on DVD, before later developments in technology, this actually worked as a marketing technique for Disney, creating an incentive for consumers to buy the film when it was supplied to shops once every few years for a limited time. This changed the film industry, as competing companies saw how this worked for Disney, forcing them to take similar approaches. However with the development of technology the film industry has adapted to allow users to watch films on sites such as Disney+. For Disney themselves, this worked as a huge marketing incentive for the company as a whole, as now, the circulation of the film itself could

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increase massively, generating huge revenues for Disney from subscriptions - again, forcing competitors to do the same.

4. Ownership

Explain how the arrival of digitally convergent media platforms have impacted on film producers.

Refer to Disney and its 1967 and 2016 versions of The Jungle Book to support your answer.

- How film producers use available hardware and the opportunities this has provided.
- Discuss the differences in ownership and control in media industries – the media landscape of 1967 was significantly more diverse than it is today,
- Discuss the differences in expectation of audiences and convergent product from which other products across a range of platforms will develop.
- Differences in the use of synergy to market products – there were far fewer opportunities for producers to broaden the profile of their films in the 1960s.
- Differences in brand identity and culture. In 1967, TJB was produced partly as a response to the perceived failure of The Sword in the Stone and had little heritage (beyond the title). The 2016 version
- Discuss the impact of convergent technologies on the approaches taken by media producers.
- How the 2016 film was heavily influenced by intertextual references to the original 1967 film,
- Both films being labelled with the Disney brand, one of the 'Big Six' film studios at the time is key....
- Marketing materials were distributed across a range of platforms for both films, however the 2016 version had a much wider reach thanks to online media such as YouTube.
- Modern platforms for buying or renting the remake can include
- Use of CGI

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In conclusion, digitally

Conclusion

1. JUNGLE BOOK PRODUCTION

Explain how the production of major Hollywood films has changed since the 1960s. Refer to the two versions of The Jungle Book to support your answer. In your answer you must: Explain how historical and economic contexts influence the production and distribution of major Hollywood films.

1. Disney as a conglomerate

Disney is the largest media conglomerate in the world. They have become the biggest conglomerate by buying and purchasing potential competitors to Disney such as...

Introduce Disney as the world's largest conglomerate (vocab addition), discuss Pixar, Marvel, Lucasfilm and the recent 20th century Fox deal

- What is their main competition?
- What is an oligopoly? What are the other five major film studios?
- What is Disney's new proposed streaming service?

Disney is the largest media conglomerate in the world. In recent years they have bought and acquired other competitors and companies including Marvel, Fox, ABC and LucasFilm. This has led them to having projects in many different types of media globally. Universal, Paramount, Warner and Columbia are some of its biggest competitors in the film industry, each with their own franchises. These 5 companies make up the oligopoly that dominates the film industry. Disney has recently launched its own streaming platform - Disney Plus, on which users can stream all of Disney's catalogue.

2. The process and importance of production

- What is Disney's reputation in filmmaking?
- How did Disney manage to capture audiences in 1967 and 2016 but not in between?

Disney has a long and broad history in film making, especially in animation. For 100 years now, Disney has captured their audiences with stories and films suitable for all. In 1967 and 2016 Disney released the Jungle book in the cinema. The first time, it was a feat of animation aimed at all the family, and in 2016 it was remade into a darker, more mature live action/CGI version which appealed to older kids and family's with supervision. In between, Jungle Book was only available to buy if the consumer wanted to, there were no trailers or posters constantly advertising it. Disney relied on nostalgia and clever DVD rereleases to sell copies, so there was less of an audience as most people had already seen the film. The 2016 rerelease recaptured the audience's interest.

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3. Production process of 1967 version of Jungle Book
 - Discuss the storyboard process
 - What did they use as reference points?
 - What is rotoscoping? Multiplaning? Cel animation?
 - What is xeroxing and how was it used?

4. The production process of the 2016 Jungle Book
 - What techniques did Favreau adopt from other films? What was his goal?
 - How did they film the jungle and Mowgli? The animal characters?
 - What is the uncanny valley effect? Why did Disney want to avoid this?
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 - What did MPC do for Jungle Book
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 - What is a Simulcam, give examples of when/how it has been used.

2. Essay on Jungle Book technology

Explain the impact of technological change on the film industry in relation to The Jungle Book. In your answer you must also: explain how historical, cultural and economic contexts influence the production, distribution and circulation of films

1. Disney as a conglomerate, big 5
 - Introduce Disney as the world's largest conglomerate (vocab addition), discuss Pixar, Marvel, Lucasfilm and the recent 20th century Fox deal
 - Always at the forefront of technology give egs
2. Production process of 1967 version of Jungle Book
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- What is a Simulcam, give examples of when/how it has been used.

4. Comparison of technological use of marketing and distribution between '67 and '16 Greater focus on 2016

In 1967, marketing and distribution was extremely limited due to the lack of technology. DVD and VHS didn't come around until early 2000's meaning there was little to no distribution except from in cinemas. Disney repeatedly vaulted the DVD's though in order to raise the demand. The Jungle Book itself was released several times at different times to target new children. Although there was lack of advertising and distribution, due to the fact that Disney used technology that was absolutely groundbreaking. As a result of this, people sought to watch it as it hadn't really been seen before in film history. Although, one effective way of gaining an audience and attraction, features from Disney movies were put in Disneyland/their theme park. Such as, the Sword in the Stone.

Oppositely, because of the significant and wide advance in technology, marketing and distribution was used undoubtedly more in 2016. In reference to this, movie platforms like Disney+, Amazon Prime, Youtube, Blu-ray DVD, could advertise and make the movie accessible on them. Additionally, the Jungle Book was presented in cinemas all over the world. Alongside this, posters were plastered all over cities and had wide coverage to reach as many demographics and geographical regions as possible. In reference to this, there were posters made in a different language with a different style that tenders to the specific country. Social Media played a big part in marketing as the Jungle Book had an advertising account on Instagram, Facebook and Twitter. Facebook was a key platform as Disney released an interactive 360 degree video of the set of the Jungle Book. Moreover, in the cinemas, 3D trailers were made and played which is somewhat rare.

In conclusion, the marketing and distribution in 2016 was evidently more effective due to the development in technology which made the process incredibly easier for Disney to do. Specifically, social media, radio, TV, billboards, newspapers etcetera, were used efficiently.

5. Exhibition and exchange - Streaming service, cable channels

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To conclude, the technologies used in the Disney production to exhibition process from the first JB to 2016 version have made incredible advances. Disney's commitment has not changed in the 80 years since the release of Snow White and by examining the production processes of both Jungle Book movies you can tell that the focus on technological change is just as important now as it ever was.

3.Essay on Marketing/Circulation

Explain how changes in production and/or distribution methods have affected the film industry.

Refer to Disney's 1967 and 2016 versions of The Jungle Book to support your answer.

In your answer you must consider how historical and economic contexts influence the production and/or distribution of mainstream films.

Paragraph 1 Disney as conglomerate

Paragraph 2 Jungle Book 1967 marketing

Paragraph 3 Jungle Book 2016 marketing

Discuss the original trailer and compare with 2016 version. What are the differences? Length and editing.

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Discuss release of swinging sixties references in UK and Indian new year release

Discuss the Disney Vault

Re-releases and various successes – when was it released on VHS and DVD

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Conclusion

4. Ownership

Explain how the arrival of digitally convergent media platforms has impacted on film producers. Refer to Disney and its 1967 and 2016 versions of The Jungle Book to support your answer. Responses should refer to Disney and to both versions of The Jungle Book from 1967 and 2016.

- How film producers use available hardware and the opportunities this has provided.
- Discuss the differences in ownership and control in media industries – the media landscape of 1967 was significantly more diverse than it is today,
- Discuss the differences in expectation of audiences and convergent product from which other products across a range of platforms will develop.
- Differences in the use of synergy to market products – there were far fewer opportunities for producers to broaden the profile of their films in the 1960s.
- Differences in brand identity and culture. In 1967, TJB was produced partly as a response to the perceived failure of The Sword in the Stone and had little heritage (beyond the title). The 2016 version

Disney is a conglomerate. For the 1967 version, Disney had practically no competition especially for kids films. Nowadays, the Disney company still maintains its place at the table in film production. However, Disney now owns multiple (nearly all) smaller companies- meaning there is less diversity in the film industry. It does this via horizontal and vertical integration. Expectation of audiences- kids film- children as well as adults= double the amount of money made from tickets. Whereas, the 2016 version wanted to reach a wider, older audience. The convergent product- vhs, Disney Plus (2016). '67 their brand was mainly children's films; specialized in animation; whereas now, they are known as owning a lot of smaller companies and having quite a large audience as well as making a variety of genres. Instead of the main market for films being children's; the industry has adapted and expanded to a multitude of different genres and types of films. They are no longer really seen as the children's film makers they were; however they are still considered to be a big part of the majority's childhood- i.e. it's children's films (especially the princess collection) don't go unforgotten. Compared to the '67 version, the 2016 had much more response. This was due to it being a remake of the beloved classic, whereas originally it was just a film to make a comeback after Sword in the Stone. '67, they used a multiplane camera to allow them to 'film' the stop animation, it was considered the highest tech of the time, also used xerography to cut out the ink and paint process. For 2016, they also used the most cutting edge technology owned by Disney, much different from the '67 version. Since the animation was made easier they could spend more time on marketing etc.

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- Discuss the impact of convergent technologies on the approaches taken by media producers.
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- Modern platforms for buying or renting the remake can include
- Use of CGI

Disney is a huge conglomerate company that owns so many different things they buy successful media to gain from its profits. The 1967 film was first released and was only able to be watched in cinemas, in 1991 it was released on VHS a new modern way of being able to buy or rent films to watch at home whenever you like and then in 2007 it was released on DVD and is rereleased usually on anniversaries and then vaulted or you can watch at anytime now on Disney+.

2016 remake was heavily influenced by the original 1967 film due to its popularity when it was first released as well as it being Walt Disney's last project. And of course it's the same story so most of the film is going to be a big influence on the remake.

Both films being labeled with the Disney brand is key because Disney is one of 'The Big Six' conglomerates, they own companies who own companies, they're one of the richest, most popular and well known companies therefore people seeing the Disney logo almost guarantees cinemas are going to sell out. The remake had to be a Disney film otherwise it just wouldn't be the same and less people would watch because they might think it would be bad if it's not made by Disney.

1967 marketed the film using a few vibrant poster designs as well as a christmas special one, they had a 3 minute trailer and partnered with mcdonalds to produce happy meal toys, as well as a Disneyland ride and lots of merchandise because Disney have known for a long time how useful merch can be for advertising. As for 2016 they made a billboard sized poster which they then split into 3 regular sized posters, they hired and decorated a treehouse air bnb for people to visit as a temporary exclusive opportunity, they partnered with snapchat to make a 360 degree filter for users to look around with. However this time due to the target audience being a bit older the trailer was more eerie and sinister and slightly shorter/ spaced out. The target audience also meant that Disney could advertise using social media like Instagram and Snapchat as an easy way of showing or reminding people that the film is coming out. Due to it being a remake, Disney could now also rerelease the old merchandise as well as new ones making even more money from nostalgic customers.

While the 2016 film is described as live action it is mostly CGI due to the cast being animals and animals can't actually talk. The actor who plays Mowgli is very talented because he had to act in a warehouse on his own in front of a blue screen with no other actors there to work with/ bounce off of.

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