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## Visual Effects Society Launches Web Site

*Teams With Creative Planet On Internet Venture.*

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SHERMAN OAKS, Calif.—The Visual Effects Society (VES), a Sherman Oaks-headquartered non-profit organization of visual effects professionals, and Creative Planet, a Hollywood-based online news and information service, have joined forces to co-brand VFXPro, a new Web site devoted to the dissemination of visual effects news and info.

VFXPro ([www.vfxpro.com](http://www.vfxpro.com)) will cover visual effects both nationally and internationally, providing breaking news about the latest technological innovations, industry trends, projects and events. Updated four times daily, VFXPro is being billed by VES executive director Tom Atkin as a valuable resource for the video effects professional.

In addition to news, VFXPro will offer by-lined articles by, and interviews with, noted visual effects artisans. Upcoming postings are scheduled to include insights by effects experts into the future of digital filmmaking, a report on the state of digital asset management, and a look at the challenges of motion capture for facial animation. The site will also feature info on recent and upcoming theatrical movie, TV, commercial, music video, theme park and interactive projects as well as interviews with the effects people behind them.

"VFXPro is a one-stop shop for visual effects news and information," said Atkin, who added that the site is available to working professionals and the

general public.

Creative Planet operates other co-branded Web sites: Design in Motion ([www.designinmotion.com](http://www.designinmotion.com)), with the Broadcast Designers Association; and Editors Net ([www.editorsnet.com](http://www.editorsnet.com)), with the Motion Picture Editors Guild. The main Creative Planet Web site features news and info spanning a cross-section of the entertainment industry, and is linked to the aforementioned individual Web sites, including VFXPro.

VES was formed in early '97 as a trade association for visual effects pros in the spot, feature film, TV, music video and special venue disciplines (*SHOOT*, 2/28/97, p. 1). Its membership includes execs and artisans from the industry's leading houses (i.e.—Industrial Light+Magic, San Rafael, Calif., Digital Domain, Venice, Calif., Will Vinton Studios, Portland, Ore., Sony Pictures Imageworks, Culver City, Dream Quest Images, Simi Valley, Calif., et al). Among VES' goals is to promote educational programs and better communication within the industry and to gain greater recognition for the contributions and achievements of the visual effects community. Most recently, VES announced that it would explore ways to help the industry work more efficiently. As earlier reported, one of the areas being explored is the possible creation of a standard visual effects bid form for features, spots and/or episodic TV (*SHOOT* 1/15 p. 7).