**The VFX Factor**

This feature is a place for the visual virtuosos of advertising, the VFX artists, to discuss the trends in their role in 2021: the technological advancements revolutionising the way they work, the beauty of ‘invisible’ post, and the joy of working in VFX.

* What’s the biggest misconception people have about VFX?

- There are two ends to the VFX spectrum - the invisible post and the big, glossy 'VFX heavy' shots. What are the challenges that come with each of those?

- As a VFX person, what should directors be aware of to make sure you do the best possible job for them?

- VFX is a true craft in the classic sense of the word. Where did you learn your craft?

- Think about the very, very start of a project. What is your process for that? Do you have a similar starting point for all projects?

- We imagine that one of the trickiest things with VFX is, time issues aside, deciding when a project is finished! How do you navigate that?

- Is there a piece of technology or software that's particularly exciting you in VFX? Why?

- And as real time tech and games engines become ever faster and more sophisticated, how do you see that shaping or changing the role of VFX and its place in the production pipeline (e.g. thinking about things like virtual production)?

- VFX is a craft that relies on you really looking at nature - how light works, how gravity works, the mannerisms of a kind of creature, how crowds work, skeletons, explosions… whether its animation or compositing or anything else… So how do you like to approach the research side of your job? What’s the most random or intriguing thing you’ve learned from working on a project?

- When you’re watching a VFX-heavy ad or movie, what are the tells that you look for to figure out how well crafted it is?

- How did you first get into the industry? What was your very first job in the industry and what were the biggest lessons that you learned at that time?

- What was your first creative milestone in the industry – the project you worked on that you were super proud of?

- From a VFX perspective, which ads have you seen recently that you've been particularly fond of and why?