

## Director



## AI overview

AI is starting to change the role of directors by offering tools that enhance creativity and streamline workflows. AI can assist in pre-production planning, such as generating storyboards, suggesting casting choices, and visualising shots. During production, AI tools could help with camera angles, scene composition, and real-time adjustments based on audience reactions. In post-production, AI could assist with editing, refining pacing, and providing predictive feedback on audience engagement.

To prepare for the future, directors could focus on learning AI tools for pre-visualisation, audience analytics, and real-time feedback, allowing them to remain in control of their creative vision while improving efficiency and precision.

## How can I prepare for the future?

As technologies develop, keeping up-to-date with the latest opportunities is important.

These are some of the main areas that directors will need to understand in the future.

Future Tech	Description	Resources for learning
<b>AI-Driven Pre-visualisation</b>	AI tools that generate visual concepts, suggest compositions, and develop storyboards to streamline the visualisation process.	Check out ScreenSkills Training, events and opportunities page for up to date courses on AI in pre-production; additional resources are available on Coursera for digital pre-visualisation.
<b>Advanced Casting Analysis</b>	AI systems that analyse audience preferences to suggest casting choices that will resonate with specific demographics.	Check out ScreenSkills Training, events and opportunities page for up to date courses on casting and data-driven analytics, and online casting workshops are also available.
<b>Real-Time Scene Composition Tools</b>	AI tools provide scene and shot composition suggestions based on the director's intended visual style, aiding in creative decision-making on set.	Check out ScreenSkills Training, events and opportunities page for up to date courses on live production tools; online training is available on platforms like Unreal Engine.
<b>AI-Assisted Editing Tools</b>	AI platforms that generate rough cuts, match scenes, and check continuity, allowing directors to make high-level editorial decisions with ease.	Check out ScreenSkills Training, events and opportunities page for up to date courses; learning platforms like LinkedIn Learning offer video editing courses with an AI component.
<b>Audience Analytics for Predictive Feedback</b>	AI that simulates audience engagement for different story choices, providing directors with data to help refine their vision.	Udemy provides further resources in predictive feedback and data analytics.

## What AI tools can I use right now? – Efficiency & workflow opportunities

### Pre-production

**Script breakdown and storyboarding:** AI tools can analyse scripts and automatically generate detailed storyboards, allowing directors to visualise scenes and plan shots more efficiently.

**Casting recommendations:** AI platforms can suggest casting choices based on script analysis and audience preferences, helping directors make informed decisions.

**Location scouting and scene planning:** AI tools could analyse locations and suggest optimal setups, helping directors visualise lighting, angles, and set design in advance.

### Production

**Camera angles and scene composition:** AI tools can assist with visualising camera angles and scene compositions, enabling directors to communicate their vision quickly to the team.

**Continuity and scene matching:** AI tools could track props, costumes, and character placements to ensure consistency across shots without manual checks.

**Real-time audience engagement analytics:** In unscripted TV, AI tools could provide real-time insights into audience reactions, helping directors adjust their approach accordingly.

**Department efficiency:** AI could speed up communication, providing departments with rapid answers to in-the-moment decisions.

### Post production

**Automated rough cuts and scene suggestions:** AI tools could generate rough cuts and suggest scene arrangements, saving time and helping refine pacing.

**Audience analytics and predictive feedback:** AI systems could simulate audience reactions and predict engagement, providing valuable data for final adjustments.

**Editing assistance:** AI could assist in editing by matching scenes, checking continuity, and offering suggestions for refinement.