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The Usage of Adobe After Effects in Egyptian TV Advertisements from The Perception of Advertising Agencies and VFX Compositors

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Abstract

This research investigates the role of Adobe After Effects in Egyptian TV advertisements' production process. The research focuses on two dimensions: the advertising agencies, and the VFX (Visual Effects) compositors. The research aims to explore how Adobe After Effects helps advertising agencies create visually stunning and cost-effective advertisements, to what extent it enhances the productivity of VFX compositors. The research utilizes in-depth interviews as a method of analysis and collecting data. The sample included advertising professionals. The analytic results have revealed the significant role of Adobe After Effects in transforming the form and visual quality of advertisements. It proved that the software provides creative tools, flexibility, and automation features that enable advertising agencies to efficiently produce compelling content. It saves time for VFX compositors by offering built-in templates, presets, and automation features for quick and effective production. The findings provide valuable insights for advertising agencies, and VFX compositors seeking to create impactful advertisements in the Egyptian TV industry.

Keywords: Adobe After Effects, video production, advertising, TV advertisements, Visual effects (VFX), Advertising agencies, VFX compositors.

Introduction

Adobe After Effects software is the latest innovation for the Advertisement production companies. Adobe After effects is almost used in most advertisement production in the Egyptian TV. Adobe After Effects has many techniques in transforming the form of the production and in the final output of the advertisement as the color correction, compositing, animation, tracking, lighting and so on. This research is to investigate the impact of Adobe After Effects on two dimensions; the advertising agencies, and the VFX compositor. Probing the effects of utilizing Adobe After Effects in advertising agencies refers to examining how this program is capable to create visually stunning, cost-effective advertisements efficiently, with powerful creative tools, flexibility, and automation features. Moreover, how the program enhances visual quality and allows for experimentation and quick changes during the production process. The research investigates the impact of Adobe After Effects on the VFX Compositor by examining how these visual effects help specialists save their time, for example, the software has built-in templates and presets that can be used to quickly to create common elements. It also has automation features that can streamline repetitive tasks. After Effects' compositing, chroma keying and color correction capabilities allow for easy merging of visual elements, saving time and effort in contrast to traditional live shooting. Chroma keying in After Effects is cost-effective and flexible, enabling complex visual effects and backgrounds without elaborate sets. This combination streamlines production enhances advertisement quality.

Literature review

The review explores various literature that explores visual effects, such as 3D graphics, motion capture, match movement, chroma key, and digital compositing, and their contribution to enhancing the depth and authenticity of film storytelling. The literature review discusses literature that examined the importance of Visual Effects in media production, including 3D graphics, motion capture, match movement, chroma key and digital compositing. The studies also cover the history of Visual Effects in films.

Studies examined the usage of Visual Effects in media production.

Studies in that sphere discussed the importance of visual effects in film and visual media creation, emphasizing their role in enhancing storytelling, emotional impact, and audience engagement. These findings were consistent across the studies, despite differences in their specific topics and methodologies.

Košir et al., (2022), conducted an article discussing the importance of visual effects in the field of visual media creation. In his article, he reviewed the literature which examines the role of visual effects in the creation of visual media; and Lamm, (2018), examined the role of visual effects in

the narrative of film and explores how new technology has influenced audience perception and enjoyment of movies. The study involved the production of two separate live-action short films: one incorporating invisible computer-generated elements that replicate reality, and another with obvious computer-generated elements. The process included storyboarding, filming, modeling, surfacing, special effects (FX) animation, and compositing, all crafted in relation to visual effects and realism. The results highlighted that both films reflected the significance of visual effects in enhancing storytelling and emotional impact in visual media creation. They emphasized that visual effects could enhance the audience's experience by adding depth and realism to the narrative.

(Goel, 2017) and (Li & Wang, 2021, July) examined the application of technology, specifically Digital Intermediate (DI) and digital media, respectively. Both studies results, found that these technologies effectively improve visual effects, characters' emotional expression, and the overall quality of film and television animation. (Valdivieso, 2021) conducted a survey to gather data on audience perceptions of VFX in fighting sequences; and (Zhang, 2020, July) provided a literature review of the development and application of VFX technology in the visual design and production industry the study discussed the advantages and disadvantages of VFX technology, as well as its impact on the artistic value of film and television works. Both studies examined the impact of visual effects in specific contexts, fighting sequences in film and television, and visual design and production, respectively. Both studies concluded that visual effects could enhance the impact of these sequences and works when used appropriately and in moderation, enriching the visual experience and meeting audience expectations.

On the other hand, several studies have been conducted to explore the usage and impact of visual effects (VFX) in television advertising. These studies provided insights into the role of digital media interactive technology, modern technology, digital compositing, and animation techniques in enhancing the creative effect and audience engagement in advertising. Feng et al. (2022), conducted a study in China focusing on the creative effect of film and television advertising based on digital media interactive technology. The methodology used in the study involves experimental analysis. The researchers conducted experiments to assess the impact of digital media interaction technology on users' perception of film and television advertisements. The researcher found that digital media interaction technology can attract users, increase user stickiness, and improve partial data. It also leads to changes in audience behavior, such as attitude towards advertising appeal and purchasing behavior. Kazem et al. (2021) conducted a study in Baghdad, Iraq, which explored the employment of modern technology, particularly virtual décor, in television advertising. The study adopted a descriptive approach and analyzed a sample of virtual studio advertisements displayed on the internet. The findings highlighted the significant impact of digital technologies, such as chroma screens and visual effects, in enhancing the attractiveness of advertisements and capturing viewers' attention.

Raturi, et al. (2021) conducted a study that focused on the visual effects industry and its impact on the quality of VFX production. The research is based on both secondary and primary data. Secondary data was collected from various sources such as journals, websites, books, and government documents. Primary data was gathered through experiments conducted by professional and non-professional artists to test the effectiveness of visual effects. The study also includes interviews with industry experts and VFX artists. The author found that while the easy availability of VFX software and freelance artists contributed to the widespread use of VFX, it also led to unnecessary and redundant use of visual effects, resulting in a decrease in design quality. The study emphasized the importance of following the VFX pipeline and maintaining high-quality standards.

Ragheb, et al. (2020) conducted a study in Egypt, emphasizing the role of visual effects (VFX) as the driving force and economic aesthetic of the advertising industry. The analytic, descriptive study found that digital installation technology and multiple installation programs made TV advertising visual effects and animation easier and faster. The study highlighted the use of color correction, lighting adjustment, impurity elimination, and combining graphic elements with live sceneries to enhance the advertising image. Kurniawan et al. (2019), conducted a study on the design and making of a television advertisement for PD. BPR Bank Jogja a rural bank in Yogyakarta in Indonesia. the research focused on incorporating visual effects to enhance the advertisement's appeal. The findings emphasized the importance of visual effects in creating engaging and informative advertising content.

In summary, these studies collectively demonstrate the positive impact of digital media interactive technology, modern technology, digital compositing, and animation techniques in television advertising. They highlight the ability of these technologies to attract viewers, enhance the creative effect of advertisements, capture attention, improve recall, and influence audience behavior. However, some studies also were caution about the redundant and excessive use of visual effects, emphasizing the importance of maintaining high-quality standards and judiciously implementing VFX in advertising production.

Extent of benefits from the literature review

The literature review presented a comprehensive exploration of the usage of Visual Effects (VFX) in media production process. The extent of benefit from this literature review is significant. It offers valuable insights into the role of Visual Effects in media production, emphasizing how they enhance the overall quality and impact of advertising and visual media. This will help the research to compare these findings with the Egyptian society.

Research Importance

The research probes the role of Adobe After Effects in Egyptian TV advertisements holds significant academic and professional value. From an academic perspective, this research contributes to the field of media innovations by examining the effectiveness of After Effects in creating compelling advertisements. By investigating its impact on visual quality, production processes, and cost-effectiveness, this research adds to the existing knowledge on advertising techniques and tools. It provides evidence and insights that can be utilized in academic discussions, future studies, and curriculum development related to media innovations and advertising practices.

From a professional perspective, this research offers practical implications for advertising agencies, VFX compositors, and the broader advertising industry a chance of evaluating the benefits and limitations of After Effects. The research guides advertising agencies in optimizing their production practices, enhancing their creative output, and effectively utilizing new technologies. Furthermore, the research empowers VFX compositors by shedding light on the software's ability to streamline their workflow, save time, and increase output. By understanding the challenges and benefits experienced by VFX compositors when using After Effects, professionals in this field can enhance their creative capabilities, improve production efficiency, and deliver high-quality visual effects. The research findings offer practical guidance for VFX compositors to leverage After Effects' features effectively, resulting in improved productivity and enhanced work quality.

Research Objectives

This research aims to explore the role of Adobe After Effects on the production of television advertisements, assessing its influence on the overall effectiveness and efficiency of the production process.

- To examine the role of Adobe After Effects on the production of television advertisements and its effect on the overall effectiveness and efficiency of the production process.

a) Evaluate the impact of Adobe After Effects on the visual quality of advertisements produced by advertising agencies.

b) Evaluate the methods in which After Effects has streamlined the production process of advertisements in advertising agencies, concerning cost effects, reduction of manpower and helping the agency achieving their goals.

Research Problem

This research investigates the role of Adobe After Effects software on the production process of Egyptian TV Advertisements in 2022. By examining the effectiveness of Adobe After Effects

software in advertisement production, it expands the understanding of how technology can enhance the production process of TV Ads. This aspect of the research provides valuable information on the role of visual effects for marketers and advertisers in designing advertisements.

Theoretical Framework

This research benefits from media richness theory as a theoretical framework to understand the role of using Adobe After Effects software in the production process of Egyptian TV advertisements. Media richness theory will be used to assess the effectiveness of using Adobe After Effects software in improving the richness and quality of the advertisements. The theory will guide the research design, data collection, and analysis, and the findings will be discussed within the context of the theoretical framework provided.

Media Richness Theory

Richard L. Daft and Robert H. Lengel came up with Media Richness Theory (MRT) in the 1980s to study how well different forms of communication communicate information. MRT says that different types of communication channels are better at sending complicated, ambiguous, and emotional messages (Daft et al. 1986).

The theory indicates that different ways of communicating have different levels of “richness” in terms of how much information they can share, and that the choice of medium should depend on how rich the information needs to be for the job at hand. MRT says that face-to-face contact or video conferencing are better for communicating complex, unclear, or emotionally charged messages, while emails or memos are better for communicating simple, routine, or clear messages.

MRT has been used in marketing and online conversation. But the idea has also been criticized for being too simple for not considering other factors that can affect how well people can communicate. Among factors that should be considered are: individual differences, social rules, and the environment of communication. For example, different cultures may affect how well different forms of communication function, and the acceptance form of communication may rest on the culture of the organization or the situation in which occurred. (Laroche, Habibi, & Richard, 2013).

Despite these limitations, MRT is a valuable framework for understanding how different communication modalities affect communication effectiveness in different settings. It's been used a lot in organizational communication, marketing, and study on online communication. Dennis et al. (1999) came up with a theory of media synchrony as an extension of MRT.

Several studies have explored the effects of media richness on decision making, website design, mobile learning, and consumer intentions, providing empirical support for media richness

theory in various contexts. Dennis et al. (1998) studied the effects of media richness on decision making in two-person teams using computer-mediated and video communication. Matching media richness to task equivocality did not improve decision quality, time, consensus, or satisfaction. Media with fewer cues, like computer-mediated communication, led to slower decisions, challenging the central proposition of media richness theory.

Simon et al. (2004) explores the application of media richness theory in the context of Internet-based retailers and their website design. The findings affirmed that users have more positive attitudes and higher satisfaction levels with rich sites compared to lean sites. Other sphere of research focuses on evaluating the media richness of different message delivery methods in a proposed mobile learning environment based on media richness theory. The findings reveal that SMS performs better in terms of content timeliness, making it suitable for immediate information delivery. Email, on the other hand, excels in content richness and can be used for delivering exhaustive information. (Lan et al., 2010). Another study examined the validity of media richness theory in explaining consumers' intentions to purchase online. The results provided empirical support for media richness theory in a commercial context (Brunelle et al., 2008).

Media Richness Theory and Media Innovations

Androutsopoulou et al. (2019) used media richness theory (MRT) to explain the relationship between communication channels and tasks. MRT states that channels differ in their richness, which refers to their ability to convey information and cues effectively. The study found that citizens prefer richer channels, such as face-to-face visits or phone calls, for complex or unclear interactions. These channels allow for meaningful conversations, detailed information sharing, and effective expression. Based on MRT, the study suggests a new digital channel with higher richness and expressiveness. This channel utilizes advanced technologies like chatbots, natural language processing, machine learning, and data mining to enable citizens to describe their situations in free text, using everyday language. This allows for higher expressiveness.

In addition, Shahbaznezhad et al. (2021) examined the impact of social media content format and platform on user engagement. Using Media Richness Theory (MRT), the study explored how different media forms (videos, photos, text) influence engagement on social media. MRT helps explain the role of content richness, including interactive and sensory elements, in media innovations. The study also investigated how the amount of information transmitted in each time interval affects user engagement. It highlighted the potential of rich media, including interactive and motion-based methods, to stimulate sensory traits and enhance the user experience.

Moreover, Cao et al. (2021) applied Media Richness Theory (MRT) to evaluate the richness of social media platforms (Facebook, Twitter, YouTube, Instagram, Pinterest) in terms of feedback capability, information cues, and communication tools. The study examined how platform rich-

ness influenced consumer engagement at different levels: consumption, contribution, and content creation. It also explored how media richness moderated the relationship between engagement intention and behavior, emphasizing contextual factors in social media marketing. Additionally, the study extended MRT's application to web-based social media, highlighting the need to redefine "richness" in the digital communication and engagement context.

Extent of benefit from the theory

The theory suggests that communication effectiveness is based on the richness of the medium used to convey the message, and the level of richness depends on the degree of interactivity, feedback, and personalization offered by the medium.

In the case of TV ads produced using Adobe After Effects, the medium offers a high level of richness due to its ability to convey complex visual effects and animation, which can capture the viewer's attention and engage them with the message being communicated. Additionally, the use of After Effects can allow for the personalization of ads to suit the target audience, which can increase the relevance and effectiveness of the message. Therefore, by analyzing the impact of Adobe After Effects on the audience, the Media Richness Theory can provide insights into the effectiveness of this medium in conveying messages to viewers and how it compares to other media in terms of communication effectiveness.

The Media Richness Theory can also help analyze other aspects of the production of TV ads using Adobe After Effects in addition to its impact on the audience. For example, the theory can be used to analyze the communication effectiveness of different types of ads produced using After Effects, such as those that utilize different levels of interactivity, feedback, and personalization. This can help advertisers determine which types of ads are most effective in achieving their communication goals. Additionally, the theory can be used to analyze the production process of TV ads using After Effects. This can include factors such as the level of collaboration and communication between the creative team and the client, the use of feedback mechanisms during the production process, and the level of personalization that is incorporated into the final product.

Overall, the Media Richness Theory can be a useful framework for analyzing the effectiveness and production process of TV ads using Adobe After Effects and can provide insights into how these ads can be optimized for maximum impact on the audience.

Research Questions

-These questions aim to investigate the role and significance of After Effects in enhancing the effectiveness and efficiency of advertising agencies' production processes.

- How does Adobe After Effects impact the visual quality of advertisements produced by advertising agencies?
- In what ways has After Effects streamlined the production process of advertisements in advertising agencies?
- How does the usage of After Effects contribute to achieving cost-effectiveness in the production process of advertising agencies?
- To what extent has the implementation of After Effects reduced the manpower required in the production process of advertising agencies?
- What is the importance of using After Effects in achieving the goals of an advertisement?

Methodological Frame

This is analytical research to identify the impact of utilizing Adobe After Effects software on the production process of Egyptian TV Ads. A qualitative method has been utilized:

In-depth interviews with the producers in the advertising agencies and the VFX compositors. The purpose of this interview is to explore the impact of Adobe After Effects on the production of television advertisements and its effect on the overall effectiveness and efficiency of the production process. Specifically, the researcher will be discussing the use of After Effects in advertising agencies and with VFX compositors, and how it has affected their ability to create high-quality visual effects in a shorter amount of time. Through these in-depth interviews, the researcher gained insight into the potential benefits and limitations of using After Effects in the production of television advertisements, and how it has impacted the advertising industry.

Research Sample

A purposive sample was chosen to conduct the interviews. The purposive sample consisted of thirteen advertising agencies producers and VFX compositors from Egypt. The selection of this sample was intentional, aiming to gather insights and perspectives from individuals who have direct experience and expertise in the production of television advertisements using Adobe After Effects. By selecting professionals from different agencies and roles within the production process, the research aimed to capture a diverse range of perspectives and experiences related to the impact of After Effects on advertisement production. The sample consisted of 13 interviewees, three of them are VFX Producers, one of them is Advertising Company Manager, one of them is Graphic

Supervisor, five of them are VFX Compositors, one of them is 3D Character Modeling, one of them is Senior Graphic Designer, and one of them is Junior Video Editor as shown in Table no 1.

Table (1): In-depth interview sample characteristics

Respondent No.	Rank	Nationality	Gender	Company
1	VFX Producer	Egyptian	Male	Animation Plus
2	Company Manager	Egyptian	Male	Voxels
3	VFX Producer	Egyptian	Male	Areen Film Production
4	VFX Producer	Egyptian	Male	Ink
5	Graphic Supervisor	Egyptian	Male	Speed Advertising Agency
6	VFX Compositor	Egyptian	Male	Ink
7	VFX Compositor	Egyptian	Female	HAWK Agency
8	3D Character Modeling	Egyptian	Male	Animation Plus
9	VFX Compositor	Egyptian	Male	Voxels
10	VFX Compositor	Egyptian	Male	Ink
11	VFX Compositor	Egyptian	Male	Voxels
12	Senior Graphic Designer	Egyptian	Female	The TriFactory
13	Junior Video Editor	Egyptian	Male	Hype Agency

Validity

To enhance the validity of the in-depth interview questions used in the research, several measures were taken. Firstly, the interview questions underwent an accurate review process. This involved submitting the forms to a group of experts in the field, specifically six professors from media faculties at different universities. The experts critically examine the research instruments for clarity, relevance, and effectiveness. Their feedback and suggestions are valuable in refining and improving the questions to ensure that they address the research objectives adequately. Moreover, the involvement of professors from different universities adds a diversity of perspectives and reduces potential biases that may arise from relying solely on a single expert's opinion. This multi-faculty review enhances the credibility and generalizability of the research instruments.

Adobe After Effects: Beginnings and Development

Adobe After Effects is software for creating motion graphics and special effects used in video, online content, and presentations. After Effects is available on both Mac OS and Windows computers. After Effects is used widely in TV and film post-production for the creation of special effects, animation, and video compositing. Projects created using After Effects can be used in broadcast TV, video, on the web, in-store displays, and kiosks. After Effects is part of the Adobe Creative Cloud (<https://www.agitraining.com/adobe/after-effects/classes/what-is-after-effects>, Retrieved 3rd of November 2023).

After Effects can be used to design titles, create cartoon characters, and apply animation. Although it can do all these things, it is not the same as video editing software. This program is best used to apply effects after the footage has been edited, or to create animation and motion graphics from otherwise static objects. It is a tool for storytelling, creating visually appealing motion graphics that integrate into any medium to enhance a presentation, story, image, or mood (<https://www.agitraining.com/adobe/after-effects/classes/what-is-after-effects>, Retrieved 3rd of November 2023).

The first ever version of After Effects was launched in January 1993. This initial version of the software was created and developed by a company located out of Providence, Rhode Island called COSA (Company of Science and Art). The same company also released the second version of the product. Soon after, COSA was taken over by Aldus Corporation. Within a span of less than a year the internationally famous Adobe Systems acquired Aldus. The first ever release of After Effects by Adobe was the version 3.0. The stable release of this product is dated back to the 27th of July 2015. From its first ever release by COSA, After Effects has been immensely popular amongst filmmakers and producers (<https://successstory.com/products/after-effects>, Retrieved 3RD of November 2023).

How After Effects is used?

The primary uses of After Effects are divided into three categories: Animation, Effects, and compositing. The type of animation for which After Effects is mostly used is known as Motion Graphics, which involves creating motion and movement of traditionally static objects such as logos, text, and other graphic elements. The type of Effects, sometimes called visual effects (VFX) are well known from film and video. Adding snow to a video scene, creating fire or water, making objects appear to turn into liquid are all examples of effects. You can use After Effects to create these visual effects from your own video. After Effects is also used for digital compositing, which involves assembling multiple videos into a single product. Whether the videos are layered on top of each other, or in separate corners of a screen, After Effects makes it possible to merge together multiple videos using compositing (<https://www.agitraining.com/adobe/after-effects/classes/what-is-after-effects>, Retrieved 3rd of November 2023).

Research results

The in -depth interviews align with the research objective to examine the impact of Adobe After Effects on the production of television advertisements and its effect on the overall effectiveness and efficiency of the production process. The in-depth interviews were individually conducted with the interviewees on their companies' company in July 2023. The results focused on four main dimensions as follows:

Evaluating the impact of Adobe After Effects usage in the advertisement production from Advertising Agencies' producers' preceptive

Assessing the impact of Adobe After Effects on the visual quality of produced advertisements.

- Adobe After Effects has had a profound impact on the visual quality of advertisements produced by various agencies, as shared by the interviewees. All interviewees agree that After Effects has significantly enhanced the overall visual appeal of their agency's advertisements. The software's extensive range of visual effects, animation tools, and presets allows the creation of stunning and dynamic visuals that captivate viewers. These features enable the agencies to produce cinematic visuals, realistic motion graphics, and eye-catching special effects, leaving a lasting impression on the audience.

In addition to this positive impact of After Effects in general, there are also some specific features and capabilities that each interviewee highlights. Interviewee number 3 specifically mentions: "the advanced 3D animation and compositing capabilities of After Effects, really contributes to visually stunning and immersive content". Interviewee number 4 emphasizes the seamless transitions and visually stunning effects that can be achieved using the software. Interviewee number 5 focuses on the extensive library of plugins and templates in After Effects, enabling the addition of professional-grade visual effects and sophisticated motion graphics.

The interviewees emphasized that the versatility and breadth of After Effects, provide various tools and capabilities that cater to different needs and preferences, allowing agencies to leverage its features to elevate the visual quality of their advertisements. Overall, Adobe After Effects stands as a powerful tool that enhances the visual quality of advertisements by offering a wide range of effects, animation tools, presets, 3D capabilities, and an extensive library of resources.

Evaluating the methods in which After Effects has enhanced the efficiency of the advertisement production process.

- After Effects has played a pivotal role in streamlining the production process of advertisements, as highlighted by the interviewees. While each interviewee offers their unique perspective, there are notable similarities in the ways After Effects has improved efficiency and workflow. Interviewee number 1 mentions that After Effects provides a wide range of pre-built templates, presets, and plugins, which saves time and effort in creating complex visual elements. Similarly, interviewee number 4 emphasizes the software's intuitive interface and powerful tools that enhance efficiency. They specifically mention the ease of importing and manipulating assets from other software, such as Photoshop and Illustrator, for seamless integration.

Interviewee number 2 focuses on After Effects' collaboration features, such as project sharing and version control, which streamline teamwork and reduce time spent on file management. This highlights the software's ability to enhance collaboration and facilitate a more efficient workflow.

Interviewee number 5 highlights After Effects' automation capabilities, such as creating and saving customized animation presets. This feature allows for the quick application of animations to multiple elements, saving time and effort in manual animation. Additionally, interviewee number 3 emphasizes how After Effects streamlines the rendering and exporting process of advertisements. The software's powerful rendering engine and export settings enable the quick generation of high-quality output files in various formats, ensuring a smooth delivery of the final ad to clients. These shared insights demonstrate that After Effects streamlines the production process of advertisements through various means, including ready-to-use assets, intuitive interfaces, collaboration features, automation capabilities, and efficient rendering and exporting. By leveraging these features, agencies can optimize their workflow, save time, and focus more on the creative aspects of ad production.

Analyzing the extent to which After Effects has improved cost-effectiveness in the production process of the agency.

- Interviewee number 5 highlights After Effects' automation capabilities, such as customized animation presets, which speed up the production process by eliminating the need for manual animation. This aligns with interviewee number 1, who also mentions saving time and effort through ready-to-use assets. Examining the cost-effectiveness aspect, interviewee number 1 explains that After Effects enables in-house creation of high-quality visual effects and animations, reducing the need for outsourcing. Interviewee number 2 mentions the cost-saving benefit of the software's extensive library of pre-built templates and effects, which reduces the time and effort required to create visually appealing ads. Interviewee number 4 points out that After Effects eliminates the need for expensive physical production equipment and resources by allowing the creation of virtual sets and lifelike visual effects. This differs from interviewee number 1 and 2, who focus more on the software's capabilities rather than cost savings related to physical resources. Additionally, interviewee number 5 emphasizes the cost savings achieved through After Effects' automation capabilities, reducing the need for manual labor in complex animations. Interviewee number 3 adds that the software enables efficient asset reuse across projects, saving time and money. Adobe After Effects offers a clear comparison between cost and time efficiency before and after its usage. Prior to using the program, the creation of animations and visual effects required manual effort and consumed a considerable amount of time. However, After Effects introduces automation capabilities, such as customized animation presets and a library of pre-built templates and effects. These features greatly accelerate the production process by eliminating the need for manual animation, resulting in significant time savings and decreased effort.

In summary, the software's collaboration features, automation capabilities, and asset reusability contribute to cost savings, allowing agencies to produce high-quality ads in a more cost-effective manner. While there are similarities in the benefits highlighted by the interviewees, such as time savings and improved efficiency, there are also differences in focus, including collaboration, physical resource reduction, and automation.

Determining the extent to which After Effects has reduced the requirement for manpower in the production process of the agency.

- Adobe After Effects has revolutionized the production process of advertisements, as highlighted by the interviewees. The software offers a wide range of visual effects, animation tools, and presets that significantly enhance the overall appeal of ads. It provides pre-built templates, presets, and plugins that save time and effort in creating complex visual elements, as mentioned by interviewee number 1 and 4. Interviewee number 2 emphasizes the collaboration features of After Effects, such as project sharing and version control, which streamline teamwork and reduce file management time. Automation capabilities, including customized animation presets, are highlighted by interviewee number 5, as they speed up the production process by eliminating the need for manual animation. Interviewee number 1 explains that After Effects enables in-house creation of high-quality visual effects and animations, reducing the need for outsourcing. The cost-saving benefit of the software's extensive library of pre-built templates and effects is mentioned by interviewee number 2. Interviewee number 4 points out that After Effects eliminates the need for expensive physical production equipment and resources by allowing the creation of virtual sets and lifelike visual effects. Additionally, interviewee number 5 emphasizes the cost savings achieved through After Effects' automation capabilities, reducing the need for manual labor in complex animations. Lastly, interviewee number 3 adds that the software enables efficient asset reuse across projects, saving time and money. Overall, Adobe After Effects has had a transformative impact on the production process of advertisements, improving efficiency and cost-effectiveness.

Assessing the significance of utilizing After Effects in attaining the objectives of an advertisement.

-The use of After Effects in achieving the goals of an advertisement is a crucial aspect, as highlighted by two interviewees. According to Interviewee 1, After Effects plays a vital role in creating captivating and engaging content that effectively communicates the message and captures the attention of the target audience. The software's powerful visual effects and animation capabilities are instrumental in achieving these goals. Similarly, Interviewee 4 emphasizes the significance of After Effects in adding a professional and polished touch to advertisement visuals. The extensive range of features and tools offered by After Effects enables the creation of visually stunning effects, seamless transitions, and eye-catching animations, thereby enhancing the overall impact and effectiveness of the advertisement. These insights from the interviews underscore the importance of After Effects in achieving advertisement goals by creating visually captivating content that effectively communicates the message and captures the attention of the target audience. Incorporating After Effects into the advertising production process is essential for achieving a high-quality and impactful final product.

Evaluating the challenges and limitations encountered by advertising agencies in their utilization of After Effects.

-Advertising agencies have faced a range of challenges and limitations when using After Effects, as shared by multiple interviewees. One common challenge mentioned by Interviewee 1 is the learning curve associated with the software, which requires additional time and resources for training and skill development. Similarly, Interviewee 4 highlights the potential for longer production timelines due to the complexity of creating visual effects and animations in After Effects. In terms of hardware requirements, Interviewee 2 emphasizes the demand for high-performance computers or workstations to achieve smooth playback and rendering. This aligns with Interviewee 5's observation that After Effects projects can become resource-intensive, leading to slower rendering times and performance issues, especially with large files and complex compositions.

Collaboration also poses challenges, as noted by Interviewee 3. Multiple team members may need to work on the same project simultaneously, necessitating efficient file sharing, version control, and conflict resolution. Overall, while the learning curve and longer production timelines are common challenges, hardware requirements and resource-intensive projects are additional factors that can impact the efficiency and effectiveness of using After Effects in advertising agencies. Collaboration stands out as a unique challenge that requires effective coordination and communication within the agency.

In conclusion, the impact of Adobe After Effects on the visual quality of advertisements produced by advertising agencies has been significant. The software's extensive range of visual effects and animation tools has enabled advertisers to create stunning and dynamic visuals that captivate viewers and make their ads stand out. The incorporation of Adobe After Effects has significantly improved the visual quality of advertisements, allowing advertisers to create cinematic visuals, realistic motion graphics, and eye-catching special effects that leave a lasting impression on viewers. As a result, Adobe After Effects has become an essential tool for advertising agencies to create visually stunning and immersive content that captures the attention of audiences.

The Impact of the usage of Adobe After Effects in the advertisement production on VFX Compositors

This dimension explores the effects of utilizing After Effects on VFX compositors' work. It delves into various aspects such as time savings, productivity, production efficiency, complex visual effects creation, and overall work quality.

Determining the extent to which After Effects has contributed to time savings in VFX compositing work.

-After Effects has undoubtedly saved work time for VFX compositors, as mentioned by multiple interviewees. They highlight the software's extensive capabilities, including pre-built effects, templates, and plugins, which streamline the production and manipulation of visual effects as mentioned by Interviewees 6, 7, 8, 9, 10, 11. These features allow for quick and easy application of visual effects, eliminating the need for manual creation from scratch as stated by Interviewees 8, 9, 11.

Furthermore, interviewees 7, 8 mentioned that After Effects integrates with other Adobe applications like Photoshop and Cinema 4D, enhancing workflow efficiency. Its motion tracking and keyframe animation features also speed up compositing and visual effects switching. The software's intuitive interface and customizable workspaces contribute to a streamlined workflow, enabling quick access to frequently used tools and settings as mentioned by interviewees 9, 11. In addition, After Effects supports the use of scripts and expressions, automating repetitive tasks and reducing manual labor. It also enables the use of third-party plugins and scripts, expanding its capabilities and boosting productivity. Interviewee 12 stated that the non-destructive workflow of After Effects allows for quick revisions and adjustments without starting from scratch. These various features and functionalities of After Effects have collectively contributed to saving work time for VFX compositors, making it a valuable tool in the industry.

Assessing the impact of built-in templates, presets, and automation features in After Effects on the productivity and output of VFX compositors.

-After Effects has proven to be a valuable tool for VFX compositors, not only in saving work time but also in increasing output. The built-in templates, presets, and automation features of After Effects have streamlined workflows, reduced manual work, and enabled quick application of complex effects, ultimately enhancing the productivity and output of VFX compositors. Interviewee 13 affirms that the built-in templates, presets, and automation features of After Effects have increased the output of VFX compositors by streamlining workflows, reducing manual work, and enabling quick application of complex effects. Similarly, Interviewee 12 agrees that these features have boosted their output as a VFX compositor by streamlining repetitive tasks and providing a foundation to build upon.

Interviewees 6,7,8,9,10 & 11 all highlight how the built-in templates, presets, and automation features of After Effects have significantly enhanced the production of VFX compositors. They mention that pre-built templates and presets save time and effort when applying common visual effects, while expressions and scripting automate repetitive processes and streamline production. These features allow VFX compositors to produce higher-quality outputs faster, apply professional-grade visual effects without starting from scratch, and create sophisticated effects with minimal effort. The interviewees agree that the built-in templates, presets, and automation features of After

Effects have played a crucial role in increasing the output of VFX compositors. These features streamline workflows, save time and effort, and enable the quick and consistent application of visual effects. They also allow for the automation of repetitive tasks and the creation of complex effects, ultimately boosting productivity and output for VFX compositors.

Analyzing the improvements in production efficiency resulting from After Effects' compositing, chroma keying, and color correction capabilities.

After Effects' compositing, chroma keying, and color correction capabilities have significantly contributed to the improvement of production efficiency in various ways, as highlighted by the interviewees. Interviewee 12 and Interviewee 13 both agree that these capabilities enhance production efficiency by enabling seamless integration of elements, precise keying for visual effects, and enhanced control over color grading. They emphasize the real-time previews, precise control over elements, and seamless integration of different visual components offered by After Effects.

Interviewee 6 and Interviewee 9 discuss the compositing features of After Effects, highlighting how the layer-based methodology allows compositors to arrange and alter footage, graphics, and effects non-destructively. This enables efficient workflow management, quick production modifications, and reduces the need for extensive reworking. The powerful masking and blending options in After Effects also provide fine compositing control, resulting in seamless integration and improved visual quality.

Interviewee 7 and Interviewee 10 specifically focus on the chroma keying capabilities of After Effects. They mention how the software simplifies the process of removing or replacing backgrounds in footage, eliminating the need for time-consuming manual masking or rotoscoping. The advanced keying techniques and tools offered by After Effects, such as Key light and Ultra Key, allow for quick and accurate extraction of subjects from green or blue screens. This allows compositors to dedicate more time to refining the overall composition, leading to improved production efficiency.

Interviewee 8 and Interviewee 11 highlight the color correction capabilities of After Effects. They describe how the software provides compositors with powerful tools for enhancing and adjusting the visual aesthetics of footage. After Effects offers a wide range of color grading effects, enabling precise control over color and tone. Compositors can quickly correct color imbalances, enhance contrast, and create consistent looks across multiple shots. This efficient color correction capability saves time and effort in the post-production process. The interviewees agree that After Effects' compositing, chroma keying, and color correction capabilities have significantly improved production efficiency by providing tools for seamless integration, precise control, and efficient workflow management. These capabilities streamline the integration of visual elements, simplify backdrop removal, and enhance color grading, ultimately saving time and effort for VFX compositors.

Evaluating the extent to which After Effects enables VFX compositors to create complex visual effects and backgrounds without the need for elaborate physical sets.

-After Effects has greatly empowered VFX compositors to create complex visual effects and backgrounds without elaborate sets, as highlighted by the interviewees. Interviewees 12 & 6 emphasize how After Effects harnesses various tools, such as 3D camera tracking, particle systems, layering, masking, and blending modes, to generate immersive scenes. They mention that these resources allow VFX compositors to create realistic and intricate digital landscapes without the need for physical sets. Interviewees 7 & 8 discuss After Effects' extensive library of effects, plugins, and tools that enable VFX compositors to create complex visual effects and backgrounds digitally. They mention the software's capabilities in creating and manipulating particles, lighting, 3D objects, and seamlessly integrating CGI, stock footage, and green screen material. These resources eliminate the need for elaborate physical sets and effects.

Interviewees 9, 10 & 11 further elaborate on how After Effects revolutionizes the creation of complex visual effects and backgrounds. They highlight the software's advanced compositing techniques, such as masking, tracking, keying, layering, blending modes, and their precise control over the integration of various elements. They also mention After Effects' extensive collection of effects and plugins for generating simulations, particle systems, advanced motion graphics, and other complex visuals. By leveraging these capabilities, VFX compositors can create visually stunning and immersive environments digitally, saving time and resources associated with physical set construction.

Interviewee 13 briefly mentions that After Effects enables VFX compositors to create complex visual effects and backgrounds by leveraging its compositing tools, 3D capabilities, and extensive effects library. All the interviewees agree that After Effects provides VFX compositors with a powerful digital platform, advanced compositing techniques, an extensive effects library, and various tools to seamlessly integrate elements and create complex visual effects and backgrounds without the need for elaborate physical sets.

Assessing the impact of using After Effects on the overall quality of work produced by a VFX compositor.

-The use of After Effects has had a significant impact on the quality of work as a VFX compositor, as highlighted by the interviewees. Interviewee 13 and Interviewee 12 both agree that After Effects positively impacts the quality of work by providing powerful tools for compositing, motion graphics, and visual effects. This allows for greater creative control and the ability to achieve high-quality results.

Interviewee 6, Interviewee 7, and Interviewee 11 mention the improvement in VFX compositing due to After Effects. They emphasize the software's effects, presets, and tools that provide customi-

zation and allow for precise control over visual elements. Layering, masking, and blending modes in After Effects are mentioned as features that enable smooth integration of disparate parts, resulting in a coherent and visually pleasing final product.

Interviewee 8 and Interviewee 9 highlight how After Effects has dramatically advanced VFX compositing by offering tools and features for creating and improving visual effects. They mention the software's layering, blending modes, and masking capabilities that provide accurate element integration and produce smooth, realistic visual effects. The extensive library of effects and plugins in After Effects is also mentioned as enabling the creation of intricate and visually stunning effects. The interviewees agree that After Effects has greatly improved the quality of work as a VFX compositor by providing a wide range of tools and features, advanced compositing capabilities, and a vast library of effects and plugins. The software allows for precise control, seamless integration, and the creation of visually impressive effects, ultimately enhancing the overall quality of VFX compositions.

Identifying and analyzing the challenges and limitations faced by VFX compositors in utilizing After Effects for their work.

-The use of After Effects has had a significant impact on the quality of work as a VFX compositor, as mentioned by the interviewees. Interviewee 13 and Interviewee 12 both agree that After Effects positively impacts the quality of work by providing powerful tools for compositing, motion graphics, and visual effects. This allows for greater creative control and the ability to achieve high-quality results.

Interviewee 12 stated that the challenges faced by VFX compositors using After Effects include managing large projects that strain system resources, rendering time-intensive effects, and sometimes needing to supplement with specialized software for intricate simulations. Interviewee 13 mentioned that VFX compositors may also face challenges such as limited 3D capabilities, slower rendering times for complex scenes, and the need for additional plugins or software for advanced effects or simulations.

Other challenges mentioned include performance limits when working with complex compositions, limited 3D skills compared to dedicated 3D applications, limited support for deep compositing, lack of native support for high dynamic range (HDR) workflows as there is a lot of contrast in light levels in a scene or an image, limited collaboration and version control capabilities, and limited support for complex simulations and dynamics. Despite these challenges, VFX compositors recognize the significant advancements and improvements that After Effects has brought to their work. The software's advanced compositing capabilities, such as layering, blending modes, and masking, enable precise control over the integration of various elements, resulting in seamless and realistic visual effects. After Effects' extensive library of effects and plugins allows for the creation of complex and visually stunning effects, further enhancing the quality of the work.

Evaluating the extent to which the use of After Effects has influenced and enhanced the creativity of VFX compositors.

After Effects revolutionizes the creativity of VFX compositors, providing a versatile platform for exploring innovative visual effects, motion graphics, and animation techniques. Interviewee 13 highlights that After Effects greatly impacts VFX compositors' creativity by providing a versatile platform for exploring innovative visual effects, motion graphics, and animation techniques. Similarly, Interviewee 12 emphasizes how the software sparks new levels of creativity in VFX compositor work, enabling experimentation with various visual ideas and bringing unique concepts to life.

The wide and powerful platform of After Effects profoundly influences the creativity of VFX compositors, as mentioned by Interviewee 6. This platform allows for unlimited creative visual effects, while Interviewee 7 points out that the bespoke effects and plugins in After Effects inspire compositors to experiment with stylized color grading, elaborate motion graphics, and dynamic particle systems. Seamlessly combining various visual elements and techniques is made possible by After Effects, according to Interviewee 8. The layer-based approach, advanced blending modes, and masking capabilities of the software encourage a more creative and exploratory approach to compositor work.

The animation and motion graphics capabilities of After Effects, as highlighted by Interviewee 9, revolutionize the creativity of VFX compositors. Keyframe animation, motion tracking, and expression-based controls unlock a new level of creativity, enabling the exploration of visually stunning and interactive elements. Advanced compositing features in After Effects, mentioned by Interviewee 10, seamlessly integrate visual effects with live-action footage, pushing the boundaries of creativity. Compositors can flawlessly merge graphic elements, merging reality and imagination to create visually spectacular compositions.

Interviewee 11 points out that the extensive library of effects, presets, and plugins in After Effects inspires compositors to experiment with different appearances, styles, and moods. This library provides the necessary tools and functions to modify and improve visual elements, encouraging the exploration of unique transitions, stylized color grading, and strange visual effects. As mentioned by the interviewees, After Effects has a transformative impact on the creativity of VFX compositors. Its versatile platform, bespoke effects, powerful compositing features, animation capabilities, seamless integration of visual effects, and extensive library of tools inspire compositors to push boundaries, experiment with new ideas, and create captivating compositions.

Conclusion

This research has explored the role of utilizing Adobe After Effects in Egyptian TV advertisements' production process. The use of Adobe After Effects, as an innovation in advertisement production, has significantly influenced various contributors involved in the process. The research delved into the impact of Adobe After Effects on advertising agencies. The findings affirmed that the utilization of After Effects empowers these agencies to create visually stunning and cost-effective advertisements with remarkable efficiency. The software provides agencies with a huge powerful creative tool, offering flexibility and automation features that facilitate the enhancement of visual quality. This, in turn, enables agencies to experiment the production with different visual elements and make quick changes during the production process. The research's findings highlight the significant benefits that After Effects brings to advertising agencies, allowing them to produce impactful and engaging advertisements while optimizing resources and maximizing creative potential.

In addition, the research extensively explored the impact of Adobe After Effects on VFX compositors. The findings revealed that After Effects plays a pivotal role in saving valuable time for visual effects specialists, allowing them to produce a significant output within shorter time frames. The software's comprehensive range of built-in templates, presets, and automation features proves invaluable in simplifying and expediting repetitive tasks. VFX compositors can effortlessly apply these resources to achieve professional results quickly. Moreover, After Effects' advanced compositing capabilities, chroma keying tools, and color correction features enable seamless merging of visual elements, eliminating the need for traditional live shooting methods. By streamlining the compositing process, After Effects significantly reduces effort and time, ultimately enhancing the efficiency and productivity of VFX compositors. This heightened efficiency and flexibility contribute to the overall quality of advertisements, as VFX compositors can focus more on refining their artistic vision rather than being bogged down by technical intricacies. The research findings emphasize the effective role that After Effects plays in empowering VFX compositors to deliver exceptional visual effects within tight deadlines, raising the overall production value of advertisements.

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Appendix (Professors Names)

The names of experts, consisting of six professors from media faculties at different universities, that played a crucial role in reviewing the research instruments, including the interview and focus group questions.

1. Prof. Inas Abdel Hamid: Professor of Advertising and PR, Faculty of Mass Communication, Ahram Canadian University.
2. Dr. Mona Mohamed Adel: Associate Professor of Visual Communication, Faculty of Mass Communication, Ahram Canadian University.
3. Dr. Shima Ezz el Din: Associate Professor at Marketing Department, Faculty of Mass Communication, Ain Shams University.
4. Dr. Nermeen Alaa El Din: Associate Professor in the Department of Integrated Marketing CommunicationS, Faculty of Mass Communication, Ahram Canadian University.
5. Dr. Hayat Badr: Assistant Professor of Marketing and PR, Faculty of Mass Communication, Cairo University.
6. Dr. Maha El Baradie: Assistant Professor of Advertising and PR, Faculty of Mass Communication, Ahram Canadian University.