PhD Research | School of Design | The Hong Kong Polytechnic University

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Specialization / Interests:
New Media Design

PhD Title:
A study on the integration of 3D digital technologies in the context of holographic production as a new generation of films and entertainments

Keywords:
Filmmaking, animation, game, entertainment, new media

Research Abstract:
This PhD research will focus on a technology oriented investigation on the integration of possible digital techniques on media production, including next generation of films, with improved visual effects and interactions in 3 dimensional spaces. Holography as a potential new technology will be extensively researched in such an integration.

Holography is not only limited to cutting edge sciences anymore. It is being widely used in everyday life such as credit cards, bills, visa etc. Logos and trademarks are secured against counterfeiting by holograms (Holography: A Practical Approach, by Gerhard K. Ackermann, Jurgen Eichler). In recent years, some video experiments and show cases are made by holography. It is becoming more and more popular and it will definitely change the way in which videos are produced and presented.

Research Methodology:
The next generation of film will have 3D based visual effects. The hologram and other forms 3D illusion will become the mainstream in the future. Modern digital technology will be the key factor to make this come true. Studying and analyzing the new visual art principles and the related technologies can eventually produce one of the new forms of video, and aesthetic theories as principles and guidelines can be summarised to direct the practical production.

Integration of Technology and Aesthetics
Film as a form of art has its own aesthetic expressions and representations. It’s an aggregation of many other forms of arts like stage play, music and so on. The media with which we present a film can affect its art effects. After the new technologies that are able to project the holographic or other 3D illusion videos is worked out, how to make the video works under this new technological context aesthetically is also an important topic.

Results / outcomes:
This research has not yet finished, but hope to have the following outcomes:
- A new form of film or even a new form of art with its own language will distinguish itself from the conventional ones.
- To study and develop a theory and its knowledge in terms of an ontology or language to guide the future forms of new media has significant values for academic and design purposes.
- Film has its own special association with both marketing and technology. So to study the future form of film will have a significant meaning and big contribution to the future technology and industries in Hong Kong.

Profile Image:

Project Image: