

January 12, 1993

Mr. Robert Rehme, President
Academy of Motion Picture Arts and Sciences
8949 Wilshire Boulevard
Beverly Hills, CA. 90211-1972

Re: Board representation for Visual Effects

Dear Mr. Rehme,

The members of the Visual Effects Rules Committee join me in asking that you convey to the members of the Board of Governors our heartfelt appreciation; their action in inviting our participation on the Board was most enthusiastically received.

We are aware that adjustments to the Academy's structure are a complex matter, undertaken after much careful deliberation. Thus it is all the more encouraging for the Visual Effects community to know that the growth of our craft's scope, skill and stature over the last two decades is acknowledged in the highest council of the Academy. During this period Visual Effects, as a profession, has attracted many highly skilled practitioners from a variety of disciplines such as nuclear physics and computer science. Yet, for all the intensely scientific attributes they bring to the industry, they nonetheless epitomize the highest calling of our profession and can fairly be called *entertainers*. As a craft, we have long outgrown the role of "trick" photography and now find our work permeating the whole fabric of motion picture production, making possible the seamless integration of apparently "normal" imagery that would be technically and/or economically impossible without the art of visual effects. Mercifully, it is possible (to paraphrase a notable cartoon) to see a film "without any goddam special effects" but it's becoming increasingly unlikely that you will see a film that has no visual effects.

The provision by the Board for a period of study in which to resolve these admittedly difficult issues relating to Branch status is most laudable, and the Visual Effects community looks forward to assisting in any way possible. We anticipate electing a representative in May, but would like to assure you and the Board that our process of deliberation and development of proposals has already commenced. We expect to make substantive contributions to the revitalization of the Academy that Karl Malden initiated with the formation of the Long Range Planning Committee and, once again, wish you and the Board to know how deeply we appreciate this opportunity.

Yours sincerely,

Jonathan Erland, Chairman
Visual Effects Committee

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The very demanding technological requirements of our craft have driven much of the evolution of this industry's technology. i.e. filmstocks such as EK5295, developed specifically for bluescreen applications have been enthusiastically adopted for general production use because of enhanced color, improved resolution and close tolerance perforations. EK5295 became the forerunner for the current EXR family of filmstocks for which the Academy recently granted Kodak an Award of Merit. The impetus for the creation of the Technology Council, which the Academy was one of the first to endorse, and which is now doing such valuable work for the whole industry, came originally from the visual effects community.

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