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THE WALT DISNEY COMPANY

HOW IMPORTANT IS MODERN TECHNOLOGY TO IMPROVE EFFICIENCY?

Module Title: Certificate of Higher
Education in Skills for the
Workplace

Assignment Title: Digital Skills and
Research Methods

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Introduction

Technology

- Art - Knowledge from Greek.
- The utilization of scientific knowledge for practical purposes. (Wikipedia,2020)
- Set of skills, experience and techniques through which people transforms and use to create tools, machines, products and services that meet our demands and aspirations.
- Where the art meets technology, science meets science fiction.

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- One of the masters in the enjoyable part of the world, the biggest magic imperium created to give people maximum fun and relaxation (Beattie, 2020).
- US Global Combination of Media and Entertainment Industry with Central location- Walt Disney Studio Complex- in Burbank, California (Wikipedia, 2020).

Background of the Organization- Short History

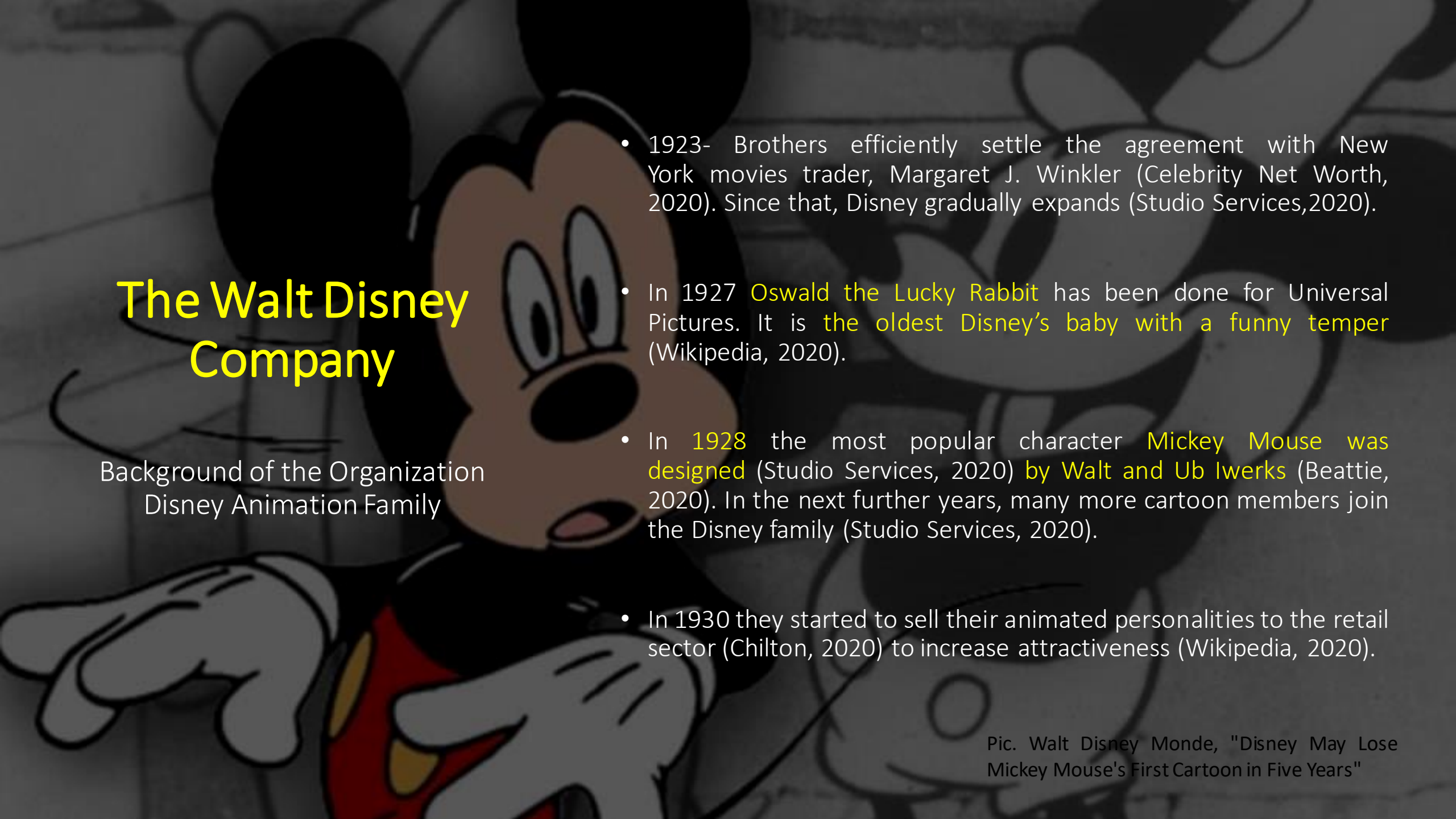
The business was found nearly 100 years ago by two brothers, Walt and Roy (Studio Services, 2020).

Walt Disney relocated to Los Angeles in 1923 after getting out of an earlier career project. (Celebrity Net Worth, 2020).

Together with Roy, the once teenage cartoonist started to create some “Alice Comedy” live-action animated little movies (Celebrity Net Worth, 2020, n.p). That is how they become Disney Brothers Studio, in future retitled The Walt Disney Company (Studio Services, 2020).



Pic. Roy O Disney , The Free Social Encyclopedia (updated 20 Jan 2018), Alchetron



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Background of the Organization Disney Animation Family

- 1923- Brothers efficiently settle the agreement with New York movies trader, Margaret J. Winkler (Celebrity Net Worth, 2020). Since that, Disney gradually expands (Studio Services, 2020).
- In 1927 **Oswald the Lucky Rabbit** has been done for Universal Pictures. It is **the oldest Disney's baby with a funny temper** (Wikipedia, 2020).
- In **1928** the most popular character **Mickey Mouse was designed** (Studio Services, 2020) **by Walt and Ub Iwerks** (Beattie, 2020). In the next further years, many more cartoon members join the Disney family (Studio Services, 2020).
- In 1930 they started to sell their animated personalities to the retail sector (Chilton, 2020) to increase attractiveness (Wikipedia, 2020).

Pic. Walt Disney Monde, "Disney May Lose Mickey Mouse's First Cartoon in Five Years"

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Background of the Organization- Behind the Animation

- A profitable animation business was not enough for Walt. He was dreaming about something bigger (Celebrity Net Worth, 2020).
- Impressed by magical recreation in Copenhagen, Tivoli Gardens Park, Walt took a theme park in California as the next destination (Celebrity Net Worth, 2020).
- The first Disneyland has formally become operational in 1955 and has been fully funded by Walt's private capital. That also includes the land purchase (Celebrity Net Worth, 2020).
- The WED Enterprises are now Walt Disney Imagineering, from the beginning designed to greatness (Celebrity Net Worth, 2020).



Pic. University of Southern California/ Getty Images, posted by Chilton C., (April 20, 2020), "What Disney Looked Like the Year You Were Born", Delish

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Background of the Organization- NOW...

Disney delivers worldwide **sectors**:

- Media Networks- TV, Channels (Disney, 2020)- include 46 Disney Channels (Walt Disney Television, 2020)
- 12 Theme Parks and 53 Resorts- Disneyland, Disney Cruise Line with four ships and another three coming soon, Disney Vacation Clubs
- Experiences and Products- few hundred branded shops with mostly every article- clothes, playthings, publications, etc.
- Studio Entertainment, Direct-To-Consumer and International (Disney, 2020)

The Walt Disney represents **the cheerfulness area on the globe** (Beattie, 2020), enjoyment, knowledge given by unique explanation through characters, imagination and cleverness, and **incredible modern technology** (Disney, 2020).



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google images: technology innovation

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Challenge before introducing modern technology

- High cost
- Long jobs (create feature film)
- Characters to choose from
- Audio and music

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Challenge before introducing modern technology

High cost

- The costs of the products they used to make the projects and drawings were many. The short film they made was an expensive work of both materials and staff. The scavengers they rented for production and money in distribution were a big expense. (Lillian Disney, 1955)

Long jobs(create feature film)

- Everything was done by hand, from the drawing to the colors to the shots taken with the cameras of the individual photo gram.



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Challenge before introducing modern technology

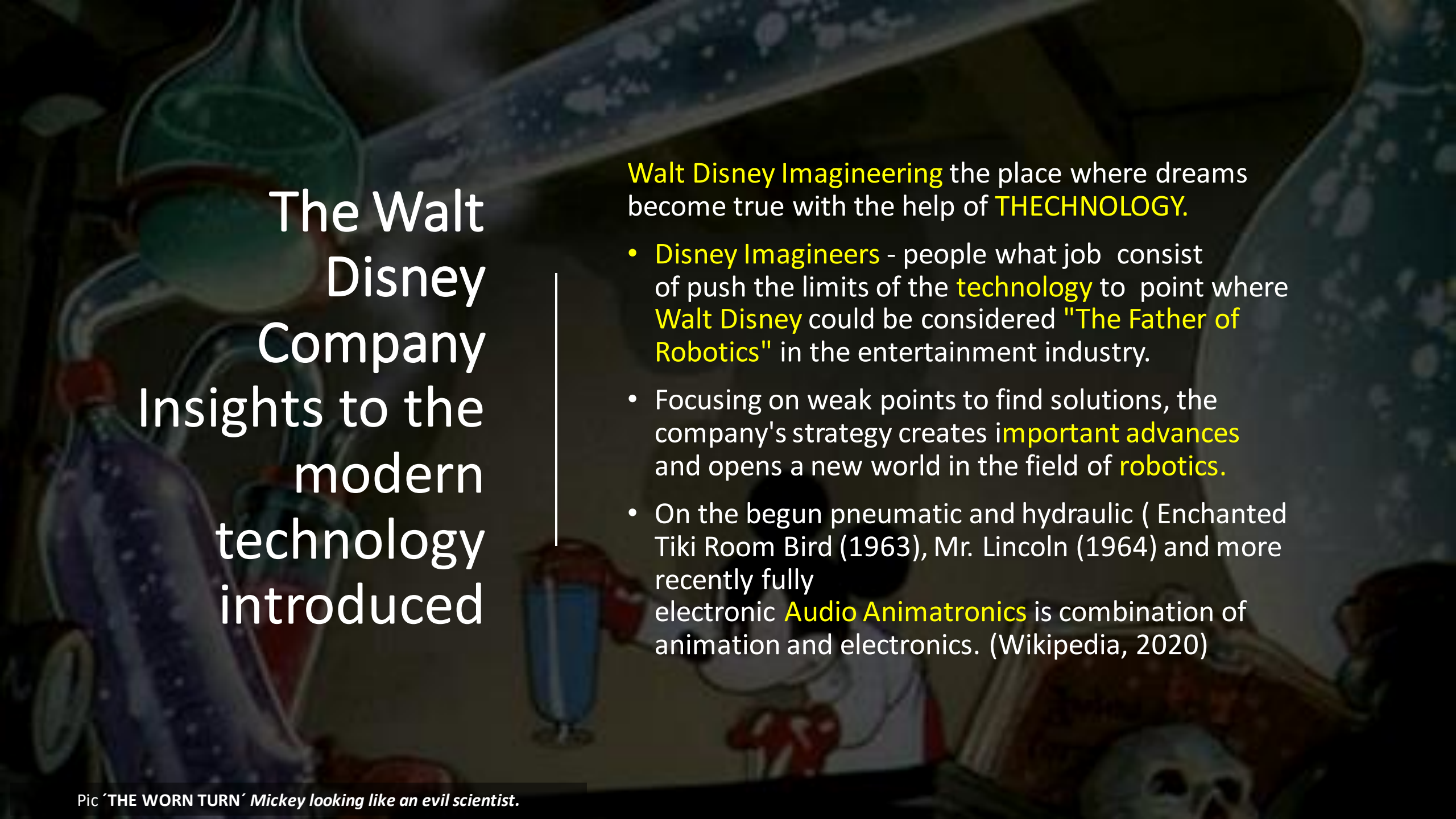
Audio and music

- Walt Disney initially produced cartoons without songs and audio. The voice of the characters was not present.(Alessandro B., 2015). Walt Disney Studios released a cartoon entirely animated on classical music song directed by Leopold Stokowsk.

Characters to choose from

- One of the most common problems was the voice of the characters At the time it required a long job that postponed the delivery date (of the cardboard). Thanks of the Technologies advances Walt Disney been able to solve to the issue.

Google images: Works and the concept art of Mickey from early 1928; the collection of the Walt Disney family. Museum.



The Walt Disney Company Insights to the modern technology introduced

Walt Disney Imagineering the place where dreams become true with the help of **THECHNOLOGY**.

- **Disney Imagineers** - people what job consist of push the limits of the **technology** to point where **Walt Disney** could be considered "**The Father of Robotics**" in the entertainment industry.
- Focusing on weak points to find solutions, the company's strategy creates **important advances** and opens a new world in the field of **robotics**.
- On the begun pneumatic and hydraulic (Enchanted Tiki Room Bird (1963), Mr. Lincoln (1964) and more recently fully electronic **Audio Animatronics** is combination of animation and electronics. (Wikipedia, 2020)

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Insights to the modern technology introduced

Audio Animatronics called **Stuntronics** the name was created by Walt Disney when the company started developing animatronics for entertainment and film. (Wikipedia, 2020)

Face cloning permits to create **animatronic** characters based on real individuals.

- **NA'VI SHAMAN** – realistic avatar robot, as lifelike as possible.

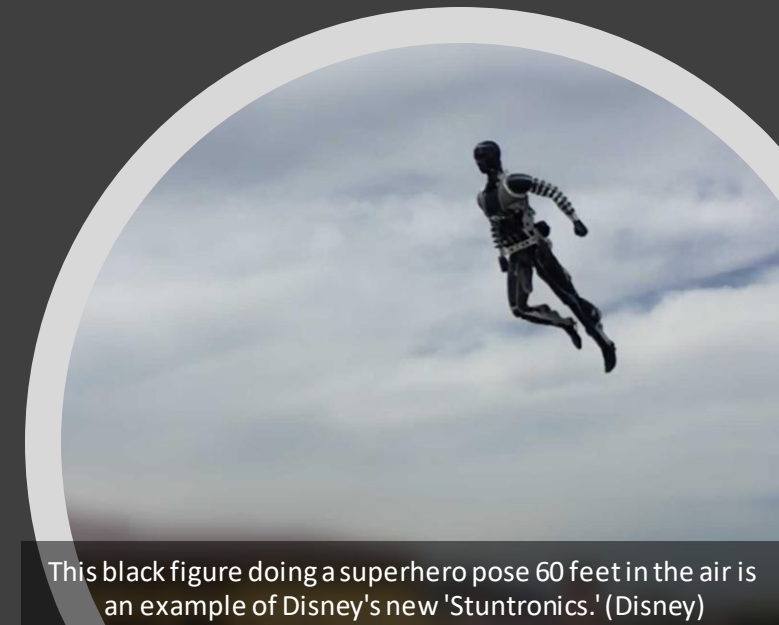
Humanoid robot

- **Acrobat Robot STICKMAN** - realistic robot that can perform complex acrobatic stunts with perfect land. Takes decision in real time.

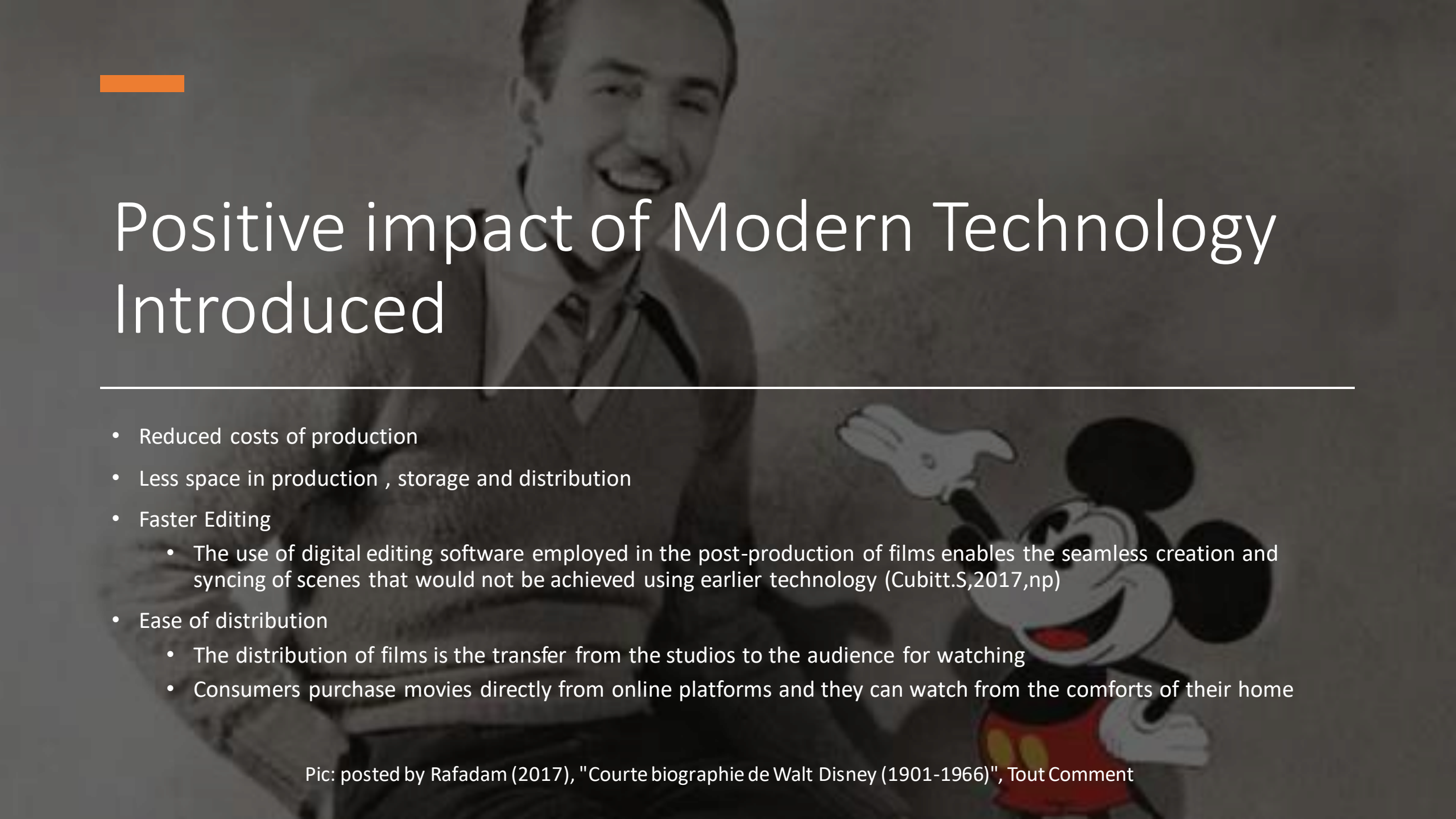
Investing time and millions of dollars Walt Disney Animatronics are created with one purpose: **Innovation**



Pic. Posted on the Instagram of Walt Disney



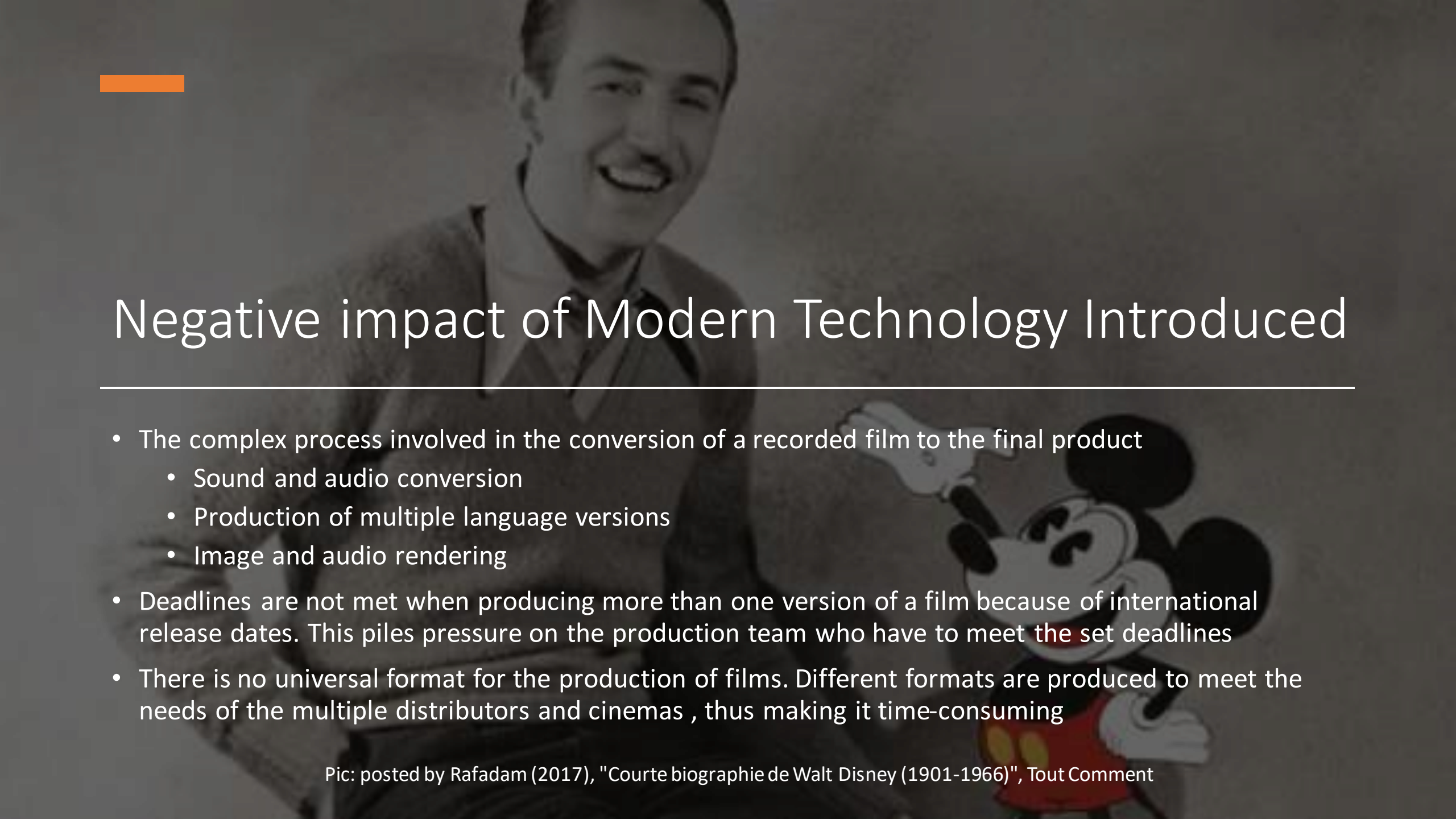
This black figure doing a superhero pose 60 feet in the air is an example of Disney's new 'Stuntronics.' (Disney)



Positive impact of Modern Technology Introduced

- Reduced costs of production
- Less space in production , storage and distribution
- Faster Editing
 - The use of digital editing software employed in the post-production of films enables the seamless creation and syncing of scenes that would not be achieved using earlier technology (Cubitt.S,2017,np)
- Ease of distribution
 - The distribution of films is the transfer from the studios to the audience for watching
 - Consumers purchase movies directly from online platforms and they can watch from the comforts of their home

Pic: posted by Rafadam (2017), "Courte biographie de Walt Disney (1901-1966)", Tout Comment



Negative impact of Modern Technology Introduced

- The complex process involved in the conversion of a recorded film to the final product
 - Sound and audio conversion
 - Production of multiple language versions
 - Image and audio rendering
- Deadlines are not met when producing more than one version of a film because of international release dates. This piles pressure on the production team who have to meet the set deadlines
- There is no universal format for the production of films. Different formats are produced to meet the needs of the multiple distributors and cinemas , thus making it time-consuming

Pic: posted by Rafadam (2017), "Courte biographie de Walt Disney (1901-1966)", Tout Comment

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Lessons that Can Be Drawn from the Case Study



1. Difference between traditional and modern technology

- A traditional technology is technical advances upon which something else is added to expand it.

One of the differences between the new and old technology at Walt Disney is that before, everything was done by hand. In the beginning, Walt Disney made cartoons without songs and audio. The colors of the photos, the background on which the characters move are separate cartoons moving at different speeds, thus creating the illusion of non-existent depth. Thousands of leaves created the animated effect that moved the characters. The voice of the characters was also a problem. The characters had no voice, but here comes the turn of the new technology, which perfects the whole company.

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Lessons that Can Be Drawn from the Case Study

2. Why modern technology is important for the organization?

- Because everything is easier with the help of modern technology, for example, they would not achieve digitally editing used in the production of movies with the use of software that allows easy creation and synchronize scenes. They synchronize audio and video, to achieve a masterpiece that would not could be achieved with previous technology. Thanks to today's technology, we can all watch movies directly online, anywhere and anytime.
- Pneumatic, hydraulic and recently fully electronic mechanized dolls of Audio Animatronics makes easier the production of films even if the creation of them cost a fortune.





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Lessons that Can Be Drawn from the Case Study

3. Consequences of not using modern technology in the organization.

There are several consequences of modern technology. Complex process, conversion of sound and audio, production of many languages versions and video display.

The conversion of a recorded film into the final product without a universal format for film production. Different formats are produced to meet the needs of all cinemas, thus taking a long time.

Conclusion

History of the **Walt Disney Company** is important to us today because this company has shaped the way people think over time. Everyone has seen once **Disney** movie. **Walt Disney's** ambitious dreams was the creation of a theme park in which the public could not only experience the magic of **animation**, but also find themselves in their favourite movie. The **Disney company** also continues to create and **innovate** with a special focus on **technological innovation**. For this reason, since 2008, the firm has its own research division in this field, **Disney Research**, whose laboratories were born with the goal that the multiple branches of the company never will be out of date.

*If you can dream it, you can do it. Always remember that this whole thing was started with a dream and a mouse. - **THE Walt Disney Company***

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Q&A