



# Amazon MGM Studios: Tour Learnings

**Tour Objectives:** To learn about the wide variety of career paths at Amazon MGM Studios, in order to understand how every step in the journey of making a production combines innovative tech with human expertise.

## Key Vocabulary:

The following vocabulary will be introduced in audio and visual format during the tour:

- **AI agents:** Personalised digital assistants that scan thousands of past files to find answers in seconds.
- **CGI (Computer Generated Imagery):** Digital images created on computers, which are blended with real-life footage to make shots believable.
- **Cleanup:** The invisible side of VFX which involves removing unwanted items like boom shadows, crew, or equipment from shots.
- **Commissioner:** The decision-maker who gives the green light to scripts and hires studios to produce content.
- **Concept art:** Visual drawings created early on to show the director's vision and ensure all teams are on the same track.
- **Dailies workflow:** The daily cycle of uploading and reviewing raw footage captured from the set.
- **Data analytics:** Tracking engagement metrics like likes, shares, and comments to understand what fans want to see more of on social media.
- **Engagement ratio:** A comparison of metrics on social media, such as likes or total views, used to measure how well an audience connects with a specific post.
- **Game engine:** A computer program, like Unreal Engine, used to build 3D interactive environments for films, in a similar way to how video games are created.
- **Hardware:** The physical tools, devices, and equipment, such as LED panels or servers, that power a studio.
- **IP (Intellectual Property):** Creative ideas or existing stories, such as books, that a studio adapts into a film or series.
- **LED walls:** Massive screens made of thousands of pixels that form high-definition digital backgrounds behind actors.
- **Marketing campaign:** The overall strategy used to get fans excited about upcoming TV shows and films through social media and shared clips.
- **Medium:** The format used to capture and store visual footage, such as digital files or 35mm film.
- **Onboard:** The process of bringing external production companies into the studio's internal systems to ensure all info shared is consistent in how it's presented for ease.
- **Pipeline:** The structured, step-by-step technical workflow used to create and finish visual (VFX) effects shots.
- **Post-vis and Pre-vis:** Pre-vis maps out scenes before filming, while post-vis adds rough digital placeholders to help editors visualise final VFX-heavy shots.
- **Production data:** Real-time reports on costs and timing provided by staff on set that help keep a show on track.
- **Prompt:** The specific instructions or questions you give to an AI to receive structured information.
- **Slot:** A specific window or date when a project is scheduled to launch to audiences.
- **Software:** The digital programs, apps, and instructions used to build, render, and control digital film worlds.
- **Stakeholders:** Key individuals or teams, both internal and external, involved in a project's success.
- **Studio in the Cloud:** A digital system that uploads captured footage instantly so directors and editors can review it anywhere in the world, almost immediately.
- **Subbed and dubbed:** Adding written translations and recording new voices in different languages for global audiences.
- **Territories:** The various countries or global regions where content is released.
- **Vendor:** External companies, ranging from local to global, hired by a studio to complete specialised work like VFX.
- **VFX (Visual Effects):** The process of blending real actors and footage with computer-generated elements.
- **Virtual production:** A technology that uses LED screens and game engines to digitally recreate sets and locations inside a studio, that can change in real time according to what is happening on set.



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## Key Student Learnings:

Stop:	Stop questions:	Teach Computing Standard/s and Key Learnings:
0 - An Introduction to Amazon MGM Studios	<p>1) How does Amazon MGM Studios use innovation and advanced technology to lead the way in the global film industry?</p> <p>2) How does a variety of teams bring local stories to a worldwide audience?</p>	<p><b>Impact of technology</b> – understand the evolution of the film and TV industry, and the global scale of Amazon MGM Studios.</p> <p>First of all, what is Amazon MGM Studios, and what does it mean to be a global studio?</p> <p>Amazon MGM Studios is an innovative leader in entertainment that turns ambitious ideas into worldwide hits. Creative vision meets technical skill at every stage in the making of a production, creating content that fans will want to talk about for years to come.</p> <p>This stop sets the stage for the career tour. Students will see that behind every film and show is an incredible coordinated effort from a huge variety of teams. From the initial setup of a production, to filming, to the visual effects and social marketing strategies that help stories reach a global audience, this tour offers a behind the scenes look at how Amazon MGM Studios uses innovation to empower creators all over the world.</p>
1 - What is Production?	<p>1) What is the difference between how production works in the UK compared to in the USA?</p> <p>2) How do different types of data inform how a project is going to get made?</p>	<p><b>Information management</b> – understand the journey of turning a script into a physical reality through technical and financial planning.</p> <p>How does a written script actually turn into a physical film or show on your screen, and what data is needed to keep it on track?</p> <p>This stop is where students learn how, in the UK, the studio acts as a bridge between creative ideas that have been greenlit, and the specialised production teams needed to film them. Every project must have a plan which encompasses everything required for filming to occur, from hiring the right crew for that type of project, to managing massive series budgets to ensure the project stays within its financial limits.</p> <p>While a director focuses on the action, the production process ensures those moments are captured effectively and safely within a fixed timeline.</p> <p>This stop explores the core foundations of the industry. Students will learn how technology helps this team manage the huge scale of modern filmmaking, hearing from our expert about how production strategy and budget management ensure every director has the resources they need to bring their vision to life.</p>
2 - Production Coordination	<p>1) How does the team balance creative ambition with the technical reality of budgets and timelines?</p> <p>2) How is this team using AI agents to be more efficient?</p>	<p><b>Accountability and coordination</b> – understand the logistical challenges of global filmmaking and how technical systems keep massive projects on track.</p> <p>What is production coordination and how does a global studio keep every show running smoothly, wherever it's shot?</p> <p>In a world where dozens of international originals are produced simultaneously, this team acts as a central hub connecting creative vision with practical results.</p> <p>Our expert explains that the team acts as a balance to creative ideas by managing the logistical reality of costs and slots. Students will learn how the team is using AI agents help search for information about past cases to help problem-solve current issues that crop up in this fast-paced industry.</p>

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3 - Production	<p>1) How does the engineering team use camera tracking and virtual engines to ensure a digital background looks realistic?</p> <p>2) Why is it important for this team to to balance creative ideas with what is technically feasible?</p>	<p><b>Technology and innovation – understand how hardware and software work together to create realistic virtual worlds on film sets.</b></p> <p>How does the team create an entire digital world inside a studio, ensuring it looks realistic for actors and viewers?</p> <p>In this stop, our experts explain how they act as translators between the creative teams with big ideas and the engineering teams who manage the complex hardware to make those ideas come to life. Their goal is to optimise the digital environment of a virtual production wall of LED screens, ensuring that every interaction, from camera tracking to the lighting on an actor's face, is as realistic as possible for the audience.</p> <p>This stop explores the hugely exciting collaboration between engineering and storytelling. Students will learn how using hardware and software together ensures that filmmaking continues to evolve alongside the needs of ambitious directors.</p>
4 - Post-Production	<p>1) How does high speed ingestion allow global teams to give creative feedback while filming is still happening on set?</p> <p>2) How does the team ensure a project is polished and ready for global fans in over 240 different territories?</p>	<p><b>Post production workflow – understand how cloud networks are used to refine footage and prepare content for worldwide delivery.</b></p> <p>What actually happens to all that footage once it's been filmed, and how is it prepared for audiences all over the world?</p> <p>Our expert explains how the team plans the technical workflow before cameras even roll, to ensure that every timeline and creative goal aligns with the tools available in the studio.</p> <p>The post-production process involves a massive variety of experts, from editors to music teams, who work together to polish the final project. In the past, editing a film or show required moving around physical film reels or hard drives, which took days. Today, the studio in the cloud allows footage to reach all of those experts within seconds, <i>and</i> they can all work on it simultaneously, from different corners of the globe.</p>
5 - Visual Effects	<p>1) How does the visual effects team decide which global vendors are the best fit for a specific production?</p> <p>2) In what ways does the use of artificial intelligence in the VFX pipeline allow artists to focus on more complex creative work?</p>	<p><b>Technical precision and creative world building: Understand how CGI and digital fixes are used to create seamless visual storytelling.</b></p> <p>Visual Effects is the department responsible for blending computer generated imagery, or CGI, with the real footage that has been shot on set. Our expert explains how her team utilises a structured pipeline to determine which specific techniques, ranging from 3D modelling and animation to invisible cleanup, will most effectively create a believable world.</p> <p>Rather than just adding digital elements for the sake of it, they rely on technical camera data and specific physics concepts to ensure that every addition is directed toward making the final shot look as grounded and real as possible!</p> <p>Ultimately, this creative use of technology helps filmmakers grow their ideas, while ensuring every project feels like a perfect, immersive space for each and every viewer.</p>

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6 - Social Marketing	<p>1) How does the marketing team use data analytics to decide which types of content will work best for different fans?</p> <p>2) Why is a mixture of maths and creativity essential for launching a successful global marketing campaign?</p>	<p>Data driven storytelling and audience engagement – understand how identifying digital patterns helps the team turn trending moments into global conversations.</p> <p>Social Marketing is the department responsible for introducing fans to the shows and films they’ll love. In this stop we learn that putting all of that effort into making a film or show is pretty pointless if nobody knows it exists!</p> <p>Our expert explains how her team uses data analytics to track patterns in how fans interact with content on social media platforms, using ratios and percentages to see exactly which clips people connect with the most. This strategy ensures that every global marketing campaign is tailored to what the target audience for a specific film or show actually <i>wants</i> to see.</p>
7 - Recap	<p>1) What have we learnt on this Amazon MGM Studios Career Tour?</p>	<p>Collaborative journey – understand how a diverse range of roles and technical systems work in unison to support this global entity.</p> <p>That’s a wrap! This final stop brings everything together that we’ve learnt throughout the whole tour.</p> <p>We conclude by highlighting that a global studio is far more than just a place where films and shows are made: it’s a complex, collaborative ecosystem where technology and human creativity intersect. Every stage of the project life cycle, from the logistical accuracy of production coordination and the technical innovation of virtual production, to the high speed ingestion of post-production and the strategy of social marketing, is essential to the studio’s success.</p> <p>Students have seen how roles in engineering, data analysis, creative strategy, and logistical coordination all work together to empower creators and deliver a high quality experience to millions of fans worldwide.</p>

