

Governing Creativity: A Bounded Governance Model of Directorial Authority in Virtual Production

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Abstract:

Virtual production (VP) reconfigures the director's role from centralized authority to system-oriented coordination. Drawing on qualitative analysis of VP workflows, this study argues that directorial authority operates as a form of governance rather than direct creative command. System infrastructures redistribute decision-making across directors, technical specialists, and production teams, embedding authority in procedural coordination and technical alignment. By proposing a governance-based model, this study challenges traditional auteur-centered approaches and offers a conceptual framework for analyzing emerging forms of creative organization in digitally mediated film production.

Keywords:

Virtual Production, Directorial Authority, Technical Mediation, Creative Governance, Real-Time Engine.