

One of many aspects praised about Marvel's The Avengers superhero assembly, which hit theaters today, was the jaw-dropping visual effects, in which multiple high-profile companies contributed to. Industrial Light & Magic and Weta Digital, among them, were tasked to reinvent the Incredible Hulk and Iron Man. "We really wanted to utilize everything we've developed the last 10 years and make it a pretty spectacular Hulk," says ILM's visual effects supervisor Jeff White. "One of the great design decisions was to incorporate Mark Ruffalo into the look of him. So much of Hulk is based on Ruffalo and his performance, not only in motion capture and on set but down to his eyes, his teeth, and his tongue. We collected a huge amount of data and, thankfully, Mark is just the most agreeable person for the series of trials we put him through. We did many different types of image

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