The Application of Computer Technology in Modern Entertainment Media

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Abstract. The progress of information technology promotes development technology and the innovation of original media’s development. The use of computer technology in film and television media has brought unprecedented changes to the original information publishing methods. Not only it enriches the content of film and television communication, but also improves the quality and speed of film and television media content. Combining years of teaching experience, the author discusses and analyzes the application of computer technology in film and television media.

Keywords: Video media, Computer technology, Application

Information technology is spreading rapidly. Television, film and other industries offer more programs to the public. Film and television media cannot be unique especially when computer technology application is used in film and television media. The use of computer technology will improve the film and television industry, which will largely meet the spiritual needs of the public and devote to the long-term sustainable development of the media industry.

I. Correlation between Video Media and Computer Technology
Film and television media is one of the media technologies, mainly include application and modern entertainment. It relies on sight and hearing to transmit information to people's thinking at high speed. The development of film and television media technology has a long history. First of all, it was a simple silent movie. People can enjoy their body and mind only by enjoying images. With the upgrading of media technology, sound films have gradually replaced silent films and become popular. Key role in the market. With no doubt, people's demand for movies is also increasing. Traditional film distribution only have film and television two forms. It shows their limitations. In recent years, with the upgrading of computer technology, computers and mobile phones have become increasingly popular necessities of life. Online movie resources are becoming more extensive, people can watch movies on their computers anytime, anywhere and they are free to watch. People could also search for other favorite movies at any time. Due to the popularity of smart phones, especially in recent years, smartphones have been introduced into new channels to expand movies and television. The discovery of 3D movies is the biggest promotion for film and television media. 3D movies greatly enhance people's visual experience and enables people to watch 3D movies and different from traditional movies and TV. It can be seen from the existence of computer technology has not only improved the transmission
mode of film and television media, but also greatly improved the quality of film and television media, it has greatly enriched people's demand for entertainment in film and television media.

II. Development of Computer Technology in Video Media

The emergence of Computer technology has made the public's life more colorful, the masses can obtain more detailed information effective access and extensive information dissemination as well. the introduction of computer technology in film and television media has enabled the general public to understand the real life of movie stars, strengthened exchanges with film and television stars and shortened the distance between each other, increased mutual understanding and promoted overall progress.[2] For instance, opening a WeChat public account, providing their own thought and suggestions and the needs of the public, they can make the public focus on film and television works on order to improve and optimiz the dissemination and production of film and television works.

The emergence of computer technology has pave a new way for the development of film and television media. a single video media communication system can be further varied by using computer technology. especially with the progress of Internet technology, because many films and TV works have been obtained higher ratings and the image creators' image has greatly expanded because of computer technology, so the image becomes more vivid. such as cartoon Pleasant Goat&Big Big Wolf, on the one hand, the use of computer technology makes the image more lively. besides, there are many derivative toys, clothing literature reading, children's shoes and other markets have been fully opened. not only it promotes the development of film and television media industry, but also increase the profits of other chain industries.[3] I believe that computer technology will be used more and more in film and TV media. Its impact and communication is getting more powerful.

III. Application of Computer 3D Technology in Modern Film and Television Entertainment Media

3.1 Special Functions of Computer 3D Technology

With the application, popularization and rapid development of computer technology, it has become a good business opportunity in the market. Computer 3D technology is its main function, and its application is very extensive. It is gradually expanding and extending to animation, by the way, films and TVs also need this applications strongly, and advertising design and video games are involved heavily.[4] The traditional way of communication is being replaced at an extremely fast speed, bringing people the aesthetics of wireless audiovisual.

In order to better display the texture of different objects, computer 3D technology should have the following characteristics: transparency, self-illumination, reflection and refraction. It is decided that the film and television entertainment media could be appropriately colored according to the characteristics of the objective.[5] The colored objects are very obvious, having a three-dimensional, realistic feeling. Technical light source settings should consider the position, mode, and color of the light source. Composition and processing are the two main components of computer 3D technology. The composition is to integrate multiple images or sounds into image refinement and process through post-processing. With the advancement of technology, people have become more and more attractive. With the use of 3D technology by society, the wonderful pictures and sports scenes of movies and TVs have become difficult to distinguish.

For a long time, many people think that adding fake shots will not resonate with the audience, but this view must be biased. Modern society can add special effects such as computer 3D technology to modern movies and television, and its impact is shocking. As a result, modern film and television entertainment media are increasingly focusing on the use of 3D technology.

3.2 Application of Computer 3D Technology in Film and Television Entertainment Media

First, film and television application. As we all know, Hollywood's film production level is very high, it can also be said to be the highest place in the world, where most of its products are produced.
using computer 3D technology. We are familiar with movies such as "Jurassic Park", the touching love film "Titanic", until now the "Pirates of the Caribbean" "Transformers" and other blockbusters.[6] "Star Wars" is the first work using this technology and has achieved great success worldwide by using computer 3D special effects to make an impact. Since then, science fiction director James Cameron released a work "Abyss", using digital technology to make movies get unexpectedly successful.

Secondly, animation production application. computer 3D technology is used not only in movies and television, but also in animation design. in fact, until the 1990s, most animations were still two-dimensional effects. the first animated film that started with 3D design was "Toy Story", and then 3D animation began to prevail. many cartoons have been widely used. The visual effects created by using three-dimensional technology are far better than two-dimensional technology, and three-dimensional animation not only make the entire movie look realistic, the lines more smooth and natural and it can also bring audiences a sense of enjoyment, especially visual enjoyment.

Thirdly, advertising design and column packaging application. In addition to special effects and animations for movies and TV, computer 3D technology is increasingly used in advertising design and column packaging.[7] The process creates the continued creation of virtual computer motion shots and many amazing visual effects. Personnel were released to real scenes and then the actions are recorded, edit and so on. saving considerable expenses including manpower and material resources.

Fourthly, game application. Computer technology is constantly updated, and 3D technology applications have brought huge benefits in the field of game production. From one-dimensional games to three-dimensional games, the three-dimensional effect of the world space of the game player is much stronger, which enhances the fun of the game, increases the interaction of the game, and makes the immersive experience more obvious and the plays really have more fun.

3.3 Advantages of computer 3D technology applied to film and television entertainment media
The advantages of 3D computer technology are reflected in its multiple functions. There are mainly the generation of visual effects, micro-world simulation, creative space enhancement, the danger of virtual lenses, and the control of cost and production cycle.[8] Neither traditional movies nor real-life TV commercial designs can effectively portray product features, especially for products with special features. The best way to show the difference between both is to show the audience from inner to outside. However in order to achieve this effect, the current technical means used to achieved this effect is using 3D computer technology. The famous animation "The Ultimate Cell" is the best case to reveal the micro world. It uses computer 3D technology, from the perspective of the microcosm in our body, and simulates the entire animation of the microcosm of the human body, and the effect is very good. In addition, some of the advertisements you will see on conventional television can also be represented by 3D computer technology. For example, drug users can make people understand the treatment methods and their effects through a micro perspective.

IV. Application of CG Technology in Entertainment Media

4.1 Development of CG Technology
CG is the abbreviation of computer graphics. it uses various computer algorithms to simulate the optical imaging mechanism in the real world on order to generate various external shapes and realistic images. C1al also has the concept that CG refers to computer visualization or CGI technology. computer technology is applied in the field of visual design and production called CG. CG technology is the outcome between computer graphics and art, which has been existed since the computer invented. in short, the core of CG technology is to present graphics in computer application, especially in the process of computer or graphics computing to skillfully cope and display the relevant principles and algorithms. with the popularization of digital TV production methods, CG technology has become an important means to create digital content in modern TV.

In the mid-1950s, computer graphics knowledge was first used in scientific simulation and visual art creation. in the 1980s, with the promotion of personal computers and the development of professional art software. gradually, the relationship between professional artists and computer experts
becoming closer. Therefore, interactive CG art has begun. In the 21st century, CG has entered the technical stage, mainly in the field of technology. At present, animators can use CG technology for digital painting, digital modeling, simulation of various sculpture strokes, photo level adjustment and so on. CG artists can finish traditional visual arts such as painting, sculpture, photography and video on computer. As a result, CG technology permeate into the film, television, entertainment, games and even military and construction industries with an unimaginative trend.

4.2 Application of CG Technology in Film and Television Entertainment Media

With the rapid development of computer technology, computer graphics technology has been applied in the whole field of film and television creation, the highest expression of visual art, application of CG technology in the field of film and television creation, more than meet the needs of people for vision. In addition, the unique creativity of CG technology can also achieve content that traditional movies and TV can not convey.

It is well-known that in the CG art world, whatever reality or consciousness exists in people's thoughts, computers can be used to create them. It shows the ultimate leap of CG technology for film production more or less. CG digital special effects is not only a technology and a form, but also a content topic. Despite the profit is low but everything is meaningful, because the director's historical creative thinking and the general rules of creation are contradictory, but it proves our ability to create realistic human virtual image and created a attractive platform for us to step into the virtual world in an all-round way, without writing any content in the journey CG digital animation history. Since the 1990s, digital imaging technology, represented by computer animation, has been widely involved in the field of film and television production. There would be no development of modern film and television without CG technology.

V. Conclusion

The continuous development and progress of computer technology not only promotes the development of computer technology, but also plays an important role in promoting the development of film and television media. Film and television media have entered into all aspects of human life. The rapid update of computer technology helps people improve their quality of life, enhance their living space and enjoy their lifestyle. Especially with the coming of the 3D era, there will be 4D and 5D in the future. These high-tech products will become necessities and accessories for our lives and they will totally apply and serve our high-quality life. Life will be better in the future because the application of computer technology in media is getting more extensive.

The continuous development and progress of computer technology not only promotes the development of computer technology, but also plays an important role in promoting the development of film and television media. After all, film and television media have entered all aspects of human life. The rapid update of computer technology helps people improve their quality of life, enhance their living space, and enjoy their tastes. Especially with the arrival of the 3D era, there will be 4D and 5D in the future. These emerging high-tech products will all become necessities and accessories for our lives, and they will completely apply and serve our high-quality life. Life in the future will be infinitely better, as computer technology is increasingly used in the media.

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