Research on Design Expression and Design Method of Film Head Production Based on Computer Software

Long Gao¹,*

¹Communication University of Shanxi, Jinzhong City, Shanxi Province, China, 030619

*Corresponding author e-mail: gaolong@arft.net

Abstract. The beginning of the film and television film has a very unique style and has very special personalized characteristics. The film and television film head is designed by perfectly combining the visual art and expression content of the image, which not only includes the deep artistic cultivation, but also includes the comprehensive knowledge of the designer based on multi-angle of view, so that the field of visual communication can be broadened. In order to have a more powerful technology to support film and television title creation and design, to provide it with a broader artistic expression possible. At the same time, there are updates and higher standards for film and television title creation, but the development of advanced technology provides more choices for creators, but also gives designers more challenges, and urges creators to design more expressive film titles. In addition, the aesthetic needs of the audience have been significantly improved, promoting creators to carry out continuous innovation. This paper analyzes the design expression form of film and television title production, and then discusses the design method in film and television title design based on computer software.

Keywords: Film and Television Title, Design Expression, Design Method, Computer Software

The visual art of film and television film head belongs to the artistic modeling with thinking space form, and its art design with film characteristics, no matter in the film and TV series of the times, has a very high degree of attention to the film head design, and it is very elegant. A movie or TV play, the audience undefineds first impression of it lies in the beginning of the film, it is like the cover of a book. The beginning of the film can affect the effect of the whole film in some ways [1, 2]. Since the film title belongs to an art, its charm, like other arts, lies in its form of expression, content, whether it can achieve perfection and unity [3]. Therefore, it can be said that for the creation of film title art, that is, the artistic content, the form forms form the perfect unified creation process, needs to carry on the different plan, the expression form design according to the different theme content.
1. The Design expression of the making of the head of the film

1.1. Break the concept of space
In the whole picture of the film, the sense of space conveyed by vision is one of the important components. First of all, we must pay more attention to the visual process. The so-called visual process is the sequential process of the reading information obtained by the audience in viewing. In the process of appreciating the relevant film and television works, the people have the characteristics of audio-visual sharing, which is also a kind of comprehensive art, which is only an image picture, but should be changed. Its most prominent feature is movement, designers will generally arrange the primary and secondary relations according to the differences of visual elements, so as to conform to the reading habits of the audience, and can also express the corresponding information fluently and feel the intention of the designer. No matter any visual art must be carried out on the basis of time and space, talents can enjoy it. In the long history of human development, the art form created by human civilization, film is the only thing that can bring people the feeling of time and space, compared with dance and other arts, painting art, etc., it has the advantage of out of control. Therefore, Designers will use a variety of technical means to break the concept of space, the plane and three-dimensional effective fusion, and then create a strong sense of space picture.

1.2. Light and shadow, the use of color

1.2.1. The use of light
In the process of picture adjustment, the designer often applies the light intensity to realize, in the film, the shadow can reflect the artistic style, and also is one of the important elements of the film language. Through the application of light, the simple copying can be realized, the charm and the poetry of different things can be expressed, and the picture with the artistic feeling is formed by the melting of the light. in addition, that wide field is the most important part of the whole visual design, not only has the illumination function, but also can play a decisive role in the shape, color, texture and the like of the object, So as to form a coherent vision.

1.2.2. The application of color
The use of color in the film is not to restore its own natural color, but to re-create the display color, through the use of color can enhance the film undefineds sense of reality, reality. Therefore, compared with realistic color, it has more aesthetic value and artistic meaning, aesthetic charm, visual impact and so on. Color in the film is also a kind of emotion, rhythm, language, thought, through the change of color, can promote people to produce a kind of time leap, promote people to produce a change of thinking process, promote people to produce a variety of emotional changes.

1.2.3. Association of activity and inertia
In film and television works, the visual impact is produced through the movement of the picture, so the design of the moving picture is mainly reflected in the design of the movement of different elements between the lenses, and all the motion modes of the film and television film head are based on it. At the same time, in motion, stillness is also one of the important forms, because it is necessary to set off the moving picture elements through static comparison, and this contrast constitutes a stronger visual impact.

2. Design method for production of film and film head

2.1. Creative and sketch
The beginning of a work, can be directly related to the audience for the viewing of the work, but also with the taste of film and television works, the level has a close relationship. In general, in the process of picture design, there will not be too much pursuit of how the scene is shocked, or the surface of the
fancy, the effect of showing off, but the need to precipitate the mood, so as to focus on the meaning and moral of the work. Although technology will inspire people to believe that there will be many changes, but only the content will bring about real changes, therefore, artists must go to understand the history of art, so as not to repeat the previous creation. Simple depiction cannot form a good composition skills, but need to learn from countless successes, failures, including characters, scenery layout, arrangement, etc., must highlight the expressive content. should convey its message, features in the simplest way. Therefore, it is necessary to organize all the visual elements, so as to express clearly like a message, so that composition design determines the audienceundefineds understanding of the picture, so that the audience brain to grasp the information. Therefore, we must focus on the organization, shape and other factors, provide a good design route to guide the audienceundefineds line of sight on the screen movement, so that the audience can understand the message conveyed. Ensure that the implementation of the design should be continuous smooth movement.

In the scene of film and television, its structure diagram, local details are mainly described in the sketch stage, it is necessary to fully consider the relationship between different special effects and lighting and other elements, if it is necessary to note it, the more meticulous sketches can more easily show the central idea and artistic visual performance, can effectively avoid the absence of sketches animation production caused by the occurrence of late work.

2.2. Technical analysis
In general, three aspects of software will be used for TV channel packaging, the first is graphic design software, the second is post-synthesis software, the third is 2D or 3D animation software. It can be seen that if you want to make a film title work with excellent quality, you must apply more than five CG software, and these software need a complete set of applications, there is no relatively strict division, but in daily design, Generally, 3D software will be used in conjunction with software such as Digital Fustion.

In the process of combining the later stage and the three-dimensional scene, the corresponding scene is built by Max, and the material is given according to the sequence, and then the appropriate animation design and background are added to it.

In the software and hardware environment of the computer, the digital influence and the achievement book are mainly applied to the principle and the method of the image learning, so that the single-compliance impact processing is carried out, and the production efficiency of the film and the television is improved through the application of the digital technology in the production process of the film, The quality, in turn, can improve the image quality, adapt to the requirements of the high quality of the day and the requirement of the large screen, and present a more quality visual spectacle.

2.3. Post-editing
In the post-editing work of the movie and TV program, it is necessary to cooperate with the use of multiple production software, and then it can be realized by the coordination application. At the same time, it is necessary to repeat the experiment, processing and modification of the idea of the sketch stage in the post-editing. for example, in the advertisement design sheet head of some real estate publicity pieces (as shown in Fig.1), it is necessary to attract the audienceundefineds eye through a bright light effect behind the text, to highlight the main body, and also to enhance the light sensation of the whole picture, And the distance of different brightness levels in the picture is pulled apart, and the corresponding level sense is manufactured. In this paper, it is necessary to fully consider the light efficiency, and to select the light effect type reasonably, so as to finally decide to add the light effect of the long strip and the yellow gradation and realize the effect.
3. Conclusion
The focus of the art development lies in the change of its performance and content, as well as its final function, effect, the audience cares not only the technical component but the point of view, therefore, a successful film and television head must have the charm of the art. With the progress of the technology, the existing obstacles and limitations have been constantly broken, so that the talents of the designer can be played. In that manufacture of the sheet head, the method of the invention must be follow, it is not the application of the advanced technique to make the gorgeous piece head, but need to know the method, can realize the desired visual effect simply and quickly.

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