Virtual Spectacle - Concept Design Concept of Film in the Era of Digital Media

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Abstract: The continuous development of modern high-tech design technology is an effective driving force to improve the development of various industries in society. The popularity of digital virtual technology plays a great role for today's society, especially for the development of cinematic art, which has made a significant contribution.
Keywords: Digital media; Film; Concept design

Introduction.

In the era of digital media, concept design plays an increasingly important role in the creation of film art. In recent years, the rapid development of virtual digital technology has led to the emergence of innovative photographic methods such as CG technology and various novel post-processing techniques, which are widely used in film concept design, making it impossible for viewers to distinguish the real from the fake. The development of digital virtualization, the upgrading of viewing equipment, and even the audience's inclination to aesthetic choices have also determined the development of film art. The commercial nature of cinema is based on "virtual spectacle" film concept design and continuous design innovation based on the combination of technology and art, which stimulates the development of film art. In this paper, we analyze the basic concept of film concept design in the era of digital media through the connotation and characteristics of virtual digital media technology and the state of the industry.

1. The impact of virtual digital media on life

Virtual digital media technology is the use of digital to create a dazzling virtual space, which can provide audiences with a new way of cognition in the virtual world and create a visual feast. From the current situation, virtual digital media has penetrated into people's daily life and has a great impact on people's life in film industry production.

One of the characteristics of virtual digital media is the digital interactive function. In the past development process, digital media is usually stored and distributed in analog format, digital media has powerful interactive function. Compared with previous media formats, digital media can really play a role in human-computer interaction. The second is an interesting feature. With the continuous progress of information technology, the Internet, digital TV, mobile streaming media and other forms of media can fully embody the enjoyment of digital media, bringing great happiness to people in a huge space that is created for people. Third, the integration of features. Media technology is a combination of text, pictures, sound, video and other forms of media applications. Usually, digital media is generated based on digital processing. Compared with traditional media, digital media is increasingly used, and computer intelligence assists in promoting the integration of technology and art. Today, digital media communication requires an appropriate combination of information technology and humanities. For example, in the multimedia product development process, technologists are responsible for technical planning, and artists and designers are responsible for all visual content and a comprehensive understanding of audience appreciation requirements.

2. Film concept design concept and role

Film concept design is an important part of film or TV production. Different film and television productions have different expressions, positioning, and the role of expression in film concept design. Generally speaking, the scenes, characters and plots of various film and TV works are completed by the concept design of the film; the virtual concept design can produce higher quality film or TV works and attract the audience's eyes. The role of cinema concept design in cinema not only enhances the artistic beauty of electric scene space and costume props, but also enhances the character and artistry of the film, as well as the ideas and stories the audience wants. In cinema concept design, movie scene space and costume props play a decorative role in the movie according to their artistic aesthetics. In film and television works, the overall shape, theme and style of the film are in accordance with the concept of film concept design.

The concept design of the movie is to enhance the personality and artistry of the movie, as well as the audience's emotional sublimation of the movie theme. The movie "War Wolf" starring Wu Jing, a heart-wrenching movie, is known as a box office classic film and television work. While watching this movie, the various intense scenes in the movie must have moved the audience deeply, especially the memorable scene of the waving Five Star Red Flag. Most film and TV concept designs need to create images for the movie audience, such as characters and landscapes. Therefore, for a good movie or TV series, the image requirement must be so

typical that the audience cannot remember and forget it, which is a successful film and TV concept design. The purpose of film concept design is to enhance the artistic beauty of the film scene space and costume props. In a meaningful movie, the concept design of the movie not only deepens people's memory of the characters, but also has to make people immerse themselves in the scene through various comfortable and appropriate scenes, and refresh the audience with over styling and character shaping.

3. The link between virtual digital media technology and film development

Virtual digital media technology is a kind of technological innovation in the information age, which has a great impact on the development of culture and technology. Even in the digital age, we can see that digital media technologies, such as images and audio, are still the main form of technology. With the emergence of these technologies, the form of film has changed to some extent, as described below.

3.1 Changing the production process

The integration of virtual digital media technologies into film production has made film expression more flexible. Especially in the filming process, digital photography can capture a wider view, which reflects a clearer effect and brings visual enjoyment to the audience. In the post-production editing process, digital means - non-linear editing system - can be used to effectively simplify the production process, reduce workload and improve work efficiency.

3.2 Expanding expression space

Traditional film production is mostly done with cameras, which is relatively easy. At present, the use of digital virtual technology in film works is mainly divided into several levels: one is to simulate the objective material reality that exists in the real world, the second is to restore reality, such as the dinosaurs in Jurassic Park, and "Yuanmingyuan" in the Yuanmingyuan scenery restoration production, for the reality of non-existent " Things", such as the virtual scenes of the science fiction film "Inception" to give the audience a more profound impression.

3.3 The autonomy of virtual technology produces virtual aesthetics

Digital media technology does not make film no longer dependent on the objective material world, but acquires autonomy, so that the film world can become a self-sufficient symbolic system that develops according to its own logic. This autonomy brings a different kind of visual feast to the nature of cinema and human beings. Led by this technology, virtual aesthetics has become one of the aesthetic forms comparable to documentary aesthetics and is at the forefront of the times.

4. The current situation of film concept design under digital media technology

Nowadays, in films, we can better use digital media technology and painting means to create the landscape scenes needed for filming. It is a direct alternative to field construction, circumventing high costs and technical difficulties of construction, and is processed by post-processing software to meet the needs of the camera. With the development of technology, it is possible to create a virtual fantasy scene with a cinematic quality at your fingertips. All of the Hollywood blockbusters we know and all of the cool scenes and images that can be seen are created by digitally painted scenery artists. Such as "The Lord of the Rings" trilogy, "Star Wars" series, the recent hit "Venom" and other comic book hero series, as well as the various worshiped Blizzard game CG, all widely used digital media technology, digital media technology has jumped to become one of the essential and important aspects of the film concept design. In the face of Hollywood-level film footage, digital media can be perfectly combined with 3D technology, the finished work, divided into layers, respectively, projected onto the 3D model, to achieve the virtual camera and the real camera movement match, the effect is comparable to the real camera. Virtual digital media technology has greatly improved the efficiency of filming and saved the cost of filming. Because of this, digital media technology is in great demand in the fields of film concept design and visual synthesis. Because of its special technical means, it can achieve beautiful and shocking visual effects efficiently and quickly at a small cost, which makes it more and more attention and esteem. There are very few high-quality courses and professional practitioners in this field in China. For professional artists with this skill, they have become more and more hot due to the extreme demand in the market, and have become a cutting-edge technology group in the industry that cannot be underestimated.

5. Application of Virtual Digital Media Technology in Film Concept Design

In every film work, every shot is presented in the original life context design, rather than created out of thin air. The global film and television industry is experiencing a revolution of both disruption and innovation, and digital media has made it possible to rapidly update and iterate the way film and television are produced. Few major production companies had a monopoly in the past, but now anyone with a film dream can make it happen.

5.1 The integration of virtual digital media technology in film shooting

The shooting session is the foundation of film production, and generally a lot of preparation work is needed before the film is shot to ensure the quality of the film in the later stages. The most important scene in the movie "Martial Arts" is the house of the main character Liu Jinxi. Donnie Yen plays Liu Jinxi who lives a quiet life in the countryside with his wife and children. Before shooting the movie, the art team gathered a lot of information according to the established script direction and used these living resources to conceptualize each scene in the film. For example, the film's town vistas were built using virtual digital effects technology via computer. The main role of digital media technology in filming is the ability to create a script and then use digital media technology to create a virtual world via computer. This format effectively improves the efficiency of script writing, facilitates its storage, and provides convenience for future work. Virtual digital media technology effectively controls film development and uses computer software to preview scenes and settings. The biggest advantage of virtual digital media is that it makes the "visual effects preview" of the shooting process more efficient. This reduces post-production blind spots and greatly improves communication and post-production efficiency. Combined with the preview effect, the actual shooting data can be effectively captured to facilitate film shooting. Virtual digital media technology provides sophisticated technical tools that revolutionize the visual experience of the audience.

5.2 Application of virtual digital media technology in film production

The role of digital media technology in film production can effectively reduce the drawbacks of traditional film production. The use of virtual intelligence technology of computers can effectively reduce human errors in the film production process, while effectively simplifying the production process, reducing the workload of producers and improving the efficiency of film production, which, at the same time, greatly reduces the cost of film production. The virtual digital media technology commonly used in China at present is the non-linear editing system, which has the advantage of converting film materials into digital signals and storing them in a computer database, which makes it easy to repeat edits and changes, greatly improving work efficiency and quality. Although the film "Dear" is a realistic subject, the design and construction of the film's virtual world view based on real scenes in the film's conceptual design substantially improves the efficiency of film production. In film production, we can see that the impact of virtual fantasy special effects production is still great. Winning the Past 1942" is a war and historical film. The concept design of the atmospheric scene of the Boy Scout rehearsal in this movie was derived from the same angle of the photo material. The concept design created by referring to the actual image is very cinematic. As a new era filmmaker, we need to respect the traditional concept design concept of films, innovate and breakthrough in the concept design of historical dramas and other thematic films, and add innovation to the film, even if the concept design can be done under specific environmental constraints.

5.3 The use of virtual digital media technology in the film screening process

The release of the film is an important part of the film concept design. With the innovation of digital media technology, the quality and efficiency of film distribution can be greatly improved, the essence of the film can be conveyed to the audience, the artistry and meaning of the film can be shown, and people's emotional expectations and sensory experiences can be met more intuitively. At the same time, virtual digital media technology is used to synchronize screenings in different parts of the world for better impact and promotion. Starting from its world premiere at the Venice Film Festival, the hallmark classic novel "Dune" quickly ignited word-of-mouth, and critics and audiences unanimously gave it superb praise, and it is the dream of several generations of filmmakers. Director Denis Villeneuve said that the concept design of the Dune movie was created for the IMAX big screen, and he hopes that when it is shown in IMAX theaters, there will be more than an hour of important scenes to be presented in IMAX special format. To create an immersive viewing experience, IMAX is able to show the powerful impact of the desert with soul. Director Denis Villeneuve said IMAX offers a magnificent scale beyond imagination, "I expect the audience will be deeply shocked, I expect the audience to be enthusiastic, and I expect the audience to be moved by it." He insisted on shooting locations in the desert and building awesome sets that would allow the actors to vicariously experience the scenes in a realistic environment and make the performances more vivid. The cast and crew of "Dune" have created a unique and vast film aesthetic concept design system with beautiful sets that Steve Weintraub, editor-in-chief of Collider, commented, "It's like they really went to the other side of the galaxy and filmed the real events that happened. The big screen will let "Dune" this breathtaking interstellar picture, the maximum spread, so that the audience as if they have experienced a gripping interstellar travel. Dune" through the desert shaking, earth trembling, small animal fear reaction and other side portrayal, step by step "close" to the sand worm, and finally near the end of the film, only to let the sand worm open its mouth and stand in front of humans intact, which brings a huge shock and trembling feeling. For example, in "Dune" at the end of the film, the worm is chasing Paul, he turned around, in the large screen, only presented as a small, matchstick-like small man, facing the huge sand worm standing in the spectacle of the scene. At that moment, you can feel that Paul is not just facing a simple animal or beast, but he is facing the whole nature, a whole vast universe, and the sandworm becomes the embodiment of a mysterious and powerful force. This kind of intentional communication is hard to be felt in the prevailing and high-speed media of today. The film also uses many shots made by virtual digital media technology to depict this "desert ecology", such as the fluttering plane that mimics a dragonfly, the opening of the wings, the take-off and landing, the dive and ascent in flight, the way the wings shake, etc., all given a lot of details. On top of all these details, digital media technology constructs a huge fantasy world for the film, which is bred from the daily life we know, yet full of sense of wonder.

The last thing worth pondering is the dimension of the virtual spectacle constructed in fiction and film. The use of virtual digital media technology in the concept of cinema is an interpretation of the possibility of virtual spectacle in distant time and space; the concept of virtual spectacle is like the shell of the prince's revenge in Dune only to get closer to the audience, while the real essence we want to explore is that the digital age will provide us with a strange parallel world in which there exist more advanced forms of technology that we need to continue exploring through our current thinking future.

Conclusion

The new image presentation driven by artificial intelligence technology is an impact on the objective realism of traditional cinematography, and it is inevitable that the innovative combination of the two will produce a chemical reaction. **Rather than a new technology, digital concept design in virtual spectacle should be seen as a "solution to the problem of concept design", which has unprecedentedly solved the communication barrier in the process of film creation.** Good artistic ideas are constantly calling for new technologies, and advanced technologies can let more ideas for virtual spectacles fly, and more professionals are needed to bridge the gap between technology and art in the future.

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