

Analysis of the Application of Video Post-Production in Film and Television Advertising

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Abstract: Analysis of the application of video post-production in film and television advertising is studied in the paper. On the basis of improving the authenticity and quality of virtual content, the new production process of virtual production technology also allows the main creative team to feel the real shooting scene throughout the shooting process. Film and television advertising is a very important part of the advertising industry, with the characteristics of general good communication effect and wide range of the communication, which is of the great significance to the development of the advertising industry. Hence, this paper gives the novel ideas on the applications of the video post-production in film and television advertising.

Keywords: Television advertising; application; video post-production; film and television

1. INTRODUCTION

Fascinating image expression and impressive visual spectacle have been the goals pursued by many creators for a long time, no matter in movies or film and television advertisements.

Film and television advertising is a very important part of the advertising industry, with the characteristics of general good communication effect and wide range of the communication, which is of the great significance to the development of the advertising industry. Whether it's the core movie or a film commercial, when it comes to surreal scenes or no or no on-set locations, the creators can only realize their ideas through the traditional green screen/blue screen keying techniques, although can be done through the creative elaboration, design drawings, atmosphere maps, scene previews, etc. The content can be produced by dovetailing the various departments. We consider the following focuses.

(1) Considering factors such as China's large population and large cultural differences, film and television advertising is a brand communication method and brand building method with the relatively high acceptance and also relatively good communication effects.

(2) For communication of film and television advertisements, in order to attract the attention of the audience, it is possible to assume artistic images in the way of expression, exaggerate or distort the real image, and show its state that cannot be shown in reality.

(3) Film and television advertisements not only have two-dimensional plane visual elements, that is, pictures, colors and texts, but also have three-dimensional dynamic characteristics, which are easy to attract attention and deepen the impression.

It is impossible to use all real scenes in TV video production. In order to create visual effects that can attract the audience, it is necessary to create scenes that cannot be realized through shooting. At present, the development prospects of video post-production are good, and the market demand for editors is very large, but this also involves different fields of video post-editing, and different types of video production, there are also obvious gaps in the ability and requirements of editors. In the figure 1, the sample is defined.



Figure. 1 The Film and Television Advertising (URL: <https://entertainment.howstuffworks.com/how-does-tv-commercial-production-work.htm>)

2. THE PROPOSED METHODOLOGY

2.1 The Video Post-production Principles

The end of video shooting does not mean that the production is complete. On the contrary, editing is very necessary to achieve satisfactory video quality.

The key technologies are:

(1) In the video post-production process, format conversion is a very important step. Its technical principle is to convert specific formats through format-specific encoding. Currently, many players support this function.

(2) Enhancement color performance in the video, the overall color grading mainly adjusts the video screen adjustment, including video screen saturation, brightness, etc.

(3) Filters are also an important means of color adjustment in video post-production, such as using filters to simulate the visual effects of film images, etc., which can give people a better viewing experience.

Generally speaking, the video editing needs to be processed according to its style type, so as to achieve the expected effect. The most common way is to express the time span through long shots, but this often increases the cost. Therefore, it can be cut for a certain shot, and into different stages. At the same time, in the partition of the hard disk, it is best to choose a larger hard disk partition as the file storage disk. If possible, it is best to use a single hard disk to collect.

If conditions do not permit, it is also best to use a dedicated partition for video capture.

2.2 The Video Post-production in Film and Television Advertising

Media convergence has brought new business areas to film and television advertising, promoted the integration of product content and the expansion of communication channels, and advertisers at all levels have more choices. For a long time, the audience's requirement for advertising communication is that the information itself must be true and objective, and visual image information can bring more real feelings to the audience. In addition, the visual image can also make the audience perceive the disseminated information more vividly and concretely, which is not only easier to understand but also makes the audience remember it. The new model also breaks the mindset of the post-production department to produce, adjust and improve according to the filming materials, but to create a perfect digital asset system before the shooting starts.

Although virtual production technology can well realize the shooting of surreal scenes relatively easily, efficiently and with low budget, for the film and television industry, such films are only a part of it after all. To sum up, any objective thing that exists in reality has an image, and the method of using objectively existing images as symbols has been widely used in the information, content and dissemination of film and television advertisements.

3. CONCLUSION AND SUMMARY

Analysis of the application of video post-production in film and television advertising is studied in the paper. When the visual image is subjectively certified as a symbol and used, it can greatly help the audience understand the objective things spread in film and television advertisements. Then, this paper gives the novel ideas for constructing the efficient film and television advertising.

4. REFERENCES

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