Application of Multimedia Technology in Film and Television Post-Production Under the Analysis of Film Aesthetics Paradigm

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Abstract: Movies are a concentrated expression of the aesthetic culture of a specific nation and region in a specific era. In the process of production and dissemination, a certain aesthetic paradigm preference will be formed. Throughout the history of Chinese film development, there are two different preferences for aesthetic paradigms: one is the scientific paradigm preference for film aesthetics under the aesthetics of cultural theory, that is, in terms of film narrative structure and character creation, and so on. To grab the audience, various TV stations are bound to help to display the content more exquisitely. Using computer multimedia technology can make the breadth, depth, literariness, and artistry of the content of film and television works displayed to a large extent. Therefore, the production of modern film and television works, especially post-production, the use of multimedia technology is of great significance.

Keywords: Multimedia technology, film and television, post-production, film aesthetics paradigm

1. INTRODUCTION

Multimedia technology appeared relatively early in our country, and multimedia technology has been applied in related fields in the 1980s. Multimedia technology is an interactive multimedia technology with strong logic gradually established on the original basis of digital computer technology through corresponding information collection, information processing and data storage. In computer technology, one of the hottest technologies now is multimedia technology. With the continuous development of the film and television industry, post-production technology is also constantly developing. Now it has changed from the original traditional post-production to the current multimedia post-production. As early as the end of the 1980s, computer multimedia technology appeared.

This technology refers to the collection, processing, and storage of various multimedia information based on the development of digital technology to form a complete interactive technology with certain logic. In the entire computer field, multimedia technology is the most popular technology. In the post-production process of film and television works, the application of computer multimedia technology is superior to the traditional post-production methods of film and television works. Its advantages are first reflected in the following aspects: one is to reduce the loss of the film storage process. Using computer multimedia technology to achieve all storage and preservation of movie data, the signal quality can meet the requirements, and the complete transmission of captured data is realized. Secondly, using computer multimedia technology to edit film and TV works, the editing time of work becomes more flexible.

Due to the time limit of traditional film works, the editing process of various films is more random and flexible, and the staff can select and edit different content according to the editing needs, making film and TV post-production more convenient and faster. The anti-interference ability is stronger, and the process of storing, copying, and transferring the film during shooting has less impact on the film, which can ensure the integrity of the film to the greatest extent. Malinowski pointed out that culture is a comprehensive concept, which not only includes all social sciences, but also can be used to represent the characteristic ideological values and habits formed by people in an era.

Since 1949, in the process of production and dissemination, many films have focused on expressing the ideology, culture and values of a specific era, while ignoring the value of individual life. Selection and other aspects present a series of characteristics, thus forming the scientific paradigm preference of film aesthetics. Traditional film and television post-production is a linear editing method that requires a lot of time. Computer multimedia technology is different from traditional editing technology. Even if it is displayed during editing, the new technology makes film and TV post-production easier, mistakes can be corrected at any time, greatly improves the efficiency of film and TV post-production and saves editing time.

After 1981, large-scale historical films such as "Nanchang Uprising" and "Xi'an Incident" have appeared on the screen one after another. These films often use major historical events as the background of their creation and strive to reflect the Chinese nation's struggle for independence and liberation while restoring the truth of history. The spiritual quality, perseverance and creative spirit displayed in the process. To restore the real image of history, this type of film often adopts the most acceptable linear narrative structure in terms of structure arrangement, that is, constructs the structure of the film based on the chronological order in which historical events appear. Movies of this type of label and conceptualize historical figures in major historical events, and rarely pay attention to the special feelings of historical figures.

2. THE PROPOSED METHODOLOGY

2.1 The main role of multimedia computer technology in the post-production process of film and television works

Due to the application of multimedia technology, the post-production of film and television works can obtain more vivid

and vivid animation effects through corresponding light and shade processing or corresponding texture processing and can also improve the facial expressions of characters in the work through the application of multimedia technology to achieve the expression effect you want to achieve. It should be noted that through the application of multimedia technology, the production of virtual scenes can be realized in the post-production process of film and television works. The production staff can use their imagination to create a background that fits the plot, realize the integrity of the work, and effectively realize the creation of film and television works. Ideal effect.

On the one hand, screen editing: This work is relatively simple. The producer can change the length and position of the screen at will by dragging the mouse, and can also modify the color tone, slow and fast motion, and then combine image processing software with nonlinear editing software on the other hand, sound editing: in terms of sound production, non-linear editing is roughly the same as traditional production methods, and most of them are discrete production. In the audio workstation, with the help of computer multimedia technology, various routine and special effects can be quickly completed, and at the same time the editing results are applied to the final mixing. Before the final mixing, there can still be separated dialogues, music creation and editing and the picture is always consistent. This is very important for film and television post-production sound production. In film and television production, multimedia technology can enhance the three-dimensional effect of the picture by using light processing and texture processing methods, and adjust the movements and expressions of characters, to achieve good shooting effects.

Since the production of some pictures requires creativity and imagination, virtual scenes are added based on the original pictures to strengthen the effect of film and television works and improve the integrity of film and television works. Today, the film and television production process are inseparable from the application of computer multimedia technology and is gradually moving towards the direction of technology and modernization. The picture cutting technology in multimedia technology is relatively simple, that is, the production staff can change the length and position of the picture through the control of the mouse, and at the same time can realize the modification of color tone or slow and fast motion through corresponding operations, and then combine the corresponding technology software to obtain the desired video presentation effect; the non-linear editing technology used in the sound convenience technology in multimedia technology has obvious differences and advantages from the traditional linear editing technology, and most of the time it uses discrete production.

2.2 Film Aesthetics Paradigm Analysis Film Post-Production Orientation

In the audio production work, we can realize conventional audio processing and sound special effects processing with the help of corresponding multimedia technology, and then mix the edited sound to achieve the ideal sound editing effect. The final key step is to effectively integrate picture editing and sound editing into a whole to ensure the quality of post-production. According to the analysis of the film and television works produced by our country, the level of domestic film and television production is very limited. While great progress has been made in creating shot after shot that we can't see, there are still very few special effects shots in some films. At present, domestic film and television

production technology is still relatively backward, and there is still many advanced equipment that cannot be applied; new technology research and development technology is not very high, we must focus on cultivating a large number of high-quality talents who understand technology and art and strive to improve film and television digital production technology.

The application of 3D image technology in film and television post-production is still in the exploratory stage, especially in the production of 3D animation films, the application of this technology can play a vital role. Compared with two-dimensional imaging technology, three-dimensional imaging technology can project characters and scenes three-dimensionally and can choose any angle in the process of film and television shooting to meet the various requirements of shooting to the greatest extent. At the same time, 3D imaging technology can realize the rapid shooting and production of 3D film and television works, and even create more 3D virtual characters to realize the interaction between virtual and reality. The scientific paradigm and the humanistic paradigm preference of film aesthetics are not opposed to each other, but a relationship between the two blending and unifying each other.

Especially in contemporary times, the trend of the fusion of these two aesthetic paradigms is more obvious. Film and television post-production personnel need computers with faster computing speed and stronger image processing capabilities. To meet the needs of related work, related hardware facilities will be developed in a direction that is more convenient and has higher technological content. In addition, the hardware related to storage devices will also develop rapidly to meet the storage needs of film and television works. Hardware with better processing effect and stronger storage capacity has become the main trend of the future development of multimedia technology. Usually, film and television works use images and sounds to narrate, to accurately convey the creator's inner emotions.

Although digital technology can continuously improve the expressiveness of film and television works, it cannot replace human thoughts and feelings. And from the many film and television works created by the United States, it is not difficult to find that the creation of good film and television works is not only because digital technology can provide people with more magical visual effects, but more importantly, the perfect combination of digital technology and storylines, this will make the theme of the film and television works very realistic. The film not only shows Zhou Enlai's noble qualities such as sharing weal and woe with the people and being sympathetic to the people through many detailed descriptions, but also tells the story of Zhou Enlai and Deng Yingchao's couple who wanted to adopt Zhang Erting's child but failed, expressing Zhou Enlai's special emotions. In recent years, the scientific and humanistic paradigms of film aesthetics have been more closely integrated, and even tend to become dominant and mainstream.

3. CONCLUSION

In the post-production of film and television, computer multimedia technology plays a very important role. Although the application of this technology will make great progress, it is also clear that there are still many shortcomings in the application of film and television post-production. Receive better application effect. At the same time, it must express the value of individual life and emotion to achieve the effect of empathy. Under such circumstances, the blending of scientific and humanistic paradigms of film aesthetics and their

integration into the creation of film art is undoubtedly the direction of future film aesthetic paradigms.

4. ACKNOWLEDGEMENT

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