On the Scene Construction and Atmosphere Creation in Drama, Film and Television Art Design

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Abstract: Drama, film and television works move the audience by telling the storyline, shaping the characters, creating visual experience, and bringing emotional experience. Drama, film and television art design is an important part of the creation of works, and plays a significant role in the overall feeling and emotional experience of the work. In art design, scene construction and atmosphere creation are the core contents, creating a virtual world with authenticity and guiding the audience into the world of the work. This paper mainly analyzes the basic principles of scene construction and atmosphere creation in drama, film and television art design, and puts forward design techniques and techniques in combination with reality.

Keywords: drama, film and television, art design, scene construction, atmosphere

1. Introduction

In the new era, drama, film and television works are one of the most fascinating mediums in culture, and it is a complex and diverse art form, integrating literature, art, music and other art forms to bring audiences a deep emotional experience. Art design is an extremely important influencing factor in the creation of drama, film and television, especially the scene construction and atmosphere creation, which affect the audience's understanding and perception of the storyline and characters. High-quality scene construction can provide life scenes for film and television characters and development support for storylines. The right atmosphere is created to bring the audience into the story world and resonate with the characters.

2. The principles of scene construction and atmosphere creation

Scene construction and atmosphere creation directly affect the quality of the work and the audience experience, and relevant personnel must follow certain principles when designing, emphasizing the resonance of specific emotions, suspense, or emotions, so as to truly give full play to the value and role of both and present better works to the audience [1].

2.1 Episodic

In art design, in order to ensure that the audience truly enters the world of film and television, the scene construction and atmosphere creation must conform to the development of the plot and truly add to the storyline. This means that when building the scene and creating the atmosphere, the staff needs to focus on the development of the story and the needs of the characters, so as to ensure that the scene can correctly reflect the emotions of the characters and the theme of the story. The staff needs to actively communicate with the director, screenwriter and other personnel, deeply study the story of the script, understand the plot development process, the inner life of the characters and the background of the story, etc., to ensure that the relevant scenes are in line with the storyline and the background of the story, and ensure its authenticity. For example, when constructing story scenes in the creation of historical dramas, it is necessary to accurately reflect the characteristics of the historical era, and should not use any modern elements, so as to maintain the authenticity and continuity of the story and avoid affecting the audience's perception. For another example, when creating an atmosphere in the creation of historical dramas, the background music must conform to the characteristics of the era, and the language and behavior used should conform to the development of the plot and the background of the times, otherwise it will greatly affect the audience's feelings. Realistic scenes and atmospheres that fit the storyline can bring a sense of realism to the audience, increase their sense of engagement, and believe and immerse themselves in the development of the story.

2.2 Consistency

The art design needs to be consistent with the style of the entire film and television work, ensuring that the scene construction and atmosphere creation are truly integrated into the work and bring a real experience to the audience. In order to make the atmosphere of the scene and the temperament of the work complement each other and complement each other, the design must consider the theme of the work, the characteristics of the times and the expression of emotions, choose appropri-

ate design skills and design elements, and truly bring the audience into the world of the work, and understand the life of the characters from the first perspective. For example, in the creation of the "Avatar" movie, the designer built the scene based on the style and storyline of the work, added a large number of technological elements, and created a scene with a sense of science and technology and futurism, bringing a visual feast to the audience, making the audience fully integrated into the virtual world, and improving the viewing experience. "Qing Ping Le" is based on the quiet and elegant aesthetic creation of the Song Dynasty, and the colors of the characters' clothing and behavior are in line with their personality characteristics and actions. For example, in the evening, Zhang Guifei danced in the rain, wearing a red dress, the rain ruffled her hair, blew her makeup, and sat on the ground, creating a bleak and lonely story atmosphere for the audience, and also indicating the end of her story. In this scene, the music, lighting, behavior, and costumes are all consistent with the style of the work and the image of the characters, conveying to the audience the tragic ending of Zhang Guifei.

2.3 Reasonableness

Scene construction and atmosphere creation must be reasonable to ensure the authenticity and credibility of each story scene, and help the audience truly understand the storyline. Different characters will also have different changes within the same scene. Therefore, when laying out the scene, designers need to pay attention to the rationality of the scene design, consider the interactive relationship between the characters and the scene, and make them correctly express their emotions in a specific position and form of the scene. For example, in the context of a family dinner, the intimate relationship between the characters can be expressed through their seating positions and interactions. When creating an atmosphere, the designer needs to consider the development of the plot to ensure that the atmosphere is reasonable, and its lighting, music, background and costumes should be suitable for the image and atmosphere of the characters. For example, when expressing sadness and loneliness, it is necessary to have soothing music, soft lighting, and appropriate backgrounds to convey the inner emotions of the characters to the audience and make the audience resonate.

3. Skills and techniques for scene construction and atmosphere creation in drama, film and television art design

3.1 Cleverly design atmosphere lighting to express emotions

Lighting design is a key part of art design, and it is also an important influencing factor. Clever mood lighting can directly affect the audience's perception and emotional changes, enhance the atmosphere of the scene, and create scenes and visual effects that are impressive and unforgettable to the audience, thereby supporting the expression of the characters' emotions and the development of the storyline [2]. Lighting is not only a medium for the shooting scene, but also a medium for creating an emotional atmosphere, through different directions, brightness, and color lighting design, it can create different types of atmospheres and express different emotions. Therefore, designers need to carefully produce lighting designs in different scenes according to the needs of the storyline and works to meet the needs of drama, film and television works.

In the actual design, the designer chooses different equipment and different types of lighting to complete the lighting and emotional atmosphere. For example, to highlight the character, a soft light can be selected to present a soft, shadow-free light, thus drawing the viewer's attention to the character itself; In order to highlight specific scenes and props, spotlights can be selected to focus the audience's attention on specific objects; In order to meet the lighting needs of different scenes, you can choose the color temperature adjustment lamp, and choose the appropriate light color according to the actual situation. In addition, in order to deepen the audience's emotional experience and clearly express the emotional characteristics of a certain plot or a certain character, diversified and diversified lighting designs can be used to convey emotions and atmosphere. In order to show the audience the affection of the characters and the warm and romantic atmosphere, you can choose relatively soft and warm lighting; For a mysterious, tense and serious atmosphere, choose strong, cool lighting or low-intensity light. Through the reasonable allocation of light, it can create a scene atmosphere with consistent emotional expression, attract the audience's visual attention, and enhance the sense of atmosphere.

3.2 Scientific set selection of props and construction of scenes

The shooting scene is not built randomly, but through careful set and prop selection, a visual environment that meets the needs of the plot and emotional atmosphere is created. This allows the designer to fully perceive the development process of the storyline, the characteristics of the characters and the needs of the characters, and then design authentic, reasonable and visual scenes to bring a real experience to the audience. When constructing a scene, an art designer needs to comprehensively consider the background, time, place, personality characteristics and image of the story, and choose the right scene to present various events to the audience. Due to the needs of filming, it is necessary to build a specific story scene on the spot, and

pay attention to its beauty, rationality and authenticity. For example, when filming a historical drama, it may be necessary to restore specific buildings and related historical elements, so you need to read historical classics or various historical documentaries to perceive the life scenes at that time, so as to accurately replicate the required buildings, and choose props that match the characteristics of the era to create a sense of realism.

3.3 The selection and application of color art to infect the audience

Color art plays an important role in scene construction and atmosphere creation, and is the key to emotional atmosphere expression. When using color art for art design, it is necessary to clarify the corresponding emotional atmosphere, and then choose the appropriate color for creation, so as to better show the emotional changes of the characters to the audience, increase interactivity, and form emotional resonance. Secondly, the rational use of color contrast shows different emotional themes through high contrast and low contrast, highlighting important elements and emotional changes. For example, in horror scenes, high-contrast colors can be used to add horror and tension, and in family scenes, low-contrast can be used to convey intimate, warm emotions. In addition to this, the colors can also change as the storyline changes, emphasizing the climax and turning point of the storyline's development and creating a specific atmosphere. It's important to note that when using color art to build a scene and create an atmosphere, it's important to consider a variety of factors to ensure that the design complements each other and doesn't overpower.

4. Concluding remarks

To sum up, scene construction and atmosphere creation in drama, film and television art design are extremely complex and challenging tasks, and art designers must have comprehensive ability, creative awareness and creative ability, and design on the basis of understanding the storyline and emotional changes. In art design, it is necessary to comprehensively consider various factors, skillfully design lighting, reasonable scenery, carefully select props, and use color art to bring an unforgettable visual and emotional experience to the audience.

References

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