



The Function of Color Elements in the Creation of Film and Television Art

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Abstract: Color is the core element in the creation of film and television art, the art and photography departments of the film and television crew skillfully apply color elements to the scene, character modeling and lighting design, which not only realistically restores the real world for the audience, brings visual shock and aesthetic experience that hits the soul, but also undertakes an important narrative function, intuitively explains the external and internal personality characteristics and psychological states of the characters, creates an emotional atmosphere, and expresses the theme. In creative practice, creators should not only accurately capture the color truth of nature, but also skillfully use color to enhance the artistic appeal of the work and give it rich and multi-layered connotation, so as to create a unique color emotional space of film and television works and effectively drive the development of the plot.

Keywords: color elements, film and television arts, narrative function

1. Introduction

Color is born with energy, Vereire, Johannes Eaton and other color scientists and psychologists from all over the world have already confirmed through experiments that color can have an impact on people's physiology and psychology, different colors have different feelings of temperature, scale, weight, distance, in addition, color will have a certain impact on people's balance, appetite, sleep and mood. Therefore, color has been given different meanings, and it is also widely used in various art design and medical fields, where people try to adjust the physical and mental state of the object or patient through color. Color is the core element in the creation of film and television art, the art part of the film and television crew and the photography department cleverly apply color elements to the scene, character modeling and lighting design, not only for the audience to realistically restore the real world, bring a direct visual shock and aesthetic experience to the soul, but also assume an important narrative function, intuitively explain the external and internal character traits and psychological state of the characters, create an emotional atmosphere, and express the theme.

2. The external function of color elements in the creation of film and television art

2.1 Realistic function

For the vast majority of people with normal color perception, the real world is color, so when film and television were invented, the audience had a strong desire for the birth of color movies and color televisions. The early black-and-white pictures seem to fade the color of the real color world, and then lose their realism, and at the same time, the appearance of the object in the picture is also difficult to distinguish without the blessing of color, for the audience, the black-and-white film and television works lack a sense of realism and substitution, so the birth of color films and color televisions quickly eliminated black-and-white films and black-and-white televisions. It can be seen that the most basic function of color elements in film and television art creation is the realistic function of truly reproducing the objective world.

On the contrary, when color technology matured and color film and television became popular, the black-and-white pictures in film and television works or the pictures that differed from the colors of the real world in terms of brightness, saturation, and hue were naturally given subjective colors, resulting in non-realistic meanings. "Flying Goose" and "Schindler's List", two films that depict the Second World War, are both performed by the creators in black and white images, and the monotonous and cold black, white and gray create a solemn and solemn atmosphere. In the French film "A Man and a Woman", the creator used black and white film to shoot the first meeting of the hero and heroine, using the monotony of black and white pictures to show the embarrassment of the hero and heroine when they met for the first time and had no choice but to sit in the same car, using exaggerated high-profile black and white pictures to imply that the events in the picture were not real, and using high-saturation colors to express the romance and beauty of the heroine and her husband's acquaintance and love, as well as the heroine's deep memory of the past.

2.2 Produce visual shock

Generally speaking, warm colors are higher than cold colors, colors with high brightness and high saturation are higher than colors with low brightness and low saturation, colors with high contrast are higher than those with low contrast, and colors are higher than black, white and gray energy. The exquisite layout of color elements in the film and television images forms the energy foundation of the work, providing the audience with a visual feast. The gradual upgrade of color reproduction in the history of advances in film, television photography and projection technology is a testament to the high importance that people attach to this basic function of color.

3. The narrative function of color elements in the creation of film and television art

3.1 Expressing the basic nature of the character

As mentioned above, different colors have different energies and different temperaments. In the creation of film and television art, artists often use colors that match the identity, age, personality, and temperament of the characters in the scenes and character modeling to highlight the basic characteristics of the characters. In the British movie “Jump Out of My World”, the male protagonist Billy and his enlightenment teacher regard dancing as life, the wallpaper in Billy’s home uses high-energy yellow, showing Billy’s vigorous vitality when dancing, the dance teacher often wears blue clothes, and the teacher’s wall is also painted blue, clean and concise blue shows the purest love of the teacher and Billy for dance.

In the practice of film and television creation, color is closely related to the evolution process of the character’s personality, and the inner growth and emotional fluctuations of the character are reflected through the change of clothing color. This technique is not only based on the observation of real life, but also goes beyond its appearance, showing the pursuit of deep exploration of human nature and delicate portrayal of emotions in artistic creation. Taking “The Legend of Zhen Huan” as an example, Zhen Huan’s clothing color gradually changed from the initial light and elegant to gorgeous and complex, which not only intuitively shows the transformation of her external image, but also profoundly reveals the transformation process of her personality from innocence to complexity, and emotion from peaceful to intense. The careful layout of color elements prompts the audience to be closely connected with the emotions of the characters in the process of watching the movie, and resonates, which has become one of the important factors for film and television works to win the recognition and praise of the audience.

3.2 Convey emotions and create an atmosphere

Psychologists say that the character’s heart is like a “black box”, which cannot be seen or touched, pondered and is still very abstract, while the film and television language is concrete, which requires the selection of concrete audio-visual elements to express abstract psychological activities, and this element can act on the audience’s emotions, so as to guide the audience to experience the psychological activities of the characters and feel the unique atmosphere in the story situation. Color can affect people’s physiological and psychological state, so it has naturally become one of the important elements of visual language. In the British film “The French Lieutenant’s Woman”, for example, the heroine Sara appears wrapped in a large black robe, she stands in the middle of the picture, surrounded by a gray and overcast sky and sea, and the whole scene conveys a depressing and suffocating atmosphere under the shroud of gray and black, which accurately conveys Sarah’s pessimistic and desperate emotional state at this time. In addition, the use of color will also be adjusted accordingly with the changes in the fate and psychological state of the characters. At the end of *The French Lieutenant’s Woman*, Sara is reborn and at peace and ease, her outfit is a bright off-white color with a gentle pink, and the windows of her studio are bright and clear, with beautiful views of the lake and mountains.

3.3 Allusion to the theme

For a long time, colors with different energies and temperaments have been endowed with specific symbolic meanings under the immersion of the cultural environment, reaching a consensus, and passing them on from generation to generation, so creators often use colors to convey specific themes in their works. The French psychologist Fauret once mentioned such an experimental result in his book “On Kinesthetic”, that is, under the irradiation of color light, the elasticity of human muscles can be increased, and the blood circulation can be accelerated, and the gradient of increase is “blue is the smallest, and gradually increases in the order of green, yellow, orange, and red” [1], because red can greatly speed up blood circulation compared to other colors, red makes people energetic, so it often symbolizes vitality, rebellion, violence and love. The creator cleverly uses red to express the corresponding theme, such as using red to express the endless vitality of the Chinese people in “Red Sorghum”, rebellion in “The Girl in Red”, violence in “Pulp Fiction”, and love in “American Beauty”. In short, although the color is silent, its rich symbolic connotation inspires the viewer to think deeply, and guides the viewer to

explore the deep emotions and philosophical implications behind the picture[2].

4. Conclusion

To sum up, in the vast world of film and television art, the exquisite layout of color elements is a solid foundation for building outstanding works. It not only realistically restores the real world on the screen, producing shocking visual effects, but also profoundly outlines the distinct outline of the characters' personalities, builds a multi-layered emotional atmosphere, refines and sublimates the main idea of the work, and leads the audience into the unique art palace of the work. Therefore, the role and role of color elements in film and television works are irreplaceable and unique, and they show significant importance in all aspects of film and television creation, becoming a bridge connecting the emotional bond between the work and the audience [3]. As a key element of film and television art creation, creators are required to not only accurately capture the color truth of nature in their creation, but also skillfully use color to enhance the picture tension and artistic appeal of film and television works, and give them rich and multi-layered connotations. In addition, in all aspects of film and television production, the design and application of color should strictly follow the principles of color science, and at the same time integrate the unique emotional understanding and aesthetic perspective of the creator, so as to create a unique color emotional space of film and television works and effectively drive the development of the plot.

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