

Application and development strategy of color aesthetics in modern film

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Abstract: As an important part of the film art, color is becoming more and more critical in the modern film creation. By analyzing the application status of color aesthetics in modern films, this paper discusses the role of color in narrative, emotional rendering, visual impact and other aspects, and puts forward corresponding development strategies for the existing problems. The rational application of color aesthetics in the film creation cannot only enhance the artistic value of the film, but also bring a richer audio-visual experience to the audience. The article aims to provide reference and guidance for the development of modern film color aesthetics.

Key words: modern film; application; development strategy

1 Introduction

Color is crucial in film art. Since the maturity of color film technology in the mid-20th century, color has not only become a key tool for narrative and emotional expression, but also enriched the visual effect of the film and profoundly affected the emotional and psychological experience of the audience. Different colors symbolize different plots, characters, or emotional states, such as red for passion or anger, and blue represents calm or melancholy. Color collocation can directly affect the audience's mood, with warm tones creating a warm atmosphere and cool tones bringing a sense of loneliness. Bright colors and strong contrasting colors, on the other hand, attract attention and enhance the visual impact. Some stylized films create unique visual effects through the use of bold colors, making them recognizable and artistic. The symbolic use of color increases the narrative depth and cultural connotation. Therefore, the study of the application and development of modern film color aesthetics is of great significance to enhance the artistic value of film and the audience's audio-visual experience.

2 The application status of color aesthetics in modern films

2.1 The role of color in the film narrative

In the modern film creation, color has become an important tool of narrative, playing a key role in promoting the development of plot and shaping the characters. Color and plot are increasingly closely related. The directors use the color changes to suggest the development of the plot, as well as the characters' emotions. In the film *The Lord of the Rings*, director Peter Jackson uses the color changes to reflect the different stages of the story. At the beginning of the film, Shire's home presents a bright, warm tone of a peaceful life; and as the influence of the Ring grows, the tone becomes dark and gloomy, indicating a crisis. The change of color and the development of the plot echo each other, enhancing the tension and appeal of the narrative. Color also plays an important role in the characterization. Directors often use specific colors to

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represent the character's personality traits, emotional states, and circumstances. In *The Godfather*, director Francis Ford Coppola uses dark tones to create the image of Mafia leader Vito Corriane, suggesting the dark world he lives and the dark side of his heart. In creating Michael Corleone's image, the director used brighter, fresher colors, in contrast to Vito, suggesting Michael's youth, idealism, and his incompatibility with the Mafia world. The use of color makes the characters more plump and three-dimensional, and also deepens the audience's understanding of the inner world of the characters. The application of color aesthetics in modern film narrative is increasingly extensive and deeper. Through the change of color, the directors promote the plot development and shape the characters, making the film narrative more vivid and infectious. Color has become an important tool of film narrative, and its application status reflects the new trend and new characteristics of modern film creation.

2.2 The role of color in the visual impact

There is a close relationship between color and picture composition. Through the selection and collocation of colors, the directors can highlight the primary and secondary relationship of the picture, guide the audience's line of sight, and enhance the visual impact of the picture. For example, in *The Grand Budapest Hotel*, director Wes Anderson uses a symmetrical and balanced composition with bright and contrast colors, such as red, pink and yellow. This perfect combination of composition and color creates a strong visual impact, while also providing the unique aesthetic style of the film. For another example, in the film *La La Land*, director Damien Chazelle uses long shots and moving shots in the composition, with bright and saturated colors, such as red, blue and yellow. This clever combination of composition and color creates a dreamy, romantic visual effect, while also enhancing the visual impact of the film. Color itself has a strong visual impact, which can directly affect the audience's emotional and sensory experience. Through the bold and innovative use of colors, the directors can create unforgettable visual effects, thus enhancing the artistic appeal of the film. For example, in the film *Avatar*, director James Cameron uses a lot of fantasy and science fiction colors such as blue and purple to create a fantastic and magnificent Pandora. These colors not only create a strong visual impact for the film, but also become a major selling point and feature of the film. For another example, in the film *Crazy Max: The Fury Road*, director George Miller uses orange, red and other warm colors to create a hot, wild visual effect, which echoes the theme of madness and violence in the film. These bold, bright color use, has created a strong visual impact for the film, and also become a major highlight of the film. The application of color aesthetics in the modern visual impact of the film is increasingly extensive and innovative. Through the clever combination of color and picture composition, as well as the bold and innovative use of color, the directors can create a strong visual impact force, attract the audience's attention, and enhance the artistic appeal of the film. Color has become an indispensable visual element in modern film creation, and its application status reflects the continuous development and progress of film art.

3 Problems existing in the application of modern film color aesthetics

3.1 Lack of innovation in color use

In the current film creation, some directors lack of innovative consciousness in the use of color, and rely too much on the existing color patterns and routines. They tend to choose a few "safe" and "familiar" color collocation, such as warm colors express romance, cold colors express sadness. Although this kind of stylized and formulaic use of color can quickly convey emotion, it lacks originality and creativity, which is easy to give the audience a sense of aesthetic fatigue. This lack of innovation in the use of color may be partly because directors pay too much attention to commercial factors and worry that it will affect the box office, but also partly because they lack professional knowledge and training in color aesthetics to fully explore the expression of color. In any case, the lack of innovation in the application of color will affect the artistic value and vitality of the film, and limit the development space of color aesthetics.

3.2 Color is out of touch with the narrative

In the modern film creation, some directors are out of touch with the narrative in the use of color, and fail to well integrate the color into the story plot and characterization. They often regard color as a simple visual element, and too much pursue the beauty of color itself, while ignoring the relationship between color and narrative. As an important tool of narrative, color should be echoed with the theme, emotion and rhythm of the film, and jointly promote the development of the story. However, when the color is disconnected from the narrative, the audience becomes confused and uncomfortable, affecting their understanding and experience of the film. This disconnect reflects that some directors have a comprehensive understanding of color aesthetics and do not really understand the role of color in narrative. At the same time, they may also be in the pursuit of visual effects and overuse of color, eventually leading to the loss of its due meaning and function.

3.3 Overuse of color and lack of restraint

In the contemporary film creation, some directors overuse color and lack control. They often use a lot of bright, saturated colors, or frequently change colors, in order to pursue visual impact or to cover up the lack of narrative. Although the excessive use of color can attract the audience's attention in a short time, it is easy to give people a feeling of dazzling and visual fatigue. As the expression element of the film, color should be subject to the overall style and rhythm of the film. Excessive use of color will not only destroy the visual harmony of the film, but also weaken the expressive force of color aesthetics. When color loses its due meaning and function, and only becomes a visual gimmick, it loses its value in the film art. This problem of excessive use of color reflects the lack of deep understanding of color aesthetics among some directors, and they fail to truly understand the laws of color expression. At the same time, they may also focus too much on commercial factors, hoping to attract audiences through visual stimulation, but ultimately may affect the artistic quality of the film, thereby damaging the reputation of the director and the film.

4 The development strategy of modern film color aesthetics

4.1 Innovate the way of using color

In order to promote the development of color aesthetics of modern film, the directors of modern film need to have the courage in the application of color, break through the traditional color collocation mode, and explore the new combination of color and narrative. First, break the inherent color pattern and try to use some unconventional color combinations, such as complementary colors and contrasting colors, in order to create a novel, unique visual effect. At the same time, they can also learn from the color application experience of other art categories, such as painting, photography, etc., to absorb the creative elements and enrich the expression techniques of film color. Second, deeply study the relationship between color and narrative, and explore the new role of color in narrative. Try to use color to express the inner world of the characters, or to use color changes to suggest the development of the plot. Use color as a symbolic technique, using a specific color as a metaphor for a certain emotion or theme. Through these innovative ways of color application, we will bring a new visual experience to the audience and improve the artistic expression of the film. These innovations can also help to expand the boundaries of color aesthetics and inject new vitality into the film art. In the process of innovation, it is also necessary to grasp the degree, avoid excessive use of color or be divorced from the narrative needs, and to ensure that color always serves the overall expression of the film. Only by seeking balance and development in innovation can we truly promote the progress of modern film color aesthetics and present a more wonderful and moving audio-visual feast for the audience.

4.2 Strengthen the coordination between color and narrative

To further enhance the artistic expression of modern film, it is necessary to strengthen the coordination between color and narration, and ensure that color always serves the narrative needs and echoes the emotions of the characters. According to the theme, style, rhythm and other factors of the film, the reasonable selection and collocation of color has become an

effective tool to promote the plot and shape the characters. For example, when telling a sad story, you can choose to use cold colors, such as blue, gray, etc., to render the bleak, depressed atmosphere; when depicting a lively, positive role, you can choose to use warm colors, such as yellow, orange, etc., to show the cheerful and upward mood. At the same time, directors should also pay attention to the emotional expression function of color, and reflect the inner world and emotional changes of the characters through the change of color. For example, when a character moves from despair to hope, the director can express this psychological process by gradient of color, such as from dark to light. When a character is faced with a major choice, the director can express his inner contradictions and struggles through the contrast of colors, such as the interweaving of warm colors and cold colors. Through the coordinated use of color and narrative, color can truly become a powerful tool for emotional expression, bringing more intuitive and shocking audio-visual experience to the audience. This coordination also helps to improve the overall quality of the film, so that the color and other film elements form an organic unity, and jointly serve the theme expression of the film. Modern films should constantly explore the combination of color and narrative, accumulate experience and summarize the rules in practice, constantly improve their color control ability, and contribute more perfect and more moving film art masterpieces for the audience.

4.3 Reasonable control of color use intensity

Modern film color aesthetics needs to reasonably control the use intensity of color, avoid the excessive use of color, and adjust the color intensity according to the narrative rhythm to achieve the best visual performance effect. According to the overall style and rhythm of the film, it is need to grasp the measurement of color use, to avoid the situation of color flood. In some scenes that need to render atmosphere and enhance emotion, the saturation and lightness of color can be appropriately increased to make the picture more vivid. Conversely, in some scenes that need calm and rational expression, the saturation and lightness of color can be appropriately reduced to make the picture more composed and introverted. According to the rhythm and fluctuations of the narrative, dynamically adjust the intensity of color. At the moment of narrative climax and emotional explosion, the visual impact and emotional expression can be enhanced by strong color contrast and vivid change; at the moment of narrative trough and emotional flattening, the color harmony and soft transition can be used to relieve visual fatigue and create a comfortable viewing atmosphere. Through the reasonable color intensity control, the color can really become a powerful assistant of the narrative, rather than the burden of the vision. This control also helps to improve the artistic taste of the film and avoid the overall quality of the film affected by the improper use of colors. Modern films should continue to explore and summarize in the creative practice, achieve moderation, purpose and strategy in the use of color, and strive to achieve a perfect balance between visual impact and artistic taste, so as to contribute more exquisite and moving film art masterpieces for the audience.

5 Conclusion

The development of modern film color aesthetics requires directors to explore and practice in three aspects of innovation, coordination and control. It needs to break through the traditional color collocation mode, explore the new combination of color and narrative, strengthen the correlation between color and narrative, grasp the measurement of color use, dynamically adjust the color intensity, and achieve a balance between visual impact and artistic taste. As an important expression element of film art, the development of color requires directors to have the courage to try, be good at summarizing, deepen their understanding of color aesthetics in theoretical research and creative practice, and improve their ability of color control. At the same time, it also needs the whole film industry to create a good creative environment and provide necessary support.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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