

Analysis of the Role of Costume Design in Shaping the Characters of Film and Television

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Abstract: *With the development of the times and social progress, people begin to focus on the pursuit of spirituality after their material life is satisfied. As a popular art form, film and television dramas are favored by the audience, especially the younger generation. Among them, it has become one of the important ways to spread cultural information because of its audio-visual combination and strong intuitiveness. As a result, more and more directors are focusing on the distinctive characters in film and television dramas. How to express the status, character traits and emotional changes of the characters in the drama through costume modeling has become a key research topic for many scholars. This paper analyzes the positive effects and problems of the interdependence between costume design and film and television performance, in the hope that more scholars and practitioners will explore this field in greater depth.*

Keywords: *Costume design; Film and television characters; Characterization; Role*

1. Introduction

By analyzing the characteristics of the costumes appearing in the films and dramas available in the market, we can see that people's pursuit of beauty is constantly changing and developing in different times. In modern society, with the improvement of economic level, people pay more and more attention to fashion trends. Therefore, in order to better meet the growing aesthetic needs of the audience, costume designers need to keep pace with the times and incorporate more new elements into costume design, so as to promote the progress and development of the whole industry. At the same time, because film and television works involve a wide range of fields, including drama, music, art and many other aspects [1]. Therefore, in order for the actors to successfully express the personality characteristics and emotions of the characters in the drama, they must use suitable costumes to do so. This requires costume designers to have not only solid basic skills, but also strong imagination and creativity in order to design costumes with distinctive features that meet the plot settings. To sum up, this paper aims to discuss the important role of costume design in film and television works, hoping to provide some reference value for future film and television creation.

2. The Development History of Film and Television Costume Design

2.1. The Concept of Film and Television Costume Design

Film and television costume refers to the costume design in films, TV dramas and other TV dramas in order to better show the identity, character and plot of the people in the drama. It is not only a simple means of decoration, but also a comprehensive art discipline integrating various art forms such as art, drama, music, photography and makeup. With the continuous progress of the times and technology, film and television works also present more and more diverse expressions, among which costumes, as one of the most intuitive visual elements, play an important role in promoting. Different types of film and television works need to express different themes, emotions and atmosphere, therefore, for different themes of film and television works, their costume design solutions should also be different [2-3]. At the same time, because there is a certain degree of correlation between the actors' own images and their roles, it is also necessary to consider the actors' own physical characteristics, body proportions, temperament style and other factors when designing film and television costumes, so as to more accurately express the personality characteristics and spiritual outlook of the characters in the drama.

2.2. The Formation and Development of Film and Television Costume Design

In visual arts such as film and television, costume is one of the most expressive elements. It can not only reveal the changes in people's lifestyle and aesthetic taste in the background of the times, but also express emotions and convey messages through the actors' styling. Therefore, costume designers need to constantly research new materials, new techniques and new technologies to meet the needs of audiences in different periods. At the same time, with the improvement of technology and changes in the social and cultural environment, the storylines presented in film and television works have become more and more complex and diverse, which requires costume designers to have a higher level of imagination and sharper insight, so as to add more charm to the image of the characters on the screen. Early film and television works are often restricted by the venue, time and other factors, costumes are mostly simple and plain style, color matching mostly black and white gray or blue and white, the overall atmosphere seems more stark and simple. In modern times, due to the rapid development of film and television production technology, the picture quality of film and television works has been greatly improved, and costume design began to pursue personalization and fashion sense [4]. For example, in war films, in order to reflect the military's majesty and fighting spirit, the costume design usually emphasizes a sense of heaviness and layers; In romance films, in order to create a romantic and beautiful atmosphere, the costume design tends to choose soft and elegant colors. In addition, in recent years, the film market is highly competitive, and in order to attract more audience attention, costume design is gradually approaching the direction of "spectacle", with more and more exaggerated and peculiar shapes and color schemes [5].

3. The Problems and Solutions of Film and Television Costume Design in Shaping the Characters of Film and Television

3.1. Aesthetic Awareness of Film and Television Costume Design is not Strong

With the development of the times and social economy, people's aesthetic concept has also changed a lot. However, the costume modeling in some film and television works has not kept pace with the times, lacking a sense of fashion and beauty, and unable to meet the increasing aesthetic needs of the audience. This is mainly manifested in the following two aspects: First, some of the crew is too much in pursuit of commercial interests, ignoring the artistic nature of the costume modeling should have; Second, some actors are not suitable for their own image temperament to play the corresponding role, resulting in costume modeling and character character, identity and other inconsistencies. For these problems, we can improve from the following aspects: First of all, we should strengthen the importance of costume design for film and television [6]. As an excellent film and television drama, it is not only an entertainment product, but also a cultural carrier. Therefore, costume designers need to dig deeper into the content of the script, understand the director's intention, combine it with the current fashion trend, and integrate it into the costume modeling, so that each character can show its unique personality charm. At the same time, it is also necessary to pay attention to the details of the style, color and material of the costumes in different scenes, to achieve harmony and unity, in line with the aesthetic standards of the public. Secondly, focus on training professional talents. At present, the number of domestic personnel engaged in film and television costume design is relatively small, and the overall quality is uneven[7]. Therefore, relevant universities or institutions should increase the investment in this field and improve the comprehensive ability level of practitioners by offering relevant courses and organizing practical activities. In addition, government departments can also formulate certain support policies to attract more talented young people to join the industry and promote the whole industry to move forward. Finally, we should keep up with the trend of the times and pay attention to international developments. Nowadays, the process of globalization is accelerating, exchanges between countries are becoming more and more frequent, and various new materials and technologies are emerging. Therefore, the film and television costume designers should not stick to the old ways, but should actively absorb and learn from foreign advanced experience, master the most cutting-edge scientific and technological means to better serve the prosperous development of China's film and television industry [8].

3.2. The Production Level of Film and Television Costume Design is not High

With the continuous progress of science and technology and the times, people's pursuit of beauty is getting higher and higher. Therefore, in order to better meet the needs of the audience and improve the

image and temperament of actors in film and television dramas, it is necessary to use some advanced technical means to assist. However, at present, many of China's film and television works in the costume design still remain in the traditional hand-sewn stage, lacking innovation and modernity. In this case, even if the actors themselves are good actors, it is difficult to present a vivid role to the audience. In response to this problem, we can draw on outstanding foreign film and television works, such as the American drama "Sherlock", its costume modeling is very focused on the use of fashion elements, the overall color and style are very sophisticated, perfectly reflecting the unique taste of the British aristocracy [9]. At the same time, the show also used a large number of high-tech fabrics and tailoring techniques, so that the characters' costumes not only have practical value, but also can well express the background of the era in which they live and the social landscape. These practices are worthy of study and reference in the domestic film industry. In addition, in order to improve the production level of film and television costume design, we must strengthen the training of relevant talents. On the one hand, universities should open relevant majors or courses to systematically teach students the theoretical knowledge of film and television costume design; on the other hand, enterprises should also invest more in the training of film and television costume designers to help them master more cutting-edge technologies and concepts so as to create more outstanding works. Only in this way can we fundamentally change the current situation of low level of film and television costume design and production, so that every actor can show his or her role to the audience more vividly and three-dimensionally [10].

3.3. The Lack of Market Demand for Film and Television Costume Design

With the development of the times and social economy, people's aesthetic level is constantly improving, and the requirements for costumes in film and television works are getting higher and higher. However, at present, China's film and television industry is facing a grim reality: on the one hand, the number of excellent film and television works is not much, on the other hand, a large number of crude and single-shaped film and television dramas are flooding the screen. This phenomenon has a close relationship with the quality of film and television costume design. Therefore, in order to make more audiences go to the cinema to watch quality films, we must start from improving film and television costume design and strengthen the understanding of its artistic and commercial value, so that it can become an important part of promoting the virtuous cycle of the whole film industry. In order to meet the growing market demand, film and television costume designers need to have a keen sense of insight and innovation, and actively explore the application of new materials, new techniques and new technologies in order to achieve more perfect results. For example, digital printing technology can be used to achieve color diversity; three-dimensional tailoring techniques to highlight the beauty of the human body curve and so on. In addition, it is also necessary to pay attention to the details of processing, such as accessories with, shoe color, silk scarf pattern, etc. may affect the overall image of the presentation effect. Only when these small elements are cleverly integrated into the film and television costume design, can we create a distinctive screen image in line with modern aesthetic concepts [11].

4. The Role of Film and Television Costume Design on Shaping the Role of Film and Television Characters

4.1. Costumes in Film and Television Drama Reveal the Character's Occupation, Status and Identity

In the movie "Forrest Gump", the main character Forrest Gump wears a red T-shirt and blue jeans, a costume that not only fits the characteristics of his era, but also suits his character. The red T-shirt is a vibrant and passionate color, which can make the audience feel his innocence; And the blue jeans represent his extraordinary life experience and his resilient spirit. Through such a simple and generous set of clothing, the personality characteristics of the protagonist can be well presented, and also pave the way for the development of the plot later. Similarly, in the TV series "White Deer Plain", Bai Xiaowen, the main character, wears a long robe and horse coat and holds an oil-paper umbrella, an image that leaves a deep impression on people. The robes and coats are one of the traditional Chinese costumes, which have a strong cultural heritage and historical precipitation, symbolizing high moral character and prominent family background. As shown in Figure 1. In addition, the robes and coats have an elegant air, which makes the actor's own image more tall and grand and helps to highlight his important position in the family. Therefore, in this drama, robes and coats become one of the main visual elements, often appearing in various occasions, such as rituals and weddings [12]. In addition to

the above, the costumes in film and TV dramas can also reflect the character's occupation, status, identity, etc. For example, Sherlock Holmes in "Sherlock" is always dressed in black with a pipe in his hand, looking mysterious; Sheldon, the hero of "The Big Bang Theory", is always dressed in a straight suit, showing his expertise and social status. These all illustrate that different types of clothing will affect the performance effect of the character, and thus determine the style direction of the entire work.



Figure 1: Long robe and horse coat

4.2. Scientific Costume Design can Bring Out the Character's Personality

In film and television dramas, each actor has his or her own unique personality and characteristics. And these characteristics often need to be expressed through costumes. Therefore, a successful film and television work is inevitably inseparable from excellent costume design. Reasonable and accurate grasp of the relationship between costumes and characters is one of the abilities that film and television costume designers must have. First of all, costume design can help actors to better express their own image and the role they play. Different styles, colors, materials and other aspects of costumes can directly affect the actors' appearance, style and even body language. For example, in the movie "Forrest Gump", the main character Forrest Gump wore a blue sweatshirt with jeans, a simple and comfortable costume that not only met the dressing habits of young people in his time, but also laid a solid foundation for his later life experience. Secondly, the costume design can also reflect the characteristics of the times or regional cultural differences in the context of the play. For example, in some historical films, if there is a Manchu costume or Mongolian costume with obvious ethnic characteristics, it can well bring the audience into the specific historical scenes and enhance the authenticity and credibility of the film. Finally, costume design can also assist actors to express emotions and portray psychological activities. For example, in some suspense films, in order to make the prisoners look more wretched, costume designers often use elements such as torn, tattered and bloodstained for detailed treatment; In war movies, in order to reflect the soldiers' tiredness and wounds, costume designers often use rough and heavy fabrics, faded colors and other techniques. In short, film and television costume design as a comprehensive art, it is necessary to meet the director's creative requirements, but also to take into account the performance needs of actors, while also taking into account the development of the plot, art scenery and many other factors. Only in this way can we create a classic work that is loved by the audience and rich in connotation [13].

4.3. Film and Television Costumes can Render the Plot

In the movie "Forrest Gump", the classic image of the main character Forrest Gump wearing a blue

sweatshirt with white shorts and white sneakers has been deeply rooted in people's hearts. This outfit not only fits the background of the time, but also shows the character of the main character who is simple, persistent and optimistic. At the same time, other costumes in the film such as red sweaters, leather jackets and other brightly colored clothes also add a lot of color to the whole storyline. These costumes and scenes together form a complete story atmosphere, making it easier for the audience to be brought into the emotions presented by the movie. Likewise, the look of the Empress in the TV series "The Return of the Pearl" was also carefully designed. Her costume is mainly in dark colors, reflecting the calm and atmospheric temperament of the Empress; the collar is decorated with gold embroidery to increase the sense of luxury; the sleeves are decorated with rhinestones to show the nobility and elegance. Such a set of styling not only conforms to historical facts, but also has a certain degree of artistry, which can be said to be very successful. Through the costumes of actors in film and television works, we can easily see the changes of people's aesthetics in different times and the epitome of social style. Therefore, as a cultural carrier, the value of film and television costumes cannot be ignored.

4.4. Clothing Suggests People's Psychology and Emotions

In the movie *Forrest Gump*, the main character Forrest Gump is an imbecile with an IQ of only 75. He wears a red sweater, white shirt and blue jeans. This set of clothes not only fits the background of the era, but also shows the identity characteristics of Forrest Gump - a child from an ordinary family. At the same time, the red, white and blue colors also represent the passionate blood and the pure and innocent heart of Gump's body. At the end of the film, Gump changed into a suit and walked into the auditorium with a jenny in his hand, at that moment he had become a winner in life. This series of transformation, in addition to the hero's own efforts, but also cannot be separated from the silent support behind him Jenny. Through such detailed descriptions, the audience can feel the changes in Forrest's inner world more deeply, thus making the whole storyline more realistic and believable. Similarly, in the TV series "Bright Sword", the military uniform worn by Li Yunlong also has an important significance. As a soldier, Li Yunlong usually always wears a black suit and tie, giving people a serious and solemn impression. However, in the face of the enemy, he would immediately change into another battle robe, holding a steel gun, showing a brave and fearless side. At this time, Li Yunlong is no longer the soldier who only follows the orders of his superiors, but a heroic figure with independent thinking and charisma. Therefore, different occasions with the clothing can very well show a person's psychological state and emotional fluctuations.

4.5. Film and Television Costumes Foretell the Fate of the Character

In the movie "Farewell My Concubine", the character "Cheng Dieyi" played by Zhang Guo Rong is a tragic and colorful opera actor. He has lived his whole life in the opera troupe, making a living as a performer, but the turbulent times and social changes make him doubt his own path in life, and gradually go to degradation and destruction. Almost all the elements related to opera in the film are enlarged or hidden, leaving only the image of the male protagonist in costume, which has become one of the most classic shots of the film. Through the image of Cheng Dieyi, we can see that film and television costumes have an irreplaceable and important role in expressing the character's inner emotions. In addition to suggesting the character's personality and promoting the development of the plot, the costume can also show the cultural characteristics and social style of the time in which the character lives. For example, the costume of Bai Jingqi in the costume drama "The Great House" is typical of the style of the late Qing Dynasty and the early Ming Dynasty, which retains traditional features and incorporates modern fashion elements, fully reflecting the aesthetic interests and values of people in that era. At the same time, the costumes of different dynasties also represent the differences of social system, economic level and humanistic environment at that time, which also need to be displayed through film and television costumes. In short, as a visual language, film and television costumes not only simply decorate the actors' appearance, but also reveal and express the inner spiritual world of the characters. Therefore, when creating film and television, we should focus on choosing the right costume style, fabric, pattern and other elements from multiple angles, combining with the needs of the plot and the positioning of the character, so as to achieve the best performance effect.

5. Conclusion

This study analyzes different types of characters in film and television dramas and discusses them in depth with the elements of costume design. From both theoretical and practical aspects, it proves that

costume design is one of the indispensable means to shape characters, express emotional attitudes and promote the development of the storyline in film and television drama works. It also provides some reference value for better creation in related fields in the future. Costume is one of the indispensable elements in film and television works, which can not only provide the actors with stylistic basis and appearance modification, but also express the lifestyle and cultural connotation of people in the background of the times. Secondly, costume designers need to understand the content of the script and accurately grasp the characteristics of the characters in the drama, so as to make targeted costume matching and design. Finally, reasonable costume design helps to strengthen the character's personality characteristics and highlight the unique charm of the character, so as to better show the artistic value of the film. However, it should be noted that due to the constraints of subjective and objective factors, there are inevitably shortcomings in the ideas presented in this paper, and further improvement and deepening are needed. We hope that more scholars and practitioners will pay attention to this paper, so that we can jointly promote the development of film and television drama in China!

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