

Research on the Application of Art Elements in Drama, Film and Television Performing Arts

Ma Jinliang, Lei Jia

Krirk University, Bangkok, Thailand

Abstract: *With the rapid development of modern science and technology, people have completely entered an audio-visual art world. From the original digital silent film to the colorful digital drama film and television, it fully shows the basic characteristics of the performance art of drama film and television in China. Art has always played an important role in the creation of Chinese drama and film, effectively improving the overall beauty of Chinese drama and film. This paper expounds the historical development of drama, film and television and the application of the basic elements of art in the creation of drama, film and television, highlighting the importance of art in drama, film and television.*

Keywords: *drama, film and television; Fine arts; Application; develop*

1. Introduction

As a complex and diverse art form, drama film and television can create a profound artistic experience by combining elements such as literature, performance, music and art. Among them, art design plays a vital role in the whole creative process, especially in scene construction and atmosphere creation. They directly affect the audience's emotional experience and deep understanding of the story. Therefore, in the creation of drama, film and television, the importance of art design cannot be underestimated. Scene construction not only provides the background for the story, but also provides the living environment for the characters, supports the plot and creates an immersive visual world for the audience. The atmosphere creation creates an emotional atmosphere by using elements such as colors, lights, sets and props, which brings the audience into the story, makes them understand the inner world of the character more deeply, resonates with it, and realizes deeper emotional communication. Therefore, scene construction and atmosphere construction are two complementary elements in the art design of drama, film and television, which directly affect the quality of the works and the emotional experience of the audience^[1].

2. The importance of the application of art elements in drama, film and television performing arts

2.1 Pay attention to the construction of art scenes

Scene construction plays an irreplaceable role in the art design of drama, film and television. It is not only the creation of background, but also the cornerstone of the whole story, and its influence on the depth of audience's emotional experience cannot be underestimated. First of all, scene construction provides a life and emotional background for the role, and integrates the role into a specific environment, making it easier for the audience to understand the role and resonate with it. Through ingenious scene design, the audience can feel the life, emotion and conflict of the characters in the virtual world, so as to be more deeply involved in the story. Secondly, scene construction provides key support for the plot, which is not only the background of the role's action, but also directly promotes the development of the story through elements such as layout, props and details. Well-designed scenes can be a catalyst for plot development, trigger a turning point and climax, enhance the audience's tension and arouse the audience's emotional resonance. In addition, scene construction also directly affects the audience's sensory experience through visual effects. Exquisite scene design can create a visual feast, immerse the audience in a colorful and creative environment, and enhance the fun and attraction of watching movies. Most importantly, scene construction is not only an aesthetic pursuit, but also a narrative function. Designers convey the theme, emotion, symbolic meaning and deep story connotation by choosing suitable scenes, which makes the works deeper and leaves a deep impression on the audience.

2.2 To create a good atmosphere for drama, film and television performances.

The creation of atmosphere in the art design of drama, film and television is not only manifested in the unique emotional atmosphere created by different scenes, but also in the same emotional atmosphere repeatedly created in multiple scenes, providing continuity and depth for the works. First of all, atmosphere creation helps the audience to get into the story more deeply by creating an atmosphere consistent with the plot and theme. This emotional atmosphere can be conveyed by various visual, auditory and sensory elements, such as colors, lights, music, props and scenery. By skillfully using these elements, designers can emphasize specific emotions, suspense or emotional resonance, thus making the work more attractive^[2]. Secondly, the importance of creating atmosphere is that it can span different scenes and plots, so that the works have emotional consistency. When watching a work, the audience will have a cognition of specific atmosphere and emotion, and the reproduction of this cognition in the subsequent scenes can deepen the audience's emotional experience. For example, in a suspense movie, by repeatedly using tense music and dim lighting settings, the suspense atmosphere can be maintained continuously in different plots, and the audience's sense of tension and involvement can be increased. In addition, atmosphere building can also help to save production costs and resources. Once a designer has successfully created an emotional atmosphere, he can apply it repeatedly in different scenes without having to re-create the emotional atmosphere for each scene. Doing so can improve the production efficiency and reduce the production cost, which is more effective in making long TV series or series of movies^[3].

3. Analysis of the development of drama film and television

In recent years, musical dramas and musicals have become popular rapidly. It is not difficult to see that drama, film and television art performances have begun to pay attention to artistic and cultural details, thus making drama, culture and art performances more sustainable and healthy. With the development of small and medium-sized drama films in various cities, large stages and small theaters have been set up, so that the audience can observe the art culture and art more closely and get closer to and appreciate the important content. There are more and more close-up audiences, and the number of dramas, movies and TV shows will also increase, which naturally leads to higher and higher demand for culture, prompting film and television workers to improve their artistic standards and requirements. The background scenery plays an increasingly important role in modern drama, film and television. The scenery is no longer a dispensable decorative function, and people think that the scenery is composed of various audio-visual images. At present, the most prominent artistic expressions are abstraction and realism. In view of the current drama film and television, the forms of expression have also undergone tremendous changes, and the comprehensive role of background and lighting has become more and more prominent, which is an indispensable part of the stage play, so it has been integrated into the stage play. For art materials, non-traditional building materials have been gradually promoted, especially in architectural sculpture and architectural engineering art painting, synthetic materials have great advantages. Synthetic materials themselves have certain flexibility, which can be widely used not only in modern drama, film and television art architectural scenery, but also in the overall structure. At the same time, The overall architectural appearance should create a poetic atmosphere of modern art and culture, and integrate modern drama thinking and cultural elements, so as to create a modern artistic architectural set, which is more visually realistic than the painting of non-traditional architectural art materials. Through the interaction with the characters, scenery and other elements in modern drama, we can not only fully show the real situation of the characters themselves, but also create a corresponding drama atmosphere.

4. The principles of the application of art elements in drama, film and television performing arts

4.1 In line with the storyline principle

In the art design of drama, film and television, a key principle is to ensure that the scene is consistent with the story. This means that the scene construction must closely focus on the needs of the script or story, so as to reflect the emotions, backgrounds and themes of the characters. Designers need to understand the inner world, emotional development and the characteristics of the background environment of the characters through in-depth study of the script or storyline. This process involves close cooperation with directors, screenwriters and other creative team members to ensure a comprehensive understanding of the story. For example, in a historical drama, the scene should

accurately reflect the style of a specific era, and there should be no modern elements to maintain the authenticity and coherence of the story. Scene construction in line with the story can enhance the audience's sense of involvement and make them more likely to believe and immerse themselves in the story.

4.2 Principle of rational layout

In scene construction, reasonable layout can increase the realism and credibility of the scene, and help the audience to better understand and integrate into the story. In the scene layout, the designer must consider the relationship and interaction between characters. Different characters may need a specific location and space in the scene to express their emotional connection or conflict. For example, in the scene of a family dinner, the seating arrangement between family members may reflect their close relationship. In addition, the reasonable layout needs to consider the spatial scale and proportion of the scene. Different situations and occasions may require scenes of different sizes and shapes to present. For example, a large-scale historical epic may need grand scenes and vast space, while a psychological drama may need smaller scenes to highlight the inner world of the characters. Through careful layout, the designer can enhance the realism of the scene, thus better arousing the emotional resonance of the audience and contributing to the success of the work [4].

4.3 The principle of style consistency

Art design needs to be consistent with the style of the whole work, so that the audience can be completely immersed in the scene. In order to make the scene design bring out the best in each other with the temperament of the whole work, designers need to consider factors such as theme, era and role in order to choose appropriate artistic style and design elements [5]. For example, in the movie Avatar, the designer created a futuristic scene through the use of sci-fi elements, which is in line with the overall style of the film, so that the audience can fully integrate into this fictional world without being disturbed by any uncoordinated elements, thus improving the quality of the viewing experience.

4.4 Visualization principle

Scene construction must be clearly visible, so that the audience can feel the realism of the scene incisively and vividly. Designers need to deal with details, color matching, light and shadow effects, props placement and other techniques to make the scene clearly presented to the audience, and can reasonably convey the story and role relationship. Take the film Titanic as an example, the success of this film lies in its excellent visual performance. Through careful background props and scenery arrangements, designers present a realistic marine environment and the interior scene of luxury cruise ships, so that the audience can clearly see every detail and thus immerse themselves in the world of the film. Visual clarity can not only make the audience feel the authenticity of the film, but also help convey the romantic atmosphere in the film.

5. Drama, film and television performing arts in the use of art elements strategy

5.1 The color of fine arts

The main style feature of the visual art of movie screening audio-visual imagination in drama movies is a comprehensive modern expressionist visual art that fully integrates various film aesthetic value factors such as the visual art of performing movie screening space-time audio-visual imagination and the visual art of movie screening space audio-visual experience. If a basic artistic and cultural element is added to the new drama film and television, it will add a kind of cultural vitality to it, and it can also be integrated into many new cultural and artistic forms and contents. Perhaps this way, music, literature, poetry and other artistic and cultural contents can be integrated into the new visual arts of all drama films and television. Such an appropriate addition of new cultural and artistic content can make the new drama art not only have new artistic creativity in the visual art itself, but also have new times, and can also appropriately add some emotions and life colors that are integrated into the creators of drama and film art. Many visual expressions still exist in contemporary art, for example, three-dimensional texture, three-dimensional space, color and so on can not only be fully reflected in various performance environments of film and television visual art language, but also have excellent visual effects. Moreover, the integration of artistic space, painting and sound into drama, film and

television can further promote the healthy and sustainable development of aesthetic art by learning from China's theoretical system of fine arts.

As the main body of drama art and the film art works to which it belongs, they all have their own distinct drama characteristics and artistic themes, and their color expression forms show an attached artistic color. There is no obvious difference except the specific narrative film art style and the artistic expression methods of filming, and the specific expression of color has gradually become its most prominent artistic expression form. Different films, overall color changes and their corresponding expressions make it one of the most dull and silent performances in the whole drama, film and television music film, and it can also be considered as the most delicate place in the whole drama, film and television film. At the same time, it sets off the atmosphere of the film to a completely different feeling, which highlights the color art of the whole drama, film and television. Indirectly reflects the theme of drama and film. The use of color in drama, film and television art can directly reflect the various artistic feelings of the creators. The integration of color art into drama, film and television can make the whole modern drama, film and television film art works more colorful. In film and drama, if you want to highlight the characters, you need to integrate an art of artistic beauty into your creation, that is, the costumes and makeup of the actors that can give the audience the most direct and intuitive feeling. Their direct and abstract artistic creation can directly express the various characteristics of characters and their corresponding language styles. This kind of change in the works of art itself is undoubtedly the icing on the cake for shaping the characters' characteristics. It can make the characters' characteristics more vivid, make the whole works of art more soulful, and at the same time, it can convey the creators' inner thoughts, feelings and energy for this work^[6].

5.2 Art modeling

At present, the most extensive and in-depth application of modern drama and film in China is mainly the plastic arts of drama, which can directly express the changing reaction of roles through various dynamic and static emotional changes and psychological changes. In the current drama, film and television works, all kinds of plastic arts design make all kinds of movie background scenes and shapes that are originally needed to be shaped and expressed by a movie owner come alive. After every producer's movie shape itself has not undergone qualitative changes and internal changes, every character, working environment and situation itself will undergo a corresponding essential change. The artistry and comprehensiveness of drama film and television itself not only make the traditional aesthetics and the perfection of modern art merge, but also add many literary and artistic expressions, so that subtle changes in drama film and television cause profound emotional changes from the heart of the movie audience, and make the characters in the movie resonate with the audience.

5.3 Clever construction of the scene, reasonable scenery and careful use of Tao.

Scene construction in drama film and television is a process of creating a visual environment with emotional and plot atmosphere requirements through the use of reasonable scenery and props. This not only requires graphic designers to carefully select and arrange the scene elements, but also requires them to deeply understand the story and the role needs in order to create vivid and fascinating scenes. Reasonable scenery can provide realism and depth for the story scene. Art designers must consider the background, time and place of the story and choose appropriate scenery to present these elements. Sometimes it is necessary to take a scene, and sometimes it is necessary to build a specific set in the studio. For example, in historical plays, it may be necessary to accurately copy the buildings of a specific era to create a sense of reality. Props are one of the key elements in scene construction. They are not only necessary tools for characters, but also can be used to convey emotions and storylines. Art designers must choose props suitable for the role and plot. For example, in an adventure movie, props such as maps, compasses and adventure equipment can help the audience better understand the role's goals and adventure process.

5.4 Emotional atmosphere palette, color art selection and application

There is a deep connection between color and emotional atmosphere, and art designers can use this to create scenes with emotional resonance. First of all, you need to define the scene of the desired emotional atmosphere, and then choose the colors related to these emotions. For example, in a romantic dating scene, choosing pink and warm tones can effectively express love and warm feelings. By skillfully applying colors related to emotion, we can show the emotional state of the role more deeply

and enhance the emotional resonance between the audience and the role. Secondly, color contrast can be used to emphasize the changes of important elements or emotional atmosphere in the scene. High contrast colors can create dramatic effects and attract the attention of the audience. On the contrary, low contrast colors can create a soft and quiet atmosphere. Art designers can adjust the contrast according to the needs of the plot to achieve visual guidance. For example, in a tense thriller, using colors with high contrast and saturation can enhance the sense of tension; In a quiet family scene, using low contrast and soft colors can convey warmth and kindness. In addition, the color can change with the development of the plot to emphasize the emotional climax or turning point of the story. Art designers can achieve this dynamic change by changing the color of lights or the main colors in the scene. For example, in a love story, when the two protagonists meet for the first time, they can use soft warm colors; But when they have a dispute or separation, they can suddenly switch to cool colors to reflect the changes in emotion and atmosphere. It should be noted that the construction of the scene and the use of color should complement each other to form a unified whole. Color should be in harmony with the elements of the scene and the needs of the plot, not contradictory. Art designers need to take into account the characteristics of the scene, such as scenery, props and costumes, to ensure that colors blend with each other and jointly build an impressive visual atmosphere.

5.5 The secret of atmosphere shaping, paying attention to the artistic expression of visual symbols

Visual symbol is a very powerful technique, which can convey the emotion, theme and key elements of the story through visual elements. Art designers should carefully choose visual symbols to ensure that they are closely related to the story and can arouse the association of the audience. These visual symbols can be patterns, symbols, signs, specific images or shapes. For example, in the story of peace, the pattern of dove of peace may appear frequently to symbolize peace and friendliness. In order to enhance the effect of visual symbols, art designers can repeat and emphasize them to highlight their importance. Visual symbols can appear repeatedly in different scenes, deepening the theme of the story. In addition, the size, position and frequency of visual symbols can be used to convey their importance. By repeatedly emphasizing visual symbols, the audience will understand and feel the emotions and themes conveyed by the story more easily. There is a deep connection between visual symbols and emotions, so art designers should use the shape, color and layout of visual symbols to convey emotions. Different symbols can convey different emotions, thus helping the audience to understand the emotions in the story more deeply.

5.6 Lighting emotions and ingenious lighting design of atmosphere.

Clever atmosphere lighting design is a vital part in the art design of drama, film and television. Lighting design can directly affect the audience's emotional experience, enhance the creation of drama atmosphere, and create unforgettable visual effects, thus supporting the development of stories and emotional expression. The role of lighting in film and television works is far more than providing light for the scene. It is a medium for creating emotional atmosphere, which can convey emotion and atmosphere through lightness, color, direction and movement. For example, soft warm lighting can convey a warm and romantic feeling, while strong cold lighting can enhance the tense and mysterious atmosphere. Therefore, art designers must carefully choose and design lighting to meet the emotional expression needs of drama and film works. In addition, lighting skills are the key to the design of ambience lighting. Art designers can use different types of lighting equipment, such as spotlight, soft light and color temperature adjustable light, to achieve different lighting effects. Among them, soft light can be used to create soft and shadowless light, which is suitable for rendering the appearance and emotion of characters; Spotlight can highlight specific elements and produce dramatic effects; Color temperature adjustable lighting can change the color of light to adapt to different scenes and emotions. The contrast between light and shade is also an important technique in the design of ambience lighting. By adjusting the brightness of light, we can guide the audience's line of sight, emphasize specific elements and increase drama. High contrast lighting can create a tense and eye-catching atmosphere, while low contrast lighting can create a soft and warm atmosphere. Art designers must be good at using the contrast of light and shade to create visual effects consistent with emotional expression and further enhance the atmosphere.

6. Conclusion

In a word, people are watching more and more drama films now, and the inevitable trend of

contemporary social art development also includes the rational aesthetics of drama film and television art. With the passage of time, a large number of fine arts have been added to drama films, which makes the artistic expression of drama films more vivid, greatly improves the overall visual effect of drama films, strengthens a cultural atmosphere that drama films need to show, and brings new visual beauty to the audience themselves. The integration of drama and film and television has been realized, so the artistic techniques in drama are inevitable, and the integration of the two has also become an inevitable trend in the development of China's drama, film and television culture and art industry. Only when we make a reasonable research and analysis on the prospect of China's drama, film and television, can we make the art have brilliant development and brilliant artistic creation space.

References

- [1] Sun Zhuoru. *Exploring the scene construction and atmosphere creation in the art design of drama, film and television* [J]. *Daguan*, 2023, (10):22-24.
- [2] Wei Dejun. *Drama Film and Television Art Design (Stage Art) Professional Teaching Reform Research* [J]. *Art Education Research*, 2023, (17):144-146.
- [3] Xu Xu. *Exploration on practical teaching of drama, film and television art design talents training-taking Weinan Teachers College as an example* [J]. *Culture Monthly*, 2023, (04):161-163.
- [4] Tang Qian. *Application-oriented undergraduate drama film and television art design professional drawing and AutoCAD course teaching reform* [J]. *Art Literature*, 2023, (03):93-95.
- [5] Yang Jun, Ye Hui. *Focus and development trend of domestic drama, film and television art design* [J]. *Journal of Changchun Normal University*, 2022, 41(12):195-200.
- [6] Li Huishuo. *How to deeply integrate and develop drama, film and television art-Comment on "Exploration on the Integration of Film and Television Art and Drama Culture"* [J]. *Media*, 2022, (12):99.