

Fusion and Application of Chinese Elements in Film and Television Scene Design

-- Take Romance of the White Snake for Example

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Abstract: With the continuous development of economy, information and technology, modern technology and art form a huge digital media industry. This unique art form and language of digital media art design has become a globalization era of digital information media of human society the main manifestation. In this trend, the global cultural exchange carries the local cultural elements of various countries to the world exchange through art communication. The use and research of Chinese cultural elements in digital film and television media industry is one of the hot topics. This thesis studies the application of Chinese elements in the field of scene design, taking White Snake as an example, and compares the shortcomings of Chinese elements in scene design. Taking White Snake as an example, this paper analyzes the advantages and disadvantages of integrating this Chinese element into the scene design, and finally considers the development of China's film and television industry. This thesis not only deeply studies the Chinese elements in the excellent films and TV programs, but also deeply realizes the importance of creating the design works with Chinese elements.

Keywords: Scene Design; Chinese Elements; Film Industry.

1. Introduction

In the era of rapid consumption, film and television industry is popular with many consumers. With the progress of science and technology and the development of the industry, people are increasingly demanding film quality. With the coming of digital era, the combination of digital media and art design is appearing in every aspect of people's life. For example, animation, games, special effects, and at this stage the level of China's design industry is closely related. Therefore, it promotes the development of art and even the design of film and television scenes, and promotes the expression of various aspects of film and television scene design. In this trend, the reason why Chinese film and television walk slowly, the lack of precisely the excavation of local culture and application. The unique traditional elements of Chinese culture have unique cultural connotations and knowledge for the Chinese people, while for the audiences of other countries, it represents unique exotic customs and mysterious colors. Therefore, the cultural connotations involved in the scenes involved in film and television animation are particularly important. It is necessary for us to think deeply about how to better combine film and television scene design with Chinese elements to drive the development of film and television art in China. Therefore this article selects the recent years related work, unifies the scene design in various aspects and carries on the detailed analysis take the recent release movie and television work as an example. While developing cultural confidence, the whole world has also entered the upsurge of cultural communication. Using Chinese elements to carry on innovation and reorganization, White Snake Romance inherits the spirit of national culture and art, and applies the artistic elements representing the spirit of national art and culture to the scene design, so that the spirit of national art and culture can be better displayed and developed in the scene design of film and television, which is the specific direction I want to study.

Based on the design elements of domestic film and TV scenes, this paper focuses on the humanistic connotation of film and TV scenes and how to apply these cultural elements to film and TV scene design.

2. Definition of Scene Design

In addition to the role of film and television works, the rest of the scene to bring the most intuitive feeling, scene design in the embodiment of a work of art plays an irreplaceable role. In the history of art, the unity of form and function is often put forward, which corresponds to the unity of scene design and role in film and television works. Usually the definition of the scene design is: the animation scene design refers to the animation work in addition to the role of modeling, with time changes in everything but the modeling design, is the role of film and television animation activities and performances of the occasion and environment. Precisely because the scene design of the film's role and style have a great impact on the atmosphere, it can promote the development of the plot, deepen the role of shaping. One of the features of scene design is to express accurate historical features. For example, the architecture in the scene design of "Journey to the West" should conform to the culture of that time. Chinese architecture is the most prominent costume and architectural background of the Tang Dynasty. The second characteristic is the typical cultural characteristic, the art is the dissemination culture tool and the method, may also call the accessory. Scene is an art carrier to express this culture. Embody the typical cultural characteristics of animation scene design is the deep-seated importance. The third characteristic is to clearly represent space-time. When the role of film and television is the main part of the story, the scene should be green leaves with red flowers to provide space-time relationship for the role of performance. The fourth artistic feature of scene design is the accurate expression of color and shape. Color, as one of the main means of visual art, plays an

important role in content expression, highlighting theme and rendering atmosphere. Most film and television works use color psychology to construct the tone of scene to achieve the expected artistic effect.

The types and styles of scene design are influenced not only by the historical characteristics of the nation, the times, and the region, but also by the traditional culture. For example, "Little Tadpoles Find Their Mother", which is depicted by ink cartoons, is used everywhere, and the location of each point of ink and the depth of the river are excellent cultural arts worthy of reference.

3. The Application of Chinese Elements in the Scene Design of Romance of White Snake

To analyze the Chinese elements in film and television scene design, it is first necessary to understand what is Chinese element. "The Chinese element is a part of the world element, which is recognized by the Chinese cultural circle and the world culture. Its essence is a national civilization with a unique region (the Chinese cultural circle), and it is a positive symbol and spiritual image." Chinese elements are regarded as the symbol of Chinese national spirit and culture, and are regarded as one of the important treasures of ancient civilization in the world. In recent years, White Snake is a successful breakthrough in the combination of traditional culture and modern technology. After the release of the film, it is a full range of artistic creation.

The color expression in scene design is closely related to the effect of story presentation. Different colors bring different emotional experience to the audience through the visual sense. The film opens with Bai Suzhen, dressed in white, alone in the gloom of Lei Feng Pagoda, reminding viewers of why she has such a bleak yet shining eye. Then the camera turns to the scene of water and mountains. The hazy ink makes people can't tell whether it is fairyland or real world. The softness of color makes the audience happy.

The composition of the scene design is also an important design feature. The lines and composition of The Story of the White Snake blend in with the simplicity of the painting style of the Song Dynasty. It has a beauty different from that of the West in the East. The implicit expression with the music of the ancient wind is like a landscape painting. In the hazy misty rain, they meet each other, but in the reflection of the lake scene, they show their beauty. Then they indulge in the world and go to the scene of moon and tree, which is the easiest to appear in the traditional Chinese story. Lovesickness on behalf of the moon to witness the old, the tree on behalf of China to send love to meet the witness, the use of Chinese elements lifelike. The line design of the film is also exquisite, the family home and all the doors and windows to take a circular arc, beautiful geometric figures, the latter half of the staggered fighting is an important embodiment of Chinese elements.

In the scene design, the film abandoned the traditional opera performance, is no longer a monotonous stage scenery, skillfully set a lot of lights and later dynamic effects, scene and later combined to make a simulation scene. The pink lotus on the screen, the small fish in the Bihu Lake shuttle play, Broken Bridge fog fluttering all make the audience into which can not extricate themselves.

4. Advantages of Chinese Elements in Scene Design of Romance of White Snake

Based on one of China's folk legends of love, White Snake is also very popular in traditional Chinese opera. This adaptation of White Snake to the big screen hopes to spread Chinese elements farther away, allowing traditional and modern beauty to match. Unlike the black and white characters of the American righteous and antagonists, this film no longer portrays Fahai and Xiantong as villains. They are not inflexible in their sentiments and reasons. They highlight the truth, goodness and beauty that China believes in. At the outset, Bai Suzhen's character is basically good. Through saving people, she fights alone in the white snow for the sake of saving her husband, and the woman's strength echoes the last white snow in the film, adding to the beauty of Chinese elements.

In pursuit of the ultimate Oriental beauty and stunning visual effects, the special effects team from Australia, New Zealand and China transformed the stage of drama into the top effects of the big screen, especially the stage version of Bai Suzhen and Xiao Qing's "Water Over Jinshan". The stage version is a virtual wave water with a group of blue girls' dancing, while the film version is a very realistic billowy wave roaring out of the sky. So soul-stirring big scene, eight points are two points virtual. Opera performers' roundness, posture, and dance can be performed in front of imperfectly realistic backgrounds, so that they are well coordinated. The Chinese elements of opera and martial arts can be retained in the film. This is not only the novelty of modern art, but also the fictitious, freehand brushwork and exaggerated artistic charm of Chinese traditional opera.

5. Problems in the Application of Chinese Elements in Scene Design

Scene design can be combined with the traditional architectural modeling to describe the real life and social environment, but more attention should be paid to the control of the design plan in application. Hua Mulan story text, making the animation itself directly on the brand of Chinese culture. Through Hollywood's packaging art forms, deconstruction of Chinese culture, artistic symbols and elements will be mixed to form a dramatic, entertaining, audience wide range of animation. But the protagonist Hua Mulan's role in the image of the Oriental women can not be found on the characteristics. And her character is not Chinese graceful and restrained, but have American women lively and cheerful character characteristics of the times.

At the beginning of the 20th century, China's design industry began to pour into the new design trend of thought, rapid development. Up to now, China's design has entered a new stage of development, the trend of digital development has been following the pace of the West, rarely create China's own cultural spirit; in the history of China's current design development, most of the design of digital media art are discussed from the technical perspective and aesthetic perspective, and did not combine technology and art, promoting the collision and integration of China's traditional culture and digital media on macro issues.

More to prove good works, need to understand its clear background and social characteristics and other elements to create a fusion of local culture scene design, only fully

understand to make the public expected good works. Good or bad film and television audience are very crude, if it is to consult, not in-depth understanding of the production of Chinese elements fusion scene design, combined with characters and plot can not make the audience into.

6. Enlightenment to the Integration of Chinese Elements into Chinese Scene Design

Film and TV works are part of the cultural development, so we can say it is a reflection of the political and economic development in a certain period of time. On the one hand, we want to enrich the cultural connotation of our original animation works and make them have their own style, on the other hand, we want to promote the dissemination and development of our traditional culture through the dissemination of animation works. In our country, there were some excellent animated cartoons in this respect. For example, the large-scale animated feature film *Legends of Nezha*, which is based on myths and legends, all of its scenes reflect the distinctive features of our ancient architecture. In addition, the application of Shenguo's traditional architecture to the design of animation scenes can reflect the space-time characteristics of animation works. If the background and content of an animation story are rich and substantial, it must reflect a certain combination of realism and creation. The scene must have the description of real life scenes drawing social environment and the performance of space-time characteristics. With the development of the film and television industry in recent years, film and television is no longer just a kind of entertainment, but also carries on the mission of cultural inheritance, and even represents the spiritual civilization of a country. On the premise of recognizing the present situation, we should further understand and study the culture and elements of our nation and push the elements of Chinese traditional culture to the world. Romance of the White Snake is still weak, but it is undeniable that, as domestic films, they have put their eyes on the Chinese elements, is the lucky Chinese films. But at the same time, there are many Chinese elements can be developed and reused, such as traditional Chinese fine brushwork painting, paper-cut, shadow play and other artistic elements can be used in animation films. In the movie "Avanti", the line drawing decoration of Chinese fine brushwork is applied to the art form, and in "Golden Conch", the traditional Chinese shadow play and paper-cut art are integrated into the character portrayal. Therefore, in the creation of animated films, how to embody the aesthetic elements of the Chinese nation to the world to show the style of the Chinese nation, is every film workers worth thinking.

7. Conclusion

China has a long history of thousands of years. As an important part of film and television works, the design of film and television scenes is of great significance and function. With the development of industry and the coming of digital trend and the gradual growth of film and television industry,

its profound cultural connotation is the unique scenery and precious wealth in film and television creation, which can not be replaced by other art forms. With the development of society, the cultural connotation of scene design is changing constantly in visual form. At present, Chinese elements are used in film and television industry. With the rapid development of modern society, most of the integration also need to go deep into the national cultural connotation, we should make more excellent works of art, inherit this culture. Chinese cultural elements as its logo points out that the film's overall scene design, showing a strong Chinese style, indoor simple furniture and ancient architecture will be integrated into the Chinese elements vividly. The use of ink painting style also visually shows the Chinese style scene, this kind of cultural integration allows the audience to become more involved and identify with their own culture. The integration of Chinese elements in the scene design of film and television works has been an important trend of popular cultural life. Using advanced technology to deepen the exploration of China's excellent culture and the Chinese style of scene design is a clear way to promote the development of Chinese film and television works.

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