

The current status and future mode of reciprocal film development

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Abstract: In the current film market, the audience is no longer the main consumer group of the film, the audience evaluation standard of the film has changed from "good" to "good", in such a background, interactive film emerge at the historic moment. Interactive films stimulate the audience participation through some means, so as to produce emotions and behaviors related to the film. Interactive movies refer to bring users into the scene through visual, auditory, tactile and other ways, so that users can have more choices and experiences in the process of watching the film. Interactive movies have not been developing for a long time, but in recent years, especially during the epidemic, "cloud viewing" has become a new normal. Therefore, this paper discusses the development status and future mode of interactive film in detail, aiming to provide help for the development of interactive film in China.

1. Introduction

Interactive film is a new form of film, which transforms the traditional linear film into an interactive film, enabling the audience to choose their favorite plot and ending. With the development of virtual reality, augmented reality and artificial intelligence technologies, interactive films are also constantly developing, and there are broad application prospects and development space in the future. In the future, interactive films will have broad application prospects and development space. For example, interactive movies can be applied in the field of education, choosing different learning paths and knowledge points to improve the educational effect. In addition, interactive movies can also be used in games, tourism and other fields to bring a richer experience. At the same time, with the development of artificial intelligence technology, interactive movies can also make personalized recommendations according to the audience's preferences and habits, so as to improve the watching experience and increase the audience's sense of participation and satisfaction^[1].

The development of interactive film has also been inspired by many artistic forms. Among them, the interactive art represented by performance art has developed rapidly in recent years. Interactive performance art is a new art form. It is an artist's reflection on social, environmental and cultural issues by displaying his own behavior. The art form can integrate the artist's own behavior with the surrounding environment, thus creating a special experience atmosphere in front of the audience.

Interactive behavior art has its unique artistic charm, which can bring new artistic experience to the audience. In recent years, interactive performance art has been widely used in our country and achieved good results. For example, our artists Zhao Liang, Xia Junfeng and others used video installations for "virtual reality" performance art creation. Zhao Liang and Xia Junfeng have created an empty house and a forgotten house, using virtual reality to create a house in which viewers can interact with their favorite characters. This work not only allows the audience to experience the immersive viewing effect, but also allows the audience to obtain emotional resonance^[2].

2. Technological innovation: from virtual life to real life

From the 1960s to the present day, the technological development and innovation have brought great changes to the film. In the process of technological innovation, the development of interactive film has also gone through many stages. The first stage is from virtual to real life. In the 1960s, with the development and popularization of computer technology, people began to use computers to simulate film and television content, such as Blade Runner, The Matrix and other science fiction works. Since then, a series of interactive films have appeared, such as the Star Wars series and the Avatar series. Since the 1990s, with the development of virtual reality technology, the film industry began to try to integrate virtual technology with film, and representative works such as Avatar have appeared. Since the 1990s, with the progress of computer graphics, 3 D modeling technology and computer vision technology, the film industry began to try to combine these technologies with film. For example, in "Avatar" released in 1999, the audience can see the 3 D model of the people or scenes in the picture through 3 D modeling technology and 3 D rendering technology. In addition, virtual reality also allows the audience to see the sounds, images, videos and other content that humans cannot directly see or hear, making the story in the movie more authentic^[3].

3. Content creation: from text to vision

In the development process of interactive film, the process of film creation is to have the script first, and then turn the script into reality. In Ready Player One, director James Cameron raises the "script is a story" idea, which is also a major feature of interactive movies. When watching interactive movies, audiences will also create new stories together with the director based on their own understanding of the story. In Ready Player One, the game designers have graphically illustrated the classic scenes, which inform the player about the game plot, and also give the audience a stronger sense of substitution. The creation process of interactive film is a process from text to vision, and this creation method can allow the audience to directly participate in the film. In Ready Player One, players can choose whether to pick up the in-game items when they find them through the game. This way not only allows the audience to see the story, but also stimulates the audience's curiosity and participation in the game world. This approach brings a new way of creation for interactive movies, allowing users to interpret and experience stories in their own unique way. In Player One: the main character can choose what he likes to read. This setting is not only seen in the movies, but also in our real life. There is a very special gameplay in Ready Player One: if you wear VR glasses, you can go into a virtual world^[4].

4. Watching scenes: from single to multiple

In the process of watching a traditional movie, the audience needs to sit on a seat all the time. In this scene, the audience's choice is very limited, and the experience of watching the film is relatively single. Interactive movies, on the other hand, can choose according to their own wishes, and can have more choices and experiences in the scene. The audience can choose according to

their own preferences, interests and other factors, thus producing different emotions and behaviors. For example, in Inception, the audience can enter any scene in the movie and travel freely between the dream and the reality. This viewing scene not only gives the audience more choice, but also gives the audience more experience. In interactive movies, different types of scenes can appear in the movie, for example, adventure, science fiction, suspense and other different types of movies can appear in the same scene. Inception is a science fiction movie, the audience can choose whether to enter the dream when watching the movie, and Inception is also a science fiction movie, but unlike inception, no one enters the dream, but through some information in the movie. In future interactive movies, different types of movies can appear in the same scene, and there will not be one absolutely dominant genre. The interaction between the different types of films is very natural and harmonious. For example, there is no conflict between adventure and suspense, and there is no conflict between science fiction and suspense^[5].

5. Watching the film format: from "passive" to "active"

Compared with traditional movies, the biggest difference between interactive movies is the change in the way they watch them. Traditional films are mainly "passive" watching. The audience cannot determine the direction of the film plot, or even determine their own fate in the film. The audience is only driven by the story plot and the performance of the actors. Interactive films, on the other hand, are mainly watched "actively", and audiences can decide the development of films according to their own preferences. In traditional movies, the audience passively accepts the story, while in interactive films, the audience actively participates in the plot. This also means that the audience does not need to passively accept the story, but can decide the development of the film through their own choices. At the same time, since all the elements of interactive films are designed and created by the creators, interactive films can not only increase the fun of watching movies, but also attract more audiences of the younger generation. However, it must be noted that interactive films should not deviate from the values followed by traditional films. With the continuous development and maturity of interactive technology and network technology in the field of entertainment, interactive movies will gradually break the fixed way of viewing in traditional movies. In the future, audiences will not be fixed in a scene to watch the content in a fixed scene, but can choose what they like to see anytime and anywhere.

6. Future development direction

The development of film has experienced from silence to sound, then to the present three-dimensional image. Ever since the first computer-generated interactive film of the late 1960s, "Flying Over the Cuckoo's Nest," films have opened a new art form that has continued to evolve. Today, with the continuous progress of technology, computer and digital technology has become an indispensable means of film production. Currently, many film and television productions use interactive technology to enhance the audience's experience. For movies, interactive technology is also an important part of their content. With the continuous development and update of film-making technology, as well as Internet information technology and virtual reality and other new technologies, the future interactive film will present more and more forms. In this paper, the theoretical research results and practical application of interactive film at home and abroad are reviewed, and the future development direction is prospected from three perspectives.

6.1 Technology

First, its picture effect is more realistic, even can present the scene real-time effect. Secondly, it

enables the audience to participate in the film, while the audience of the traditional film is passive to receive information. Once more, the traditional movie projection place is the movie theater, but the interactive movie projection place is the home theater or other private movie theater. Finally, traditional movies cannot be watched by many people at the same time. In order to ensure that the audience can fully participate in the interactive process, interactive movies usually use high-tech to make its technical basis. In the future, computer and digital technology will become an important means of making interactive films. On the one hand, computer technology will further improve the computer-generated interactive image function, allowing more creators to achieve high-quality image creation without any additional equipment; on the other hand, digital technology will more fully achieve simulation of the real world. In this regard, Internet technology and virtual reality technology will also play an important role. Through these technologies, the audience can have interactive experience and emotional communication in a virtual environment. In addition, with the arrival of 5G era, AR/VR technology will be further developed and improved, which will provide more possibilities for interactive movies.

6.2 Audience

First of all, most of the current interactive movies are aimed at animation lovers and groups of children. But in the future, with the continuous progress and application of technology, interactive movies will be promoted to a wider audience. Interactive movies are likely to attract more adults because of their interactivity and gameplay. Therefore, interactive movies can appeal to adults who love the challenge and need to participate actively in the experience by adding gameplay. Secondly, due to the limitations of technical means, most interactive movies are mainly large screen display space, which limits the interaction between the audience and interactive technology. But with the development and application of technology in the future, more new technologies will be applied to interactive movies. Such as virtual reality, augmented reality, blockchain and other new technologies will provide more possibilities for film creation, the future of interactive films will also increasingly use these new technologies.

6.3 Mode

The mode of interactive film can be divided into two kinds: "watching film" mode and "immersion" mode. The movie-watching mode refers to the experience when the audience watches the movie. This mode mainly focuses on the visual experience, but does not involve other sensory experience. The "immersion" model adds elements of sound, smell, and touch to the film, giving viewers a better audio-visual experience. At present, the main mode of interactive movies at home and abroad is "viewing", while in "immersion" mode, the audience can choose to watch different types of movies according to their needs. With the development of technology, there will be more and more interactive films with different types and themes in the future, and adding different forms of interactive elements in different works will be the future direction of interactive films. On the whole, interactive film is a new form of film art. It combines audio-visual art, game art, interactive art and other forms of art, can not only enrich people's visual experience, but also stimulate people's interest and imagination. Interactive movies of the future will be presented to the audience in more diverse forms.

7. Conclusion

With the development of technology, great changes have taken place in the means of film art creation. One of the most significant is the shift from mere movie copies to digital images. This is

because with the development of computer technology, 3D image technology and multimedia technology, the presentation of film can not only rely on film, but also through digital equipment. With the development of new media technology and game industry, the artistic value of film works has been greatly improved. However, there are still some defects in the film works, such as overemphasizing artistry and neglecting audience experience. Aiming at these problems, many film artists and researchers are considering how to combine audio-visual art with psychology, sociology, anthropology and neuroscience to achieve better results. During this period, the emergence of Interactive Film brought a new direction to the development of film art. Interactive film has gradually become a hot spot in film art because of its unique narrative mode, immersive viewing experience and diversified creative methods.

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