

Research on the Application of Dynamic Image Design in Film Titles

Zhang Jingjie

Xi'an University, 710065

Keywords: dynamic image design; film; title; application; analytical research

Abstract: With the development of social economy in china, people demand more and more material and spiritual life. Film, as an important part of improving the quality of people's spiritual life, is paid more and more attention by the society. Nowadays, the film craze is not only a phenomenon of urban culture, but also a growing trend in the second and third-tier cities in China. Analyzing the application of dynamic image design in film titles can improve people's aesthetic standards and enhance people's ability of appreciation .In this paper, the application of the dynamic image design in the film title is briefly described, trying to provide some suggestions and references for the development of the dynamic image design.

1. Introduction

Dynamic image appeared later in our country. Motion imaging technology, a new form of visual design, originated mainly in foreign countries and has been widely accepted in China since 1970s. In China, the emergence of dynamic image design has a certain delay compared with foreign countries, but with the development of the Times, China's research in related areas has gradually increased. The author mainly aims at the research of related scholars in this field, and analyzes the development of dynamic image design in our country

2. Summary of dynamic image design

In a broad sense, dynamic image design is actually an image that changes shape with the flow of time. We can find it is a comprehensive art in the digital field through the analysis of Dynamic Image Design It applies different design categories and elements. At present, the dynamic image design has gradually formed its own industrial chain. At present, with the improvement of people's living standard, the dynamic image design is more and more deeply into every aspect of people's life. For example, in modern society, with the development of social economy, the dynamic image design is more and more applied to the film and television industry, and the application in the film title is an example. Today, with the promotion of information technology, dynamic image design has become a major weapon in the media, such as movies. The wide application of new media technology has not only greatly expanded the space for graphic design innovation, but also the application of various dynamic image designs in movie titles and media advertisements, which can make the plane images and other three-dimensional It can also make the plate structure more unique,

the composition of the screen elements in time and space movement of the two dynamic line at the same time. Because dynamic image design has these advantages, this paper analyzes the application of dynamic image design in film titles on the basis of in-depth Analysis So that the dynamic image design can better play its role.

3. Constituent Analysis

The film industry has been improved a lot by new media's development, especially in recent years. with the numerous promotions of the film box-office, the film industry has also broken the barrier of the film industry to a certain extent, encouraging more and more people to get involved themselves in the movie business.

3.1. Image elements

The image element is an important element in the dynamic image design, just like the vocabulary in the text language. The image element is the most basic ideographic vocabulary in the dynamic image design, for example, in the dynamic image design, we can use the image itself to convey something if there is no movement or if it is isolated. In the design of dynamic image, the source of the image materials involved is different, the features and the application methods are different, we can aim at these differences which exist The image elements are divided into static image, dynamic image, Pixel and vector, generating and shooting, image composition.

3.2. Text elements

In addition to the image element, we also have text element in the dynamic image design. In the dynamic image design, characters mainly take responsibility for expressing information, which is mainly related to time. So we can know that the motion design of the text has become an important part of the font design in the dynamic image design, and become the critical role as the text system at the same time

3.3. Dynamic Video Art

If we analyze the dynamic image design, we will find that it also includes the dynamic image art, which is also a very significant part of the dynamic image design. The dynamic video art what we named is mainly the dynamic image works created by contemporary artists using modern imaging equipment in order to express specific artistic ideas. Until now, China's dynamic video art technology generally consists the three forms as follows: namely experimental film, new media and image video art. As for the three types of dynamic image art, it mainly has the artistic expression characteristics which are dynamic art and extreme narrative artistic expression characteristics; video art has nonlinear and conceptual and spatial characteristics. However, dynamic video art is characterized by interactive and trans-boundary artistic expression. It not only should combine the above artistic expression unique based on dynamic image design, but also needs to be developed and improved in light of the actual situation of the social development in china, which can make dynamic image design include time movement, rhythm movement, main body movement, the camera moves, besides the arrangement between the lens.

3.4. Hearing elements

We can know that sound is an important and indispensable component in a popular movie. In

some degrees, sweet sound can affect dominantly the dynamic image design of a movie. As some scholars and researchers consider, compared similarity between music to movies and photography and movies, music is more important. For dynamic image design, sound plays an important role in bridging the gap between time and space, because sound is the only design element that can exist over time.

4. The application of dynamic image design in the film title

The features of dynamic image design could not only express the opinions intuitively that the author wants to express, but also greatly deepen the watcher's impression through direct display. Dynamic image design is very suitable for using in some eye-catching places, or for the explanation of some complex theories due to these characteristics, which can be expressed more directly and accurately. For instance, some electronic products, operational demonstrations, scientific experimental research, and so on. Dynamic design is much easier to understand than traditional methods of description. With the current technical conditions which we have, the film title can also fully apply the visual modality and the auditory modality. In addition, the tactile mode and 3D stereoscopic effect-interaction can provide the audience with the experience of environmental perception, so that the audience can feel the stimulation of the movie in the Cinema Greatly, enhancing the viewing experience.

In the movie "*Peach Blood Case*", for example, the opening credits are masterly designed, and the designer simply uses a combination of black and white cool tones and uses numerous of graphic forms to depict a dismembered corpse image for the watcher. At the same time, the title of the film title exists in the parts of the body and the trunk of the dismembered body. What's more, the names of the actors appear in the hands, feet, torso, etc, and are skillfully combined. It is not only for reminding the watcher the outline and nature of the film is a murder case, but also subtly renders and highlights the background and atmosphere of the thriller and suspense. So that the watcher can immediately feel the atmosphere created by the film's title when entered the cinema, which greatly increased the experience of the watchers. Another famous film "*Golden Man*", which concerns on the story of a well-known musician gradually who becomes a drug addict. In the design of the film's opening, the first display to the audience is an arm, and then an effective association between the arm and the drug addiction. The related content is strengthened by this act. The film shows the arm of a drug addict in the black style through such a dynamic visual representation.

As for dynamic image design, you need to tell a story as long as there is design. So it is actually a story-telling process for a movie. But as a popular movie not only need to complete story for the watcher, but also allows the watcher to be inspired by the story. This kind of point has become one of the indicators to measure the quality of a movie. From the perspective of social benefits, the box-office of a movie is a measure of the success of a movie auxiliary signs. For instance, the movie "*I am not a drug god*", the process of seeking medicine has struck a chord with many people. The film's title design is also very gripping. As the saying goes, a good start is half the success. The film title becomes a part that can't be missed. In the movie title, the audience is attracted by a wonderful design. Movie is welcomed by us because it has beginning and ending and express in the late stage through wonderful interpretations.

Especially the film title, dynamic image design is one of the products of the development of the film industry, which is a unique vision and exploration of the spirit of the film producers to show their talents in the best position. We will pick tremendous classic movie titles in the process of watching movies, from the earliest silent movies to the current 4D movies. As time goes, more and more film creators will combine the plot of the film with the real scene and dynamic images in the process of film design. Through this way, it not only provides a wonderful viewing world for the

watchers, but also greatly promote people's visual experience and brings great visual impact on them. Some people want to know the reason why the development of the film industry in recent years can be so fast, even thinking that due to the development of dynamic image design.

5. Conclusion

Movies have become a cultural symbol with the improvement of people's living standards which become an indispensable part of people's daily life. At the same time, more and more watchers are focusing on knowledge and technology related to film creation. We do hope that dynamic image design technology can bring us more and more surprises and excitements. This paper mainly analyzes the application of the dynamic image design in the film field, and hopes to inspire some references and considering for the application of the dynamic image design in the film field.

References

- [1] Chen Kaiqing. *Using sound image to control sound and light color shadow [J]*. *Software design and development*, 2011, 08.
- [2] Guo Fengnan. *Research on the application of dynamic image design in film titles [J]*. *Young Literature*, 2013, 09.
- [3] Sun Wei. *The Artistic Expression and Characteristics of Dynamic Video Art [J]*. *Journal of Wuhan University of Science and Technology*, 2013, 02.
- [4] Xia Meng. *Research on the application of optical illusion based on motion image [D]*. *Beijing University of Technology*, 2017.