Innovative Research on Interactive Film and Television Art Creation

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Abstract: In the context of the rapid development of interactive film and television, in order to enable film and television audiences to obtain more sensory experience in text, images, pictures and music, and in order to obtain the characteristics and content of film and television art under various sensory experiences, we must constantly strengthen the technical support for interactive film and television creation. [1] With the help of interactive technology, we will continue to innovate interactive film and television art, seize this rare opportunity for development, and meet more challenges at the same time. Under the influence of interactive technology, more stringent requirements are put forward for interactive film and television creators in terms of film and television art, interactive technology, etc. Therefore, it is necessary to closely follow the feedback of the market and the needs of the audience, constantly deepen the research on interactive film and television art creation and innovative methods, and constantly adapt to the needs of film and television art development based on interactive technology. [2]

Keywords: Interactive film and television; Film and television art; Film and television creation; Digital media interaction technology; Research on film and television innovation

1. Basic overview of interactive film and television

Compared with traditional film and television, interactive film and television needs to create diversified information such as text, images, pictures and music through interactive technology. The virtual scene of interactive film and television creation effectively fills the vacancy of some scenes that are difficult to actually build in the traditional film and television, and can even achieve the combination of reality and fiction. In the interactive film and television works, the audience and the film and television content can interact, giving full play to the immersion that interactive film and television brings to the audience. Interactive film and television is a new creation concept and innovative idea. In the process of interactive film and television creation, digital media technology and other means are needed, and more emphasis is placed on terminal equipment to achieve the delivery of interactive film and television, including mobile phones, computers, tablets, VR projection and other terminal equipment, which shows the special characteristics of interactive film and television art works for human beings, thanks to the new interactive expression mode. Interactive film and television art creation should closely follow the market feedback and audience needs, and should fully consider the technical bottlenecks and art shortages encountered in interactive film and television creation, and continue to innovate and develop in combination with the characteristics of interactive film and television.

2. Opportunities for the development of film and television art creation in the context of interactive technology

2.1 Changes in the content and perception of film and television artistic creation

With the help of interactive technology, the content of film and television works of art has also been constantly updated and changed. This update and change includes the cultural and artistic content of film and television lens, as well as the perception effect of audience experience, which also makes the entire interactive film and television art creation have a more far-reaching development. [3] Under the background of interactive technology, the content of traditional film and television art has been broken through. Interactive

film and television creators can choose more immersive effects and visual perspectives to create film and television works, and can create and innovate interactive film and television works in all aspects to better express their unique effects. Of course, it can also minimize various factors limiting the creation of traditional film and television works.

2.2 Diversified development of communication channels

Under the impact of interactive film and television, the creation mode of traditional film and television works has also undergone tremendous changes and has more different elements, so the thinking concept of traditional film and television creation will also change. Creators can use interactive technology to create film and television works of art with different immersion contents, providing a broad creative space. In the current traditional film and television environment, the number of audiences watching films has shown a blowout growth, but each audience hopes to choose different film and television works according to their own interests and hobbies, and even change the development of film and television works. This demand will be met to the maximum in the interactive film and television world, and the entire film and television art will be enriched after entering the era of interactive film and television, Let the audience have a wider range of choices, including viewing angle and immersion scene. The traditional film and television works can not meet the audience's choice of perception and scene, which is likely to make the film and television production fall into the dilemma and bottleneck of development. However, with the help of interactive film and television technology, we can use more abundant interactive methods to design some novel film and television content to meet the audience's selection needs to the maximum extent. The audience can have a wider range to choose different film and television works of art, and can also control and select the playing scene and perspective of film and television works of art according to their own preferences. Based on the particularity of interactive film and television, film and television creators should pay attention to the value of this interactive film and television art in their later creation. Not only can the audience interact with the film and television content, but also can achieve a certain film and television artistic effect. The diversified interaction methods bring more challenges and possibilities to the content of film and television works in terms of creation and broadcast methods.

3. Main path of interactive film and television art creation and development

3.1 Reflect the artistic value of interactive film and television works in creation

With the support of interactive technology, we should pay more attention to the embodiment of artistic value in film and television works of art. The creators of interactive film and television should have more comprehensive professional quality, including the mastery of interactive technology and understanding of film and television art. Only with such professional comprehensive quality can we continuously improve the quality of interactive film and television works of art creation. In the development process of interactive film and television, it is necessary to further create works that show the artistic quality of film and television according to the characteristics of interactive film and television. However, for the current interactive film and television creators, due to the influence of various social factors and market demands, it is difficult for them to improve their professional comprehensive quality, especially the lack of talents with both technical development and artistic design, which leads to the separation between the development and design of interactive film and television and artistic creation. The final result is that all interactive film and television artistic works are either very artistic Either the technology is very backward. However, with such a separate creation feature, the audience will experience various discomfort and dissatisfaction in interactive film and television works. Therefore, in the era of interactive technology, it is necessary to constantly enhance the professional comprehensive quality of film and television creators to promote their comprehensive development.

3.2 Define the standards and management of interactive film and television works of art

In the context of the rapid development of interactive technology, the standards and management of interactive film and television works of art should be further clarified. In particular, in the case of very diversified communication channels, there is a lack of management and relevant creation standards for various interactive film and television works of art, and there may be some loopholes in the artistic connotation of interactive film and television. We should optimize it by combining the current communication channels and the characteristics of interactive film and television works, and clarify the creation standards and management of interactive film and television works. Through clear standards and management, all creators of interactive film and television works consciously form the awareness of constantly improving the quality of film and television art creation, innovate the creation mode of interactive film and television based on the market demand, and keep pace with the times so as to ensure the quality of interactive film and television art works. And we need to constantly improve relevant laws and regulations to ensure that interactive film and television works have laws to follow in creation and dissemination. Only clear management can ensure that the

film and television market is normal and orderly, so as to comprehensively upgrade the creation of interactive film and television works of art. Let the audience spread positive energy through the art of interactive film and television works, so as to truly reflect the artistic value of interactive film and television works and promote the improvement of the artistic level of interactive film and television works.

4. Conclusion

With the help of interactive technology, we should study and analyze the relationship between technology development and art design in the creation process of film and television works in order to better meet the opportunities and challenges faced. To grasp this opportunity and challenge, we must give full play to the characteristics of interactive technology and solve the bottleneck in the artistic creation of film and television content. Only in this way can we achieve the transformation and upgrading of film and television content creation.

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