

The art design of drama, film and television in the era of spiritual economy

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Abstract: With the continuous progress and development of the spiritual economy era, people's appreciation of beauty and requirements for visual arts have greatly improved. When some dramas and movies appeared in front of the public, we can find that our material and the quality and level of life have been greatly improved. This article mainly narrates the era of spiritual economy, and analyzes the art design of drama, film and television in the era of spiritual economy, in order to better develop the design of drama, film and television works.

1. Introduction

When domestic large-scale visual films such as "The Great Wall" and "The Wandering Earth" appeared in front of us, we had to feel a bit of emotion when faced with the beautiful makeup, extremely luxurious clothing and accessories in the film. When the 2021 Spring Festival Gala begins, we can see the familiar faces on the screen, the novel programs that have never been seen, and the dazzling and colorful stage lighting, which can make people sigh the changes and development of the current era. Variety shows have become popular in recent years, and there are also certain differences in the packaging of various programs, guests, studios, etc. These are the problems involved in the art design of drama, film and television. In the era of spiritual economy, traditional design has been differentiated under the development trend of the times. The most important thing now is to use the characteristics of the spiritual economy era to better develop the art design of drama, film and television.

2. Overview of the Spiritual Economy

Spiritual economy was proposed in 1985 by a domestic scholar—Li Xiangmin. Material economy will promote the development of spiritual economy to a certain extent, while traditional economic theory pays more attention to the study of material products and production issues, and thus cannot provide a better explanation for the theory. When the spiritual needs are met, the economy will be transformed, and the driving force of economic growth will be the production of the spiritual economy. The spiritual economy has many characteristics, including the spiritualization of products, spiritual capitalism, and the individualization of production. The spiritual economy is an emerging economic form. If you want to better face this economic form, it must be very different from the previous material economy. These differences are also reflected in many aspects, including humans' reputationalism, personalization, and spiritualization of products.

3. The meaning of spiritual economy

From the perspective of the theory of spiritual economy, to a certain extent, spiritual economy can lead people to understand the characteristics of economic development in the current era. It can also enable people to understand more comprehensively the problems that traditional economic theories cannot explain, and broaden the field of economics. From the practice of spiritual economy, only a comprehensive understanding of spiritual economy can enable us to better grasp the development trend of the world today.

The resources of the traditional material economy are all material, including land and minerals;

the resources of the spiritual economy are not material, but knowledge and wisdom. The development of traditional material economy mainly relies on the development and possession of land and minerals; the development of spiritual economy mainly relies on some excellent patents, and the development and possession of corresponding intellectual property rights. In the era of traditional material economy, wealth is distributed to material production; in the era of spiritual economy, wealth is distributed to the use and possession of intellectual property rights. Nowadays, many economic problems are solved using advanced technology, knowledge and wisdom. In the course of historical development, it can be found that any kind of social turbulence, national development, and cultural rejuvenation are not based on their own wealth, but talents with both knowledge and wisdom^[1].

With the rapid development of society, people's material and living standards have improved, and the consumption of material products is derived from spiritual sustenance. Therefore, the development speed of the spiritual economy is also accelerating. With the enhancement of my country's production capacity and the influx of material products from other countries, it can be seen that traditional material products have already experienced a market crisis. Only by improving the spiritual connotation of material products can we further meet people's high-standard needs. Spiritual economy is not just a new era, but also a new kind of economic management. Only by changing people's traditional ideas can we advance the process of the spiritual economic era.

4. The influence of drama, film and television art on commodities

The so-called drama, film and television art design mainly refers to the basic theoretical literacy of my country's Marxism as the main educational basis. It is a discipline that includes the art design skills and abilities necessary for drama, film and television, and other types of stage performances. Only when we have these skills, will we be likely to develop into professional talents engaged in art design in major theaters, television stations, and film factories. Drama, film and television art, he originally belonged to a category of visual creation in the category of drama, film and television. Originally, it only served on the stage and in front of the camera, and the works designed were only the products in the performance. However, with the development of society, in drama, film and television works not only seek to restore the appearance of early time and space, but also pay more attention to the requirements of the spiritual level, and the demand for art forms and values has also become higher. Nowadays, modern film and television works have become a kind of spiritual commodity. The art design of drama film and television bears the dominance from commodity value to artistic value to spiritual economic value. It gradually penetrates into people's lives and serves as a bridge.

With the development of the times, people's pursuit of beauty has gradually transformed into a design for beauty. I don't know when, when people choose products, they often use beauty to define and choose. Beauty is to express a kind of art more vividly. Its spiritual connotation is creativity, and its material support is technology. Under the background of this new era of spiritual economy, a large number of art design elements can be incorporated into commodities, thereby increasing the sales of commodities and further promoting the development of future art.

5. Drama, film and television art design under the background of spiritual economy

5.1 Technology

In today's society, the spiritual productivity of various products represented by wisdom and creativity is increasing day by day. Some TV dramas and movies are occupying people's lives, and the reason why they can occupy people's lives is mainly because the spiritual content brought by these products is more attractive to people's attention, and certain economic and social benefits can also be obtained. It can be proved that the more advanced and fashionable the technology contained in the product, the more its value can be brought into play.

With the development of today's information technology, the art design of drama, film and

television has also been effectively combined with computer technology, thereby innovating. The use of computer technology can show particularly real scenes in many movies. For example, the space scene in "The Wandering Earth", the martial arts scene in "The Great Wall", and the scene of a beautiful planet in "Avatar" all make full use of modern computer technology. To a certain extent, computer technology has also brought considerable development prospects to the art design of drama, film and television. Because the traditional art design of theatrical film and television requires the designer to draw little by little with both hands, nowadays it can be designed completely with the help of computer technology.

In addition, nowadays, many animation designs are also applied in the field of drama, film and television art design. For example, "Wish Dragon", "Spirited Away", "Frozen", "Doraemon", etc., these are increasingly attracting the attention of young people, thus leading the exploration of the practitioners of drama, film and television art And learning.

5.2 Brand

A brand is a kind of integral image of a person's product from emotion, vision, to concept. For the design of drama, film and television art, every successful film and television drama work is regarded as a brand, and the successful experience of excellent works is also an intangible capital. Drama art and film and television art design pay more attention to the exploration and accumulation of practice, and continue to explore and innovate on this basis. The brands pointed out in psychoeconomics are mainly closely related to their designers. For example, the costume of the Oscar winner is a successful artist's work, and it can also be regarded as a brand. The costume of the winner also contains many characteristics. At the same time, there are many films that have won Oscars for costume design. For example, in "Black Panther" in 2019, the colors of the costumes of the male protagonist, the female bodyguard, and the heroine represent the three colors of the African continent; in the 2018 "Phantom Sewer", the exquisite and gorgeous clothing of British upper-class women. As a result of obtaining a certain honor, a brand benefit is formed, which attracts the audience's attention ^[2].

6. Enlightenment of Psychoeconomics

The theater, film and television art design system is composed of related departments such as stage design, lighting design, costume and makeup design. In the context of the era of spiritual economy, people's traditional views and concepts of stage art have gradually changed, which is more in line with the development trend of today's stage art. Spirit as a concept in the art design of theater, film and television, is also parasitic in it. Nowadays, with the popularization of the media, various film and television dramas have become people's main leisure and entertainment activities, and traditional stage art has also developed into film and television dramas. Therefore, only by letting the design attract the attention of the audience can the brand be formed and become a composite spiritual product.

7. Conclusion

To sum up, only by combining spiritual economic theory with film and television art theory can we better promote the development of theater, film and television art design.

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