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Research on the Artistic Creation of University Propaganda Films in the Context of New Media: Taking 25 University Propaganda Films at Home and Abroad as an Example

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Abstract:

In the 21st century, higher education has gradually become popular. With its exquisite image elements, emotionally matched music and meticulous and personalized explanations, university propaganda films convey the humanistic scenery and connotation of the university to the audience in the rhythm of light and shadow. Based on the case study of relevant literature and 25 university propaganda films at home and abroad, this research draws two parts: the audio-visual characteristics of university propaganda films in the context of new media, the characteristics of early practical application and editing characteristics, and the later practical application , the early stage and the later stage complement each other, and jointly build the achievements of the artistic creation of university propaganda films in the context of new media.

1. Research Background

Universities in the 21st century have entered the fast lane of rapid development. On the basis of increasing the construction of hard power, universities have also begun to attach importance to the construction of soft power. The production of university propaganda films is one of the important measures. University propaganda films is a video method that takes universities as the main body of creation, fully shows the spirit of universities, and establishes the brand image of universities. It can effectively realize the packaging and dissemination of the brand image of universities. In the era of traditional media, the production of university propaganda films is well-established and modeled. However, with the rapid development of emerging media, the rapid iteration of mobile Internet, information technology, and media platforms including

short video platforms and other media platforms is not only for the The dissemination of propaganda films provides a more convenient channel and a broader platform, and also puts forward higher requirements for the production technology and artistic expression of propaganda films. [1]

2. Research Status and Innovation

At present, there is basically no research on the artistic creation of university propaganda films in the context of new media at home and abroad, and the few studies that exist are only elaborations and summaries on the technical level of the production of promotional films, or specific research on the creative planning or future of promotional films. Research on development trends. This research summarizes a series of problems existing in university propaganda films today, analyzes the creative ideas and applications of university propaganda films in the context of new media, attracts the attention of scholars and educators, and provides information for the future field of university propaganda films in the context of new media. The applied research in this paper provides relevant theoretical basis and practical reference.

3. What Is a University Propaganda Films in the Context of New Media

A university propaganda films is a kind of film produced by planning, shooting, recording, editing, special effects, dubbing and soundtracking, synthesizing, and outputting according to the school's school-running philosophy, school-running characteristics, school-running scale, and school-running results, etc., using the expression techniques of film and television. video. [2] In the context of the rapid development of modern mobile media and the Internet, a class of film and television videos about universities is produced using the relevant ideas and technologies of new media.

4. Audio-Visual Characteristics and Practical Application of University Propaganda Films in the Context of New Media

4.1. The creative lens integrates university culture

The so-called university culture is a culture that inspires students to become spiritual adults, a culture that encourages them to constantly challenge their own minds, strive to discover their potential, and comprehensively improve their personalities. [3] Different universities have different cultural characteristics and personality characteristics, which include the spiritual and cultural phenomena of the university, as well as the physical and cultural phenomena on the university campus. Exploring the fusion between the lens and university culture through creative combination of frame division in the lens, transformation of perspective, layout of the subject, movement scheduling, etc.

4.1.1. Internal division of the frame

The internal division of the picture frame refers to the division of the size of the space to be presented in a picture frame by the subject in the filming of a university propaganda films. The form and relationship of different perspectives, creating the content in the picture, and the diversity and richness of the frame division can

improve the audience's visual experience and effectively integrate the uniqueness of university culture.

4.1.2. Conversion of display perspective

In the process of shooting university propaganda films, the choice of angle is an important determinant of the quality in the creative process. By using different angles, different university cultures can be presented to the audience. At the same time, the rational use of shooting angles can also intuitively express the university's needs. All emotions are presented to the audience, conveying the emotions of characters, changes in things, etc., to achieve the role of shaping characters, creating an environment, narrating, and expressing viewpoints.

4.1.3. Layout of the main body of the image

In the images of university propaganda films, the layout of the subject is very important. The creator should arrange and deal with the relationship and position of the subject, companion, and environment according to the requirements of the subject matter and theme of the shooting, and organize the content of the university culture to be expressed appropriately. stand up. The main layout methods commonly used in university propaganda films are shown in Table 1.

Table 1. Common main body layout methods.

serial number	layout	Features
1	horizontal line	According to the position of the horizontal line to express the whole picture of the school, the stretched lines can show the feeling of spaciousness and stability.
2	Vertical line	The performance of the school's regional characteristic buildings will give people a feeling of being upward, firm and upright.
3	S-shaped curve	The use of s-shaped line elements for road shooting gives people a beautiful, coordinated and elegant picture feeling.
4	triangle	Show the triangular building of the school, showing the stability of the building and the majesty of nature.
5	center point	Place the teacher in the center of the picture to highlight the subject, often used in a rigorous classroom environment
6	symmetrical composition	According to a certain axis of symmetry or center of symmetry, the scene in the picture forms axis symmetry or center symmetry.

4.1.4. Scheduling outside the lens

The visual image art in the university campus culture is to use images to record the beautiful natural environment, people and things of the university in a specific university environment. It can build a video culture of university campus culture and promote the spirit of university culture.

4.2. The color of light and shadow highlights the heritage of the university

The display of images in university propaganda films is the visual expression of light, shadow and color, and the embodiment of the university heritage behind the symbolization, just as Rudolph said in the book "Art and Visual Perception": "All visual appearances are created by Color and brightness are produced, and even the shape of an object is derived when the eye distinguishes several regions that are quite different in brightness and color." [4]

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4.2.1. Light and Shadow of Charm

As an art form in video, university propaganda films is actually the art of light and shadow. Light is the basis of photography. Without light, nothing can be seen. Using natural light and various lighting equipment, the subject is photographed at different angles and positions. The lighting (Figure 1) makes the subject and the accompanying body have a clear sense of hierarchy, and the contrast between light and shadow is strong, creating a specific atmosphere and background, and at the same time, it also enhances the artistic value and charm of the university propaganda films itself.
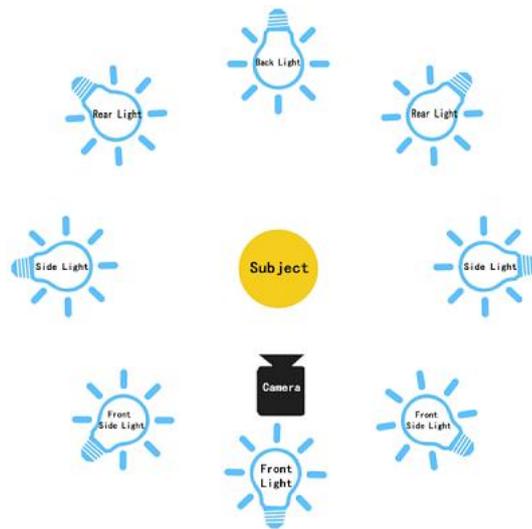

Figure 1. Lighting at different angles and positions in image creation.

4.2.2. The color of rhyme

In the creation of university propaganda films, some representative colors will be selected according to the campus background to emphasize the theme and express the meaning with the plot expressions. Therefore, in the process of shooting university propaganda films, it is necessary to maintain the harmony and unity of colors according to the needs of the content.

4.3. Fusion technology improves the quality of universities

4.3.1. Image acceleration force

In the process of creating university propaganda films, the time-upgrade of digital images is accelerated by time-lapse photography technology, to record and reproduce the slow changing process of the main scene with obviously changing images, which can compress the length of the film from 24 hours to a short period of time. In a few seconds, [5] can not only have a fashionable lens feel, but also compress the content performance process and changes, meet the current fragmented time requirements, and add visual strangeness and novelty to the picture.

4.3.2. Overlooking the new "vision" world

The application of drone aerial photography in the shooting of university propaganda films has brought a new visual impact, and brought a new visual experience to the audience through the grand "God's perspective", smooth motion photography, and various picture elements. In major events, such as the Zaozhuang University singing event (as shown in Figure 2), drones can display the wonderful

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information of the event to the audience in a three-dimensional manner, bringing the most familiar and unfamiliar scenes from a new perspective and different carriers.

Figure 2. Aerial photography of the promotional film of Zaozhuang University.

4.3.3. Space-time trajectory of shuttle

In the era of rapid development of new media technology, all kinds of new shooting equipment have produced novel and unique creative technical means, using portable stabilizers to achieve one shot from different ground to the air to the end, one shot supported by modern media In the end, it breaks through the character construction, plot expansion and time and space transformation, which is like being on the scene, bringing a different quality experience to the audience.

4.4. Concurrent voices tell university stories

Each university has accumulated rich and vivid stories in the development. Through the pickup of the simultaneous sound of the scene shooting environment, including but not limited to the human voice speaking on the spot, the sound of wind in the environment, the sound of birds and other natural sounds , to achieve a live auditory experience of the real event.

5. The Editing Characteristics and Later Practical Application of University Propaganda Films in the Context of New Media

5.1. Fast, special and new nonlinear construction display

5.1.1. Control of visual rhythm

The length and number of shots displayed in the university propaganda films directly affects the first visual effect of the university propaganda films to the audience. Through the control of the length and number of shots, the viewing rhythm of university propaganda films has been effectively controlled, and the overall aesthetic experience of short time, fast rhythm and large amount of information is presented.

5.1.2. The way of constructing specific allegory

In the era of new media, university propaganda films should re-understand the montage method, construct the specific implication of the innovative form, and use the segmentation and assembly to generate new meanings and concepts, so as to produce a deep artistic conception that matches the modern environment. and allegorical works, thus promoting the innovative development of university propaganda films.

5.1.3. Innovative non-linear APP

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A type of editing method that is widely used in the context of new media is the non-linear editing form. Currently, in the field of professional editing, I commonly use EDIUS, Premiere, FCP and other software, which can bring unlimited creativity in editing.In order to meet the needs of new media, the emergence of editing apps has made editing easier and more convenient (Figure 3), which can complete the editing and integration of materials required for works on various new media platforms in a relatively short period of time.

Figure 3. *Silhouette App interface.*

5.2. Rendering with the auditory image of vocal cord emotion

5.2.1. A beautiful soundtrack that sings the melody

The soundtrack is an important element in the expression of the melody of the content of the university propaganda films. In the context of new media, due to the younger audience, the audience has great requirements for the choice of the soundtrack of the university propaganda films. The selection of the soundtrack must have its own unique melody, rhythm, etc. Only with the characteristics can drive the audience's mood and rhythm, thereby producing an aesthetic pleasure that is associated with reality.

5.2.2. Poetic Rhythm Interpretation

In order to introduce the scene in the screen more clearly or supplement the information outside the scene in the university propaganda films, it is necessary to add vivid spoken commentary in the propaganda films to help the audience better understand the voice of life. Understand the performance content of the propaganda films.

5.2.3. Substituted feedback sound effects

In the creation of university propaganda films, in addition to the soundtrack, commentary, and simultaneous sound, there is also a unique artificial sound, that is, the sound effect. Resonate with their emotions.

5.3. A new mode of special effects for film and television with visual impact

5.3.1. Virtual Display of Stereoscopic Mode

The progress of the times has promoted the innovation of media technology. The use of digital special effects technology can make the imagination of university propaganda films possible, and use new special effects technology to build a virtual space display, so as to achieve virtual effects and real shooting effects displayed by digital special effects. Combined, it gives the audience a more shocking and real

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visual pleasure, thereby improving the overall quality and artistic effect of the university propaganda films. In the promotional video of Zaozhuang University , I used After Effect special effects software to create a series of three-dimensional virtual shots(Figure 4).

Figure 4. The three-dimensional virtual lens of Zaozhuang University.

5.3.2. Diversified color adjustment

With the development of software and hardware in media technology, video shooting equipment can record rich picture colors, as well as convenient color processing software in the later stage, which can control the color of the picture, and make different types of promotional films according to the needs at any time. New media demand-oriented diversification.

5.4. Diverse platform communication needs

Most mobile media clients use short video as the main type of platform, which has become an important carrier for information exchange. At present, the mainstream short video platforms mainly include Douyin, Kuaishou, Bilibili, Xigua Video, Xiaohongshu, etc. Many short video platforms have different video upload requirements. According to the new media context production requirements, the technical parameters for the regular dissemination of university propaganda films and the upload and dissemination of short video platforms are made (Table 2).

Table 2. Technical parameters of the output of university propaganda films.

platform name	Requirements for technical parameters such as video duration and frame ratio
regular platform	It is controlled within 10 minutes, the frame is required to be 16:9 or 21:9, the output encoding format is H.264, MP4 format, the code stream is controlled within 3000kbps-5000kbps, the frame rate is 25P-50P, the audio bit rate is about 300kbps, and the audio Sampling frequency 32kHz or 48kHz.
short video platform	Landscape video format requirements: aspect ratio 16:9, video bit rate ≥516kbps, size ≤1000M, resolution ≥1280*720, duration ≥4s. Vertical screen video format requirements: aspect ratio 9:16, video bit rate ≥516kbps, size ≤100M, resolution ≥720*1280, duration ≥4s.

6. Conclusions

In order to enable creators to create university propaganda films that are more in line with the audience's aesthetics in the context of new media, it is necessary to find a new line of artistic creation that combines with new media, and cooperates with the pre-application and post-application of university propaganda films in the context of new media. In this way, we can keep pace with the times, so as to produce a university propaganda films that the audience likes to see, and form a new circular form of lingering and sharing with others, so as to achieve the purpose of university propaganda films.

Conflicts of Interest

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