

## Aesthetic Law of VR Digital Media art to Film Art Acceptance

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**Abstract:** The virtual reality technology environment created by vr digital media can create infinite visual charm for human senses, based on which it constructs the thought system of vr digital media artistic behavior, which has a great impact on the production and display of film and television works, and even subverts the subjective and objective aesthetic law in the acceptance of film art. Therefore, this paper mainly discusses the new aesthetic space constructed by VR digital media art for film and television works, and tries to understand the immersion beauty of VR film and television works.

### 1. Introduction

In 2016, it was called "the first year of vr" by the industry, because in this year, vr technology really entered thousands of households and into the entertainment and leisure field of people's daily life, which included the film and television industry. The construction of digital media system based on VR technology began to grow, and a large number of VR film and television works began to appear. This technological revolution from the virtual reality world has changed the acceptance of film art, and its subjective and objective aesthetic law has begun to change. The immersion brought by VR technology has completely subverted people's thinking consciousness and given people a new perspective and experience of film art appreciation.

### 2. About VR Digital Media

VR digital media has been very common in the field of film and television development, its technology application advantages are highlighted, the creation of multi-dimensional virtual space is quite realistic and credible, it has changed the traditional audio-visual habits of human beings, in the senses to immerse people in the real reality of the art expression environment the same quasi-real experience. The experience is unparalleled, called "immersion", which is also the most important technical expression and existential value of VR films. The current VR digital media performance is diverse, whether in audio-visual entertainment, military, medical, education and other fields can see its figure. In the field of audio-visual entertainment, it uses VR technology to measure the dimension of immersion space in film and television works, and also to test the quality of film and television works creation through VR technology, which has become the benchmark of the industry. While affecting the humanistic value of VR film and television works, it also creates a lot of economic benefits, vigorously pursues VR technology context, and caters to or even changes the aesthetic values of traditional film art, which promotes the rational creation of VR film and television industry to flourish.

VR digital media is embodied by human-computer interaction. It aims to make the viewer feel the connotation of art space in the interactive experience and appreciate the changeable connotation of VR technology theme and style. The immersiveness of VR film audience is very exciting. It expands the traditional film art dimension and changes the film and television art aesthetic experience process of the viewer [1].

### 3. The Immersion of Audience in VR Film and TV Works Based on the Aesthetic Law of Film Art Acceptance

The immersive feeling of the audience created in VR film and television works can change the aesthetic law of film art, which puts the audience in the virtual environment and makes them perceive the change of the environment, and the perceptual cognition gradually rises to the rational cognitive level. Through the VR headwear display, the audience's visual investment is doubled to 360°, this angle of view can be radiated into any area of the scene, in the process of watching the set scene, the characters feel the immersive feeling, personally experience the details of the film and television works. This multi-dimensional immersion experience is absolutely unprecedented. It is called a process of "immersion experience" based on the stream of consciousness of watching the film, which is a radical change and subversion of the aesthetic law of accepting the film art.

In other words, the presentation of vr film and television in the context of vr digital media has led people to places they don't normally reach, as negroponty put it 20 years ago "virtual reality worlds built by virtual reality technology want you to open your arms, embrace the galaxy, swim in human blood, and visit alice in a wonderland." In 20 years'time, VR digital media technology has led people into a new world, guided by new media technology, people can walk the planet Pandora in Avatar, can reach all kinds of mysterious cosmic plankton, in a strict sense that the design of this virtual reality level is sobering, mind and mind, this immersion is human in the past did not have.

Back to the root, the current VR film and television productions created by VR digital media have a sense of immersion that comes from the "flow" theory once proposed by psychologist Mikhail Chiksen. The so-called flow of the mind is to put personal mental power completely into a certain activity of the feeling, is a reflection of human mental and psychological concentration. When the "flow" occurs, the personality will be in a high state of excitement, resulting in a sense of inner enrichment, this theory can explain the human acceptance of art, more can be applied to the film art acceptance of aesthetic law. If in a broad sense, this immersion is not only reflected in the VR film environment, it can even be produced in the traditional film and television works display environment. If from the narrow sense level, the immersion in VR viewing process has its special connotation meaning, because it creates a vivid narrative space, which is a special splicing of montage images in traditional film and television works. At present, there are more and more forms of VR digital media technology, so it is not difficult to construct this "VR fantasy space ". Here, the subjective imagination of the audience occupies a large proportion, because the realistic three-dimensional space constructed by digital media is 360°full-dimensional, which not only creates a sense of immersion, but also establishes a deeper immersion threshold of meaning level. So-called "immersion threshold" can make film and television viewers more engaged, unlike the traditional film and television works in the audience can be multi-purpose, but in VR digital media, the audience's attention is maximized concentration, as shown in figure 1.



Figure 1 Schematic illustration of the source of immersion in VR movies

The VR film and television immersive feeling created by VR digital media comes from the whole region of the image works, it hopes to create a kind of interactive immersive immersive experience feeling for the audience. As shown in Fig.1, the immersion source environment is diverse and different in terms of different conditions and degree of generation. On this point, Morse argued that "the traditional virtual reality environment should contain some of the visual fields in

the virtual world ". This sentence tells people that the space in the virtual world itself is interactive and dynamic, this kind of interactivity is the second characteristic of VR technology application, it determines whether VR digital media can transform the audience from passive to active in the examination-oriented work, which is of great significance to the improvement of the audience's film and television perception experience, which cannot be ignored. All along, vr digital media has been seeking to present this point, that is, in the process of grasping the art of shadow art to accept the aesthetic law of the process of thinking how to transform the audience from the traditional bystanders to the authorities, so that they can also actively participate in the plot, role-playing process, in the film and television work space, even free shuttle, even with the characters in the work, natural scene interaction, and like the latest british tv drama "black mirror" black mirror "has created a film participation experience mode, let the audience through the choice to decide the end of the work and the fate of the characters, these are derived from the advanced consciousness of VR digital media, so that the audience has a more excellent, perfect immersion feeling.



Figure 2 Viewers are immersed in the psychological normal of VR digital media film and television

At present, the fixed interpersonal interaction mode of film and television works based on VR digital media is not uniformly classified, if according to the development of technology, the interaction stage based on film and television multimedia technology has arrived, the integration of natural interaction technology content through multi-modal technology is the current development trend of VR film and television works creation. In this process, VR digital media hopes to construct human neural, muscle-based interactive devices and conscious control devices, and diversified to present the natural interaction process between human and environment, which is called "recessive interaction ", which is also an important development trend of VR digital multimedia and human-computer interaction in the future [2].



Figure 3 Three model structures in virtual space of film and TV works under the background of VR digital media

#### 4. Immersion Level Analysis of Film and TV Works Supported by VR Digital Media Technology

With the support of vr digital media technology, the immersion threshold of film and television works is carefully divided, and the level of immersion threshold depends on the construction of vr film space environment completely, including the wonderful degree of its content and the quasi-true level of the picture, which also creates unlimited possibilities for the effective optimization of interactive means. In the process of VR immersion, its interactive characteristics and VR film and television works construct a new set of aesthetic space, which ensures the effective interweaving of

art and reality, and truly establishes the "fourth wall" for the film and television aesthetic space, that is, the new aesthetic experience space, immersion space, is derived from the film and television works, which makes the film and television aesthetic law realize and extend effectively.

## **5. Conclusions**

The Aesthetic Law of VR Digital Media Art's Acceptance of Film Art It is beautiful and scientific, it creates a perfect, close to real immersion for the audience to use its own various technical forms, this immersion is all people want to pursue and experience enjoyment, which also shows that VR digital media is not cold science and technology, it also has a certain human nature, in the pursuit of perfecting human aesthetic consciousness and aesthetic feeling, everywhere embodies the artistic aesthetic connotation, creates the artistic aesthetic space, realizes the two-way sublimation of the subjective and objective of accepting the aesthetic law of film art, and also points out the road for the future development of human VR digital media technology and art.

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