Research on Video Advertising Design under Digital Media Technology

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Abstract: At present, with the rapid development of digital media, digital media technology is also constantly innovating and developing, and gradually applied to the design industry of film and television advertising, and has achieved good application results. The application of digital media technology in film and television advertising design industry enriches the content of film and television advertising design, broadens the form of film and television advertising design, innovates the method of advertising design, optimizes the way of animation design, beautifies the effect of subtitles, dynamically presents the effect of pictures, creates well-designed advertising works, enriches people's amateur life, and promotes the development of advertising design industry. This paper briefly discusses the application of digital media technology in the design of film and television advertising, and puts forward corresponding countermeasures and methods to promote the rapid development of film and television advertising industry.

1. Introduction

The innovation and development of science and technology and Internet technology have promoted the rapid development of digital media technology and intensified the arrival of digital media era. At present, the increasingly developed digital media technology has promoted the development of film and television advertising design. Digital media technology is mainly by smart TV, smart phone, Internet technology and so on. How to use digital media technology, make film and television advertising with excellent quality and new content, how to use digital media technology to improve the speed of advertising production, how to use digital media technology to enhance the acceptance and recognition of film and television advertising, How to use digital media technology to create huge economic benefits are all worthy of thinking about in the film and television advertising industry.

2. Characteristics of Digital Media Technology

Digital media technology is mainly based on science and technology as the technical support, digital presentation of art works, film and television culture, rich display of dynamic visual effects, spread culture and art to the audience, transfer ideological content, transfer emotional effects. The application of digital media technology in advertising is mainly reflected in the production of web pages, the production of film photos, the design of video animation effect, the change of digital images and so on.

Compared with the traditional production technology, digital media technology has the following main characteristics :(1) high efficiency. The application of digital media technology in film and television advertising can digitally edit video animation, which makes the work simple and efficient, shortens the working time and saves a lot of cost. (2) Digitization. The working principle of digital media technology is to use mechanical equipment to translate video, animation, image and other information into "0" and "1" under binary, and then to restore information, process and process information in a specific way, save data information, and then convert it into video information. The previous advertising design method, is artificial animation picture. Digital media technology is to use specific digital software, use computer language to express data information, design advertising creative content. (3) Popularization. In the past, the advertising creation way needs the specialized

personnel to be able to create the advertisement content, the design advertisement work. Digital media technology broadens the professional restrictions, increasing the popularity and acceptance of personnel. As long as master the computer operation technology, understand the data operation method can be based on their own ideas and ideas to design advertising content, create advertising works[1]. The use of digital media technology makes advertising creation popular, popular and universal. Enrichment. The application of digital media technology has broadened the methods and techniques of design, enriched the effect of animation changes, diversified the presentation of advertising content, enhanced the quality of advertising works, and fully played the role of advertising works.

3. Development of Digital Media Technology Combined with Film and Television Advertising

The advent of the digital media era has intensified the application of digital media technology. In the film and television advertising industry, the application of digital media technology is very wide. The key and emphasis of the design of film and television advertising lies in innovative ideas and unique ideas. Lack of creative advertising content acceptance is not high, propaganda is not high, difficult to effectively attract the audience, difficult to mobilize the interest of the audience to watch, difficult to bring a broad market, difficult to bring huge economic benefits. However, citing digital media technology in the film and television advertising industry, the three-dimensional technology, animation technology and so on have greatly enriched the designer's ideas, provided the designer with a variety of ideas, provided sufficient conditions for the designer to transform the imaginative creative ideas into reality, showing the effect of animation, vision, hearing multiple.

At present, advertising design is gradually moving towards the direction of diversification, focusing on the diversity of viewing and presentation effect. Digital media technology provides a good technical support for advertising design, and continuously promotes the diversified development of advertising design. Advertising design content, the addition of interactive links with the audience, pay attention to observe the audience's viewing response, pay attention to the audience's viewing evaluation. The technology of phantom imaging is a typical representative of the diversified development of digital media technology. Through the phantom imaging technology, the audience can view the scene picture of the virtual construction according to the real props arranged, feel the real scene animation, experience the real animation content, and bring the most characteristic, real and natural visual experience.

4. The Application of Digital Media Technology in Video Advertising

4.1. Application of Virtual Technologies

In the process of advertising design, the advantage of digital media technology is that it can create virtual imaginary scenes and animations through three-dimensional animation technology to create interesting characters and animal images. The use of virtual technology in film and television content, the layout of virtual scenes, the creation of virtual animation background, can show the content of advertising, tell the content of advertising, the introduction of advertising publicity works, convey advertising ideas and emotions, attract audience interest, increase audience acceptance, increase the number of people watching advertising[2]. As figure 1, you can use digital media technology to create a virtual animation scene and character image, the real reflection of the video propaganda content. Virtual animation, can bring new bright spots for advertising, increase the fun of advertising, enrich the form of advertising, the characteristics of other display products, promote the value of products, increase the number of consumers to buy, to achieve the goal of advertising design. Excellent virtual animation, virtual scene advertising form, conducive to increase the quality of advertising, to show the audience both visual sense of the film, enhance the texture of advertising.

Figure 1 Application of virtual technology

4.2. Application of Tracking Technology

In the process of advertising design, tracking technology is often used. The tracking technology can effectively solve the difficult problems in the actual shooting process. With the help of computer technology, one scene can be changed into another scene, and the object can change dynamically, so as to achieve the actual shooting effect and present the real good advertising effect.[3].

The focus and key of tracking technology is mainly how to define the boundary and scope of tracking. Within the boundary range, software can be used to determine the range of activities of characters and objects, distinguish the image characteristics of characters and objects, and then accurately locate the location of characters and objects, and track and determine the changing position of characters and objects. In the shooting of advertising, we need to arrange in advance the design of tracking items, in order to facilitate the later synthesis work, showing good advertising results.

4.3. Application of Matting Technology

matting synthetic technology is commonly used in the process of film and television advertising design. The meaning of matting is to define the color value, brightness value of the design image and get the transparent channel. The part that needs to be matted, often with a green or blue curtain. The key of how to use matting technology efficiently lies in the quality of shooting material in the early stage of shooting advertisement and the level of matting synthesis technology in the later stage of advertising shooting. For different shots, matting techniques have different effects[4]. Figure 2, the use of synthetic technology, better reflect the effect of wine. In order to present good advertising effect, we should seriously carry out the preliminary work of shooting, store high-quality advertising material, improve the technical level of matting synthesis, and enhance the ability of professional operation and processing.
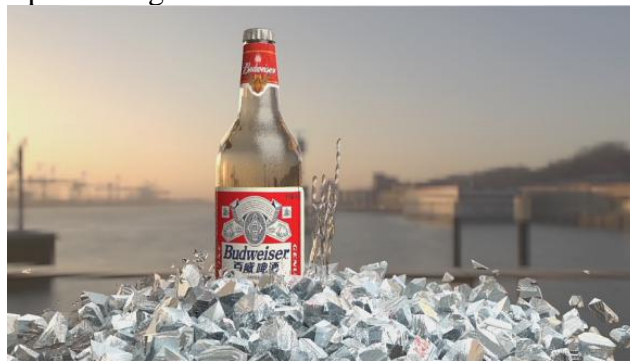

Figure 2 Application of synthetic technology

4.4. Application of Toner Technology

After the early shooting work, the staff will color the video according to the animation effect, scene characteristics and other content, change the color value of the video animation, beautify the

color effect of the video, present the high-quality video effect, maximize the features and details of the product, attract the interest of the audience, and increase the number of views of the video[5]. As shown in Figure 3, video shoot workers tend to color their video content in order to present a better video effect. The change of light and shade, the transformation of color and the adjustment of tone of the video screen enrich the effect of video animation, coordinate the overall viewing effect, highlight the main position of the advertising items, and play a great role in the film and television advertising.

Figure 3 Application of toning technology

4.5. Application of Plug-In

For the later stage of the design of film and television advertising, it is far from enough to deal with the video material effectively, to synthesize the video resources effectively, to make the excellent video, and to create the excellent video only through the software brought by the system[6]. Therefore, in the process of making, we also need to pay attention to the application of plug-in, design and develop the software system of special effects, realize the practical problems that are difficult to be solved in shooting, ensure the quality of the product, reflect the real effect of the product to the audience, attract people to buy and use, and realize the expected effect of film and television advertising publicity. The use of plug-in, but also to achieve a good visual perception, enhance the aesthetic appreciation of film and television works.

5. Conclusion

Digital media technology combined with the use of film and television advertising has greatly enriched the film and television advertising industry shooting content, optimized the film and television advertising industry shooting means, enhanced the quality of advertising works, beautified the color of advertising works, increased audience recognition and acceptance, solved the difficult problems in advertising shooting, and promoted the healthy and orderly development of the film and television advertising industry. Therefore, the film and television advertising industry should fully combine the digital media technology, flexible application of digital media technology, in order to better reflect creative ideas, present a good artistic effect, create high-quality advertising works, enrich people's amateur life, for the film and television advertising industry to achieve good economic benefits.

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