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Television Program Post-Production: Technical Thinking and Visual Positioning Postprint

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Abstract

The development of the television industry has been severely impacted by new media. The emergence of new media has changed people's perception of television programs and imposed stringent requirements on program quality. Post-production technology determines the effectiveness of a television program, and post-production personnel need to possess sound, professional visual positioning and technical thinking. The author briefly outlines the importance of applying visual positioning and technical thinking in post-production, and finally explores their specific applications in television program post-production for reference by industry professionals.

Full Text

TV Program Post-Production: Technical Thinking and Visual Positioning

Abstract: The development of the television industry has been severely impacted by new media. The emergence of new media has transformed audience perceptions of television programs and imposed stringent quality requirements. Post-production technology determines the effectiveness of a television program, requiring post-production staff to possess professional visual positioning capabilities and technical thinking. This paper briefly outlines the importance of applying visual positioning and technical thinking in post-production, and explores their specific applications in television program post-production for industry reference.

Keywords: Visual positioning; Television program; Technical thinking; Post-production

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With the widespread application of internet technology, the new media industry has achieved continuous development, creating significant challenges for traditional television programs. To effectively promote the vigorous development of China's television industry, it is essential to substantially improve post-production techniques—a persistent goal for the industry. Television program post-production involves editing and arranging original video footage and 镜头 content, utilizing computer technology to enhance audio processing and achieve perfect integration of sound and image. To improve program quality, post-production requires rational and scientific visual positioning and technical thinking, thereby effectively increasing program ratings.

Non-linear editing, based on digital storage media, employs digital methods to produce television programs. This storage advantage allows computer hard drives to replace traditional tape storage modes, ensuring that video editing is no longer constrained by sequence, length, or time. As science and technology advance, computer and network technologies have been better integrated into television program post-production, enabling full integration of post-production resources and ensuring material and resource sharing.

1. Definition of Technical Thinking and Visual Positioning in Television Program Post-Production

Technical thinking and visual positioning in television program post-production refer to producers' use of technical methods to process completed video footage or 镜头 during post-production. By rationally applying production technical thinking, the ultimate goal is to optimize television programs and win widespread audience favor. With the vigorous development of science and technology, the application of television production technology has made post-processing more vivid and rich, representing a crucial factor in enhancing television program quality.

2. Analysis of Technical Thinking and Visual Positioning in Television Program Post-Production

2.1 Strengthening Analysis of Technical Thinking in Post-Production

During television program post-production, strict adherence to director and script requirements is necessary to strengthen post-production editing and processing. This includes configuring voice-overs, overlaying subtitles, producing opening and closing sequences, and comprehensively improving video post-editing to ensure optimal broadcast effects. Television program post-production

typically includes linear editing systems and non-linear editing. Linear editing and playback require strict adherence to corresponding sequences, often resulting in substantial time and energy waste and causing equipment wear and tear. Non-linear editing, based on digital storage media, employs digital methods to produce television programs. This storage advantage allows computer hard drives to replace traditional tape storage modes, ensuring that video editing is no longer constrained by sequence, length, or time. As science and technology advance, computer and network technologies have been better integrated into television program post-production, enabling full integration of post-production resources and ensuring material and resource sharing.

2.2 Strengthening Analysis of Visual Positioning in Post-Production

Visual positioning during television program post-production determines the picture quality of the broadcast program. To ensure precise visual positioning for television programs, post-production technicians must accurately master relevant technical skills. First, during picture quality production, emphasis should be placed on strengthening grasp of the program's precision and logic. Based on fully satisfying program logic, the modeling of broadcast pictures should be clearly positioned, including 镜头 movement trajectories, color transitions, and light and shadow variations. Second, to achieve montage effects in television program production, design and production should fully incorporate audience cognition and basic patterns—progressing from individual to whole, from shallow to deep, from surface to essence—to gradually satisfy audience cognition. Additionally, montage should be reasonably combined according to the entire television program's content to better prevent inappropriate and uncoordinated elements in the program. Third, when presenting key and difficult points of television programs, attention should be paid to continuous close-up shots to better stimulate audience vision and highlight people and objects more prominently. Fourth, during the artistic creation of picture editing, the artistry of television programs should be presented, key points of the program should be precisely controlled, and effects such as picture quality and rhythm should be strengthened and optimized to effectively achieve overall program quality improvement.

2.3 Key Approaches to Technical Thinking and Visual Positioning in Post-Production

Key approaches to technical thinking and visual positioning in television program post-production involve strengthening several aspects. First, emphasize optimizing the narration mode of television programs. As crucial elements in program production, materials require comprehensive and rational analysis by the production team to select materials that align with the program and satisfy its development trends. Television program producers should emphasize valuable information and spiritual insights when creating programs. Adding appropriate narration during post-production can help more audiences gain cultural connotations. Second, fully integrate humanized thinking. Better thinking

modes can effectively stimulate audience imagination and resonance, ensuring the overall broadcast effect of the program is enhanced. To effectively improve television program competitiveness, humanized thinking modes can be fully integrated to coordinate all aspects of factors and conduct program production from a comprehensive perspective. Third, strengthen innovative and logical thinking. Television program content must possess corresponding logic while also strengthening reasonable innovation and improvement to bring audiences refreshing experiences. Fully integrating abstract thinking into television programs can make program effects more coherent and complete, making audiences more accustomed to watching programs and improving program ratings. Fourth, effectively enhance computer editing technology. New information and science and technology are important factors that provide guarantees for technical thinking and visual positioning in television program post-production. Regular computer technology training should be provided to post-production staff to better master computer editing technology, improve practical operation abilities, and effectively enhance logical thinking and creative thinking in post-production to guarantee television program post-production effects.

3. Application Value of Visual Positioning and Technical Thinking in Television Programs

Research on the application content of visual positioning and technical thinking in television program post-production reveals that in the new media era, their primary work involves arrangement and editing. The main work objects are completed recorded images, which are comprehensively arranged in combination with specific broadcast and recording effects to ensure perfect connection of various content parts within the images, thereby providing audiences with optimal visual effects and laying the foundation for better television program ratings.

Research on the basic significance of visual positioning and technical thinking in television program post-production shows that in the new media era, their role extends beyond simple processing of images and audio. They represent the application of visual positioning and technical thinking in television program post-production and serve as a pathway for post-producers to specifically embody technical levels and thinking models. The creative thinking possessed by producers is closely related to television program quality. On this basis, when conducting post-production work, post-producers need to effectively recognize the value of their active thinking through effective time management, fully understanding their role in post-production work, clarifying substantive work goals, and reasonably integrating innovative thinking into the post-production process to fully embody visual positioning and production thinking, resulting in more excellent program effects.

4. Effective Application of Technical Thinking and Visual Positioning in Post-Production

4.1 Adopting Humanized Thinking

In the new media era, the quality of post-production work directly determines the effectiveness of broadcast television programs and the degree to which audiences favor them. The technical thinking of post-producers affects overall work quality, and applying humanized thinking can enhance audience resonance with television programs, which is beneficial for cultivating loyal program fans. Post-production personnel should emphasize analysis from the audience perspective, integrating humanized thinking to increase audience interest. Continuously broadcasting more 画面 typically involves arranging and presenting 画面 sequences from the audience perspective to enhance program promotion effects.

In the new media era, online media has severely impacted the overall television program market, while internal competition within the television market has become increasingly fierce. To establish a stable position in the market and achieve development and progress, the role of visual positioning and technical thinking should be fully leveraged in television programs, highlighting humanized thinking modes to improve program quality. Additionally, angle selection also affects program quality. Therefore, television program post-production staff should measure the program as a whole, comprehensively grasp various influencing factors, and coordinate 画面 playback, 镜头 switching, subtitle processing, and information selection more harmoniously. Furthermore, post-production personnel need to clearly grasp program positioning and reasonably arrange program content according to its characteristics and nature to gradually improve television program quality.

Taking the television program “The Brain” as an example, post-production should fully consider audience thinking and perspectives. During the program, each contestant has different style guide films that reasonably borrow stylistic features from “Sherlock.” Regarding Zhou Wei’ s guide film, interviewing villagers was employed to explain Zhou Wei’ s characteristics, arousing audience curiosity. Announcing promoted contestants requires more time to enhance process feeling and amplify suspense. Similarly, in the program “I Am a Singer,” when announcing Zhang Xinzhe’ s competition results, this method can enhance audience anticipation and strengthen immersion.

4.2 Optimizing Narration Methods

The prerequisite condition for filming and producing television programs is materials. As the foundation for filming and producing television programs, materials are numerous and complex in type. To select optimal materials and present them through scientific and reasonable methods, program producers must possess certain capabilities. Program content is the core of television programs, and to improve program quality, it is necessary to accurately and intuitively reflect program content. Therefore, elements such as 画面, sound, and text should

be integrated to enhance audio-visual effects. Post-production staff should emphasize applying humanized thinking to ensure program significance and use television programs to convey valuable and profound meanings to audiences, enabling them to gain corresponding insights.

Due to individual differences in audience thinking, the same television program can have differential impacts on audiences, and program connotations cannot be effectively presented. To solve this problem, narration should be added during post-production, employing methods such as combination and deletion to reasonably add descriptions and prompts to the program, ensuring the program's imagery, non-independence, and coordination.

4.3 Strengthening Innovative and Logical Thinking

Two main thinking modes exist in television program post-production: creative thinking and logical thinking. Therefore, television programs must satisfy basic logic. Under the premise of conforming to conventional logic, television program images, videos, and audio should be arranged to combine various information, establish systematic information networks, and further optimize information structure and layout. Innovation and improvement should be pursued on the original premise, daring to break traditions. When evaluating television program quality, important evaluation indicators include reasonable logical sequences, practical sequences, and spatial sequences. Combined with program characteristics, producers should employ their own logical thinking to ensure television programs describe complete stories and events, enabling audiences to immerse themselves when watching programs.

In recent years, under the influence of the new media environment, some television programs in China have exhibited serious blind imitation. Once a certain program type achieves excellent ratings, many similar programs emerge, making television market competition increasingly fierce. To make television programs stand out among similar programs, it is necessary to innovate post-production methods and improve post-producers' practical abilities.

4.4 Enhancing Comprehensive Capabilities of Post-Production Personnel

Television program post-production depends on the dedication and professionalism of departmental staff. Therefore, television stations should strengthen the improvement and cultivation of professionals' personal qualities and learning abilities. They should help professionals transform their thinking to better adapt to new media development. Television stations can regularly organize post-production personnel to study recently popular television programs, learn from each other, discuss and evaluate strengths and weaknesses, and inspire ideas. They should absorb excellent experiences from each other, generating new ideas and good creativity through ideological 碰撞. Staff should be encouraged to learn new skills and software, and outstanding personnel should be

selected for further study or advanced education. Additionally, personnel' s ideological and quality levels should be enhanced, including grasping new era trends and judging and grasping various social thoughts.

In summary, in the new media environment, television program post-production technology has achieved tremendous improvement, promoting the development of China' s television industry. Seizing opportunities brought by the new media era can enable effective application of post-production technology and thinking. Post-production largely determines television program ratings and effects, and producers' visual positioning and technical thinking can further improve program quality. To enable producers to better enhance technical thinking, staff should also cultivate visual positioning capabilities from different aspects, improve television program production effects, and thereby promote the development of China' s television industry.

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