

The creative role of special effects and color psychology as one of the elements of the dramatic image and its impact on the recipient of the artwork

Prof. Dr. Safwat Ali Abdel Halim

professor in the Department of Photography, Cinema and Television, Helwan University
safwat3haliem@hotmail.com

Prof. Dr. Wael Muhammad Anani

Professor in the Department of Photography, Cinema and Television, Helwan University
drwaelanany@yahoo.com

Researcher. Muhammad Hussein Ahmed Ammar

Director of photography at Nile News Channel on Egyptian television and Saudi Arabia channel

drmohamedammar84@gmail.com

Abstract:

The color correction and special effects programs are one of the means of artistic formation that highlight a wide range of meanings that any artwork covets to communicate its goals, or in a more accurate sense, and transform the writing represented in the paper script into a set of feelings and feelings within the recipient of the artwork, which in turn is one of the most important The objectives of the artwork, the successful artwork is the one that can invade the human soul and make it in a state of unification with the main idea of the artwork.

The treatment of color and focus on color comes in the presented picture, because the dramatic picture, which presents its elements of color, has become an important part and aspect of what is presented. The psychological effects of colors represent one of the three main effects associated with color. These psychological effects are concerned with examining the effect of color on the psyche of the individual and this means that the use of colors in The presented image leads to a specific emotional impact on the viewer who is presented, and these emotional responses create a live and tangible effect on the target recipient through what is presented.

The emotional and emotional effects of different colors vary among individuals, and we note that the establishment of such emotional effects on the basis of objective factors will create a kind of congruence between these influences and previous experiences similar to them, which leads to the strengthening of the idea presented through the work presented to the viewer.

Keywords:

color correction, special effects, dramatic meaning