

Patrician College of Arts and Science

Department of Electronic Media

Media Aesthetics

SAY5B

ODD Semester

Presented by
Parimala.S



What is the Media Aesthetics?

- Becoming more conscious of visual and sound cues that we constantly use to identify and understand objects and conditions in the physical world in order to effectively and safely function in it.

- Gaining or expanding an understanding of the use of those cues and their impact when presenting images and sounds in motion pictures, television, videogames, the internet, and various media display screens, in order to effectively use those cues to:
 - a. Reinforce the realism of a three-dimensional world presented on a two-dimensional screen, whether it is a fictional environment or an existing environment that has been staged for storytelling purposes.

- Provide emphasis for visual and sound elements that will direct viewer attention and increase the influence of those elements in shaping the impressions and understanding of the environment and objects presented.

- These include persuasive cues that are given by:
 - the type, amount, and direction of light and the nature of the shadows produced
 - the selection, arrangement, and intensity of color
 - the placement and motion of the camera
 - the selection and change of the camera's optical settings

- -- the framing of objects and their arrangement within the frame
 - the type, duration, and spacing of edits
 - the sequencing of shots, and
 - the selection and manipulation of the characteristics of sound and its layering

- An introductory course in the theory of aesthetics as applied to film, television, photography, print, and digital media.
- The goal of this class is for students – as media creators and consumers – to develop a vocabulary for articulating how various aesthetic elements work together to create mood, meaning, and message.

- Light, colour, space, time/motion and sound, are a number of aesthetic phenomena that applied aesthetics deals with, along with our reactions and perceptions towards them.
- “In the framework of applied media aesthetics, every aspect of life has the potential to become art and serve as raw material for aesthetic processes, so long as it is clarified, intensified and interpreted for an audience by the artist”.

Structuring Lighting

- Triangle lighting is a photographic lighting principle that consists of a key light, a fill light and a backlight.
- Two principle lighting techniques:
- Chiaroscuro – Has a fast fall off and places emphasis on light and shadow areas.
- Flat – Slow fall off and has highly transparent shadows.

- Main functions of chiaroscuro lighting are:
- Organic
- Directional
- Spatial/compositional
- Thematic
- Emotional
- Main functions of Flat lighting are:
- Providing optimal visibility
- As well as having thematic and emotional functions
- Silhouette lighting, a hybrid of chiaroscuro and flat lighting, shows unlighted figures against a bright evenly illuminated background.

Colour

- Colour is the property of light, not of objects or liquids. Colour becomes visible to us when our eyes receive light of a mixture of wavelengths reflected off objects.
- “Objects do not possess colour; they merely reflect back the coloured light frequencies they are unable to absorb.”

- Colour has three major attributes:
- Hue (describes the colour itself)
- Saturation (describes colour richness or strength)
- Brightness (indicates the amount of reflected light)
- Colours can be mixed additively or subtractively. Additive refers to the adding of the three light primaries; Red, Green, Blue (RGB). Subtractive mixing refers to filtering certain light frequencies from the light that falls on an object. The three primary filters are cyan (greenish blue), magenta (bluish red), and yellow.

- Colours can have an emotional influence on us in specific ways. We perceive some colours as cold and others as warm. For example a reddish blue is perceived as warm and a bluish red is perceived as cold.



Thank you

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