

Teaching Optimization of AIGC and Film and Television Advertising Editing

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Abstract: As the core link of film and television advertising production, the efficiency and quality of film and television advertising editing directly affect the communication effect of advertising. Traditional teaching focuses on technical operation and aesthetic training, ignoring the intuitive idea, the diversification of material sources and the efficient performance of special effects. AIGC technology can realize the instant visual preview of creative scripts, greatly enrich the source channels of materials, provide efficient and convenient special effects production tools, and inject unprecedented vitality and possibility into teaching practice. The application of this technology not only significantly improves the teaching efficiency and the artistic level of the works, but also greatly broadens the students' knowledge vision and promotes the film and television advertising editing education to be more intuitive, diversified and efficient.

Keywords: AIGC; Film and Television Advertising Editing; Teaching Optimization

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Film and television advertising mainly uses television, film, online video and other video media to promote information such as goods, services or ideas to carefully targeted audiences, and build a bridge between products and consumers. As the core link in this creative chain, the importance of film and television advertising editing is self-evident. It is not only a simple combination of shooting materials, but also a highly specialized combination of art and technology. Editors need to use exquisite skills to connect "simulated or fictional" video time and space segments in a smooth, natural and fascinating way, through the ingenious use of narrative techniques, the delicate expression of emotions and the performance of visual effects (Nie Xinru, 2023), effectively enhance the appeal and persuasiveness of advertising, so as to help the smooth achievement of marketing goals. Traditional film and television advertising editing teaching often focuses on technical operation and aesthetic training. Students' training in creative ideas, material sources and special effects performance is often limited by personal experience and teaching resources. With the rise of AIGC (Artificial Intelligence Generation Content) technology, we have the opportunity to contact more diversified and innovative content generation methods, which can not only broaden our vision, but also provide us with rich practical materials and inspiration sources, so as to optimize our teaching practice.

I. Visualization of the creative inspiration

The traditional teaching of film and television advertising editing focuses on teaching students how to deal with the elements such as graphics, audio and video carefully to ensure that they can be accurately arranged and presented in accordance with the established creative script. This teaching mode can indeed cultivate students' solid skills at the technical level, but to some extent, it ignores the in-depth discussion of the rationality of creativity itself, the pre evaluation of marketing effect and the attention of students' personalized realization ability. As the soul of advertising, the success of creativity is directly related to the market response and brand influence of film and television advertising. Therefore, it is particularly important to comprehensively examine and optimize the creative scheme.

If we can introduce a technical means that can preview the visual presentation effect composed of text, pictures, audio and other elements in advance at the initial stage of the creative idea, it will undoubtedly greatly improve the feasibility and quality control ability of the creative scheme. This is the revolutionary change brought by the gradual penetration of AIGC technology into the field of film and television advertising editing education in recent years. With its powerful ability of data processing and generation, AIGC technology injects new vitality and infinite possibilities into the traditional teaching mode.

With the help of AIGC, students only need to input their creative ideas into the system in the form of keywords, descriptions or sketches (such as Zhi Pu Qing Yan, Keling and other large language models), and AIGC can quickly understand and convert them into a preview video containing preliminary plots, pictures and

sound effects in about 10 seconds. This instant creative preview function greatly shortens the distance from creative conception to actual presentation, and enables students to comprehensively evaluate the visual effect and narrative rhythm of creative schemes in a short time. This intuitive assessment method can not only help students quickly find the highlights and shortcomings of creativity, but also provide valuable reference for subsequent editing.

When the original idea has defects or needs further optimization, AIGC technology can also play an important role. By building a huge creative inspiration library and trend insight function, AIGC can provide rich creative solutions and forward-looking market guidance for teaching. In the inspiration library, students can browse historical classic advertising cases, understand the latest trends and the changing trends of audience preferences, so as to inject new inspiration and power into their creative ideas (Zhang Xiong, Ying Qun, Zhang Huajun, 2024). At the same time, AIGC can predict future advertising trends and audience demand changes by analyzing multi-source data such as social media and industry reports, so as to provide students with scientific decision-making basis and innovative thinking direction.

For example, we can use AIGC to make a sports drink advertisement for young consumers. At the creative stage, we can directly use AIGC technology to visually preview the creative scheme. Through the AIGC platform, the key words "young vitality", "sports passion" and the core information of the brand were input, and the system responded quickly. Based on big data analysis and machine learning algorithm, multiple virtual scene previews were generated. In one of the preview videos, AIGC automatically built a gym scene full of modern sense. The protagonist was a young man who drank the brand sports drink freely after intensive training, and his expression revealed satisfaction and vitality. At the same time, the color matching, lens switching and sound effect design in the video are closely around the theme of "youth and vitality", which makes the whole advertisement very infectious and attractive. By watching this preview video, you can identify which elements can resonate and which parts need to be adjusted to better convey the brand information. Then fine tune the system, such as changing the background music, optimizing the color saturation, and even redesigning the angle of product display until you are satisfied. When exploring creativity, you can also enter specific keywords, such as "sports trend", "social media impact", etc., and the AIGC platform will display a series of the latest global advertising cases, social media trend analysis and audience preference reports. These materials not only broaden the students' horizons, but also inspire them to think from a new perspective beyond the traditional framework. During the teaching process, some students found that "challenging culture" was popular on social media, so combined with the brand characteristics, they designed an interactive marketing activity with the theme of "challenging the limit, drinking vitality", and quickly generated the activity preview video with the help of AIGC technology, which simulated the scene of users' participation in challenges and sharing experiences, and greatly improved the participation and communication of advertising.

The introduction of AIGC technology not only brings technological innovation and upgrading to the teaching of traditional film and television advertising editing, but also provides comprehensive support and help for students in the creative stage. Through the comprehensive application of functions such as visual preview, instant feedback, inspiration library construction and trend insight, AIGC technology enables students to carry out creative ideas and practical exploration in a more intuitive, efficient and scientific environment, so as to create innovative advertising works that meet the market demand.

II. Diversification of the material source

In the process of film and television advertising editing, the selection and acquisition of material is undoubtedly a crucial link in the whole creative process. It not only lays the foundation for the visual and auditory expression of works, but also is the key to the visualization of creative ideas and the triggering of emotional resonance. Under the traditional teaching mode, teachers and students often face many inconveniences in the process of material collection. When looking for materials, teachers and students will first rely on the resources recommended in the textbooks. Although these resources have certain guidance and standardization, they are often limited by the compilation time and content update speed of textbooks and are difficult to keep up with the trend of the times and creativity. In addition, the materials of textbooks are often single, which is difficult to meet the diverse creative needs of teachers and students. When these material resources can not meet the demand, teachers and students will turn to the wider world of network search.

Although web search provides a large amount of material selection, it is also accompanied by many problems. First of all, the copyright issue has become an insurmountable gap. Many high-quality and unique creative materials are subject to strict copyright protection. Unauthorized use will face legal risks, and some licenses also need to pay high fees. Secondly, the quality of materials on the network is uneven, and teachers and students need to spend a lot of time and energy on screening and screening to ensure that the selected materials meet the creation requirements. Moreover, even if the right material is found, its creative uniqueness may have been greatly reduced and it is difficult to stand out from many works. In addition to textbooks and Internet search, on-site shooting is also an important way for teachers and students to obtain materials. However, field

shooting is not only expensive and long time cycle, but also limited by weather, site, equipment and other factors. For most teaching, such shooting conditions are often difficult to achieve, let alone complete high-quality shooting tasks in limited teaching time.

When teachers and students struggle in the plight of material collection, the emergence of AIGC technology has brought changes to film and television advertising editing. The core of AIGC technology lies in its powerful content generation ability. It uses advanced technologies such as deep learning and natural language processing to automatically generate pictures, audio, video and other types of materials according to user input, such as Chatgpt, Wenxin Yiyan and so on. This "on-demand" material acquisition method completely subverts the passive collection mode under the traditional mode, enabling students to quickly obtain highly customized material resources according to their creative needs. This feature of AIGC technology has been brought into full play in the teaching of film and television advertising editing. When teachers and students need specific scenes or roles, they only need to input detailed descriptions or sketches on the AIGC platform, and the system can generate 3D models, background images or dynamic video clips that meet the requirements in a short time. These materials not only have a high degree of realism and richness of details, but also can be flexibly adjusted and optimized according to needs. For example, students can adjust the lighting, color, material and other parameters of the scene to create a more realistic visual effect; You can also fine tune the characters' facial expressions and gestures to better express their emotions and story plots. This highly customized material resource greatly meets the students' creative needs, making their creative ideas more accurately realized.

With the help of AIGC technology, the material source of film and television advertising editing teaching has been expanded and enriched unprecedentedly. Students are no longer limited by the restrictions and constraints of the traditional mode, but can freely generate the required material resources according to their creative needs. This change has not only improved their creative efficiency and the quality of their works, but also stimulated their unlimited creative potential and imagination. AIGC subverts the passive mode of traditional material acquisition, and makes teachers and students change from "looking for" material to "generating" material. The knowledge generated by generative AI based on large language model will reshape the operation of the media industry, the future development of the whole society, and the organization of social structure (Yan Sanjiu, Wang Hu, Peng Xinyu, 2024).

In 2023, Coca Cola implemented the brand concept of "real magic" and released the latest advertising short film masterpiece (masterpiece) in 1 minute and 53 seconds, presenting a series of butterfly effects triggered by the awakening of Andy Warhol's classic Coca Cola paintings, which made the paintings in the art museum "move". With this strong artistic appeal, it deepened the cultural attributes of the brand, established an emotional link with consumers, and successfully delivered the concept. A bottle of Coca Cola connects the art paintings of various places, and the real Coca Cola is also circulated in various continents. Every time a painting is touched, the iconic bottle body of Coca Cola will be "creatively" transformed and naturally integrated into the painting, just like the localization strategy of Coca Cola. (Shu Ying, 2023)

With its powerful content generation ability, AIGC realizes the customization of materials on demand, which greatly enriches the material resources. This technological change not only breaks through the limitations of traditional material collection, but also enables teachers and students to fly freely in the field of film and television advertising editing and create more works with unique charm and profound connotation.

III. Efficient generation of the special effect

In film and television advertising editing, the use of special effects is not only a catalyst for visual feast, but also an important carrier of creative expression. In the production process of traditional film and television advertising special effects, from conceptual design to final presentation, it often needs to go through many complex links, such as modeling, material mapping, lighting setting, animation simulation, rendering and synthesis, which not only requires superb technical level and rich experience accumulation, but also often accompanied by high time and labor costs. With the rapid development of AIGC technology, video face changing, synthetic voice, image restoration, virtual digital people and so on are more and more frequently appearing in social entertainment, film and television production, education, advertising marketing and other fields, and have developed diversified commercial applications (Lin Weiguo, 2022). The generation of special effects is undergoing an unprecedented high-efficiency transformation, which has greatly enriched the means of expression of film and television advertising.

AIGC realizes intelligent analysis and automatic processing of video materials through advanced technologies such as deep learning and computer vision. Intelligent recognition technology can quickly identify the key elements in the video, such as face, object contour, motion trajectory, etc., and automatically generate the basic special effect framework based on these information. The deep learning algorithm can simulate complex physical phenomena in nature, such as light and shadow changes, water flow fluctuations, flame combustion and so on. Without manually adjusting the parameters one by one, it can present realistic and dynamic effects. This automatic or semi-automatic production process not only greatly shortens the production

cycle of special effects, but also reduces human errors and improves the overall production efficiency and quality.

In the teaching practice of film and television advertising editing, the introduction of AIGC technology has brought new opportunities and challenges to the traditional teaching mode. In traditional teaching, students often need to spend a lot of time learning complex software operation and special effect production skills, and the actual effect is often limited by personal skill level and time investment. The emergence of AIGC technology enables teachers to focus more on cultivating students' creative thinking and artistic aesthetic ability, rather than being bound by technical details. In class, teachers can use the AIGC tool to quickly generate special effects previews of various styles, so that students can intuitively feel the effects of different special effects on the creation of advertising atmosphere. This intuitive teaching method can not only stimulate students' learning interest and creativity, but also help them better understand the role and significance of special effects in advertising. At the same time, AIGC technology can also automatically handle repetitive and cumbersome tasks in video editing, such as scene recognition, shot switching, preliminary editing, etc., so that students have more time and energy to pay attention to creative ideas and the polishing of story plots.

In addition, AIGC technology can also provide students with personalized learning suggestions and guidance by learning the style characteristics of a large number of excellent film and television advertising works. It can automatically recommend appropriate special effect templates and production skills according to students' work style and creative needs, and help students maintain the unity and consistency of work style. This intelligent learning assistant system can not only improve students' learning efficiency and quality, but also cultivate their autonomous learning ability and innovative thinking ability. During the Guangzhou auto show in 2023, Ningde times released the world's first AIGC advertising film, which was produced and starred by users themselves. Users only need to select gender, face shape, start and end of travel, and upload photos in a few simple steps. In about three minutes, they can get a personalized driving blockbuster produced by AI and starring themselves. Once the app was released during the Guangzhou auto show, tens of thousands of global netizens joined the "starring" ranks at the first time (Ming Lue science and technology, School of management, Fudan University, 2024)!

It should be noted that in the teaching practice of film and television advertising editing, we must clarify a core principle: technology is for the purpose. Heidegger said that modern technology is a purposeful means (Heidegger, 2018). Although AIGC technology is powerful and convenient, it is only a tool for us to realize creative expression after all. In the teaching process, we need to guide students to correctly view the role and value of technology, and avoid falling into the misunderstanding of technology worship. James Weber Yang believes that real advertising creation should focus on human nature, and develop ideas from the combination of goods, consumers and human nature (Liu Gangtian & Tian Yuan, 2019), so is AIGC's involvement in the editing of film and television advertising. We should encourage students to use AIGC technology as one of the means to improve the efficiency and quality of creation, rather than as the whole of creation. At the same time, we also need to pay attention to the cultivation of students' humanistic quality and artistic aesthetic ability, so that they can flexibly use technical means to express their creativity and emotions. Only in this way can our teaching always be carried out within a clear scope and avoid chaos; Only in this way can our students stand out in the field of film and television advertising in the future and become real creative masters.

With the continuous development and improvement of AIGC technology, we have reason to believe that it will play a more important role in the teaching of film and television advertising editing. On the one hand, AIGC technology will continue to improve the quality and diversity of its generated materials to meet the growing creative needs of students; On the other hand, it will also be deeply integrated with other advanced technologies such as VR/AR and blockchain, which will bring richer forms of expression and broader creative space for the teaching of film and television advertising editing. In this context, we have reason to expect that the teaching of film and television advertising editing in the future will be more diversified, personalized and innovative, laying a solid foundation for cultivating more excellent talents with innovative spirit and practical ability.

IV. Conclusion

When discussing how AIGC technology can optimize the teaching of film and television advertising editing, we are deeply aware of its far-reaching impact and unprecedented innovation potential. As an outstanding achievement of the development of contemporary science and technology, AIGC technology not only significantly widens the boundary of creative ideas in the field of film and television advertising editing teaching, but also provides a broad stage for students to stimulate unlimited creativity and imagination through its powerful visual preview function and carefully constructed inspiration library. This change fundamentally changed the passive mode of material acquisition in traditional teaching, realized the leap from the cumbersome "search" process to efficient "generation", and greatly improved the flexibility of teaching process and the efficiency and quality of work creation. It is particularly worth mentioning that the convenient application of

AIGC technology in the field of special effects production has brought unprecedented modern changes to film and television advertising editing. It simplifies the complex special effects production process, enabling students to focus more on creative expression and emotional transmission rather than the details of technical implementation, thus promoting the diversified development of film and television advertising art forms.

However, in the face of the rapid development of AIGC technology, we should also keep a clear mind and face up to its limitations in practical application. Although AIGC has shown excellent ability in data processing and algorithm model, the essence of creativity, that is, the unique depth of human thinking, emotional resonance and artistic intuition, is still difficult to be completely replaced by current technology. Therefore, while enjoying the technological dividend, we should emphasize human subjectivity and creativity to ensure that technology serves rather than replaces human creative process. In addition, the rapid iteration of AIGC technology also puts forward higher requirements for educators. In order to maintain the timeliness and cutting-edge of teaching content, teachers need to constantly update their knowledge system, master new technologies and tools, and deal with new challenges in the teaching process. This undoubtedly increases the difficulty and cost of teaching, but also provides a valuable opportunity for educational innovation.

The future teaching of film and television advertising editing should be committed to the deep integration of AIGC technology and humanistic spirit. We should not only make full use of the advantages of AIGC technology to improve the teaching efficiency and work quality, but also pay attention to the cultivation of students' innovative thinking, art appreciation ability and technical practice ability, so as to ensure that they are emotional and creative artists while mastering advanced technology. Through continuous exploration and practice, we are expected to build a film and television advertising editing teaching system that integrates efficiency, diversity and innovation, and provide more professionals with comprehensive quality and innovative spirit for the industry.

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