



THE ROLE OF WATER ELEMENTS IN FILM ART DIRECTING

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Abstract

Water is a basic need for the survival of all creatures including all human beings, and water is also very influential in the order and pattern of people's life. In films, the appearance of water can relate to the elements of artistic planning, namely sets, make-up, properties and effects that make the aesthetics of the appearance of works of art to support the story and atmosphere that will be displayed, both positive and negative. The existence of elements of art directing in water is presented creatively and aesthetically in the field of film art directing. This research will discuss Water which can be described in the 'look and mood' of the story that will be displayed. And the purpose of this research is that filmmakers can use water as a medium in telling stories. This research method is descriptive qualitative accompanied by literature study, so that filmmakers can take advantage of aspects of art directing to produce good films. It is hoped that the results of the research will become input for filmmakers in the use of water through visual arrangement by paying attention to the elements of art directing according to the theme displayed.

Keywords: water, art directing, filmmaker

INTRODUCTION

Water is the main source of life for all creatures. As the main source of life, water can be used for the benefit of mankind, but if it is treated carelessly, it can also become a source of tragedy for life itself. Based on this background, water can be a tool or a symbol of life or a symbol of death, it can be a source of comedy material or vice versa, a source of tragedy. Its holistic nature makes water an effective material for conveying artistic messages by presenting water in important settings in the world of cinema.

This study will try to explore the role of the artistic director in displaying the various properties of water itself to describe life experienced by humans, such as dynamic changes by displaying the fast movement of water, for example. Or a quiet life by displaying water in a lake where it's appearance is very beautiful and evocative. Water can also describe horror stories if it is mixed with blood or purifies it when it is used for cleansing rituals for the purpose of getting closer to the creator.

According to Chandra [1], humans can only survive around 4-5 days without drinking. In addition, water is also used for household, agriculture, transportation, industry and so on. Yedi Purwanto explained that in the holy book of the Qur'an, Surah Al-Anbiya, water is God's extraordinary grace and gift to mankind. Water is the most important source of life on earth. In essence, water is a source of extraordinary power, water can form hard elements that can turn into devastating tsunamis and also provide benefits for the lives of God's creatures [2].



In artistic activities, water has become a material for works and a source of inspiration, because it has properties that make everyone comfortable and cool. This creates an aesthetic experience for the artists, thus giving birth to a creative process. Inspiration and creative processes throughout the history of art are expressed in various stylistic forms, which means that water is like a "mother" as a "source of blessing" for artists' beauty.

This study attempts to summarize the use of water as a medium for conveying effective and interesting messages in the world of audio-visual so that apart from being an educational tool it can also be displayed in the form of entertainment so that the delivery of messages can be easily digested by the viewers.

The author examines by taking advantage of this opportunity to discuss one of the basic elements; one thing we can't live without: Water. In this case the use and power of water is represented through films, using visual media.

Water Material in artistic elements

As experienced in human life, the benefits offered by water are basically unlimited. It's so important and useful, to the point that we couldn't live without it (literally). But beyond that, beyond its necessity and its essence, the existence of water offers deeper and perhaps more philosophical benefits. It has long been a symbol of life, stability, peace, serenity; it is a symbol of inspiration.

Over time, from the hunter-gatherer era to our modern society, water has remained an integral part in the development of our aesthetic and artistic understanding. This brings us to our today's topic; how we often ignore the importance of water every time we watch our favorite movie.

Since the inception of human civilization, almost all living areas have always been close to water sources. For example, the ancient Egyptian civilization around the Nile, the famous Iraqi civilization between the Euphrates and Tigris rivers, India around the Ganges and Yamuna rivers. Until Indonesia and the Balinese people in the Pakerisan and Petanu watersheds respect the existence of water, protect water, protect water by protecting plants, and purify water by maintaining good behavior, chanting prayers, holding ceremonies, erecting shrines, lightning, hermitage, and worship [3].

If as a physical need it is undeniable, then for spiritual needs, maybe we need to look at the cultures of several civilizations. In Hindu and Buddhist societies, one of the requirements for building a temple or temple is to be close to a water source, whether it be a river, spring, lake or beach. Another example is several cities in West Java that start with "Ci" which comes from the word "cai" which means water. Then there is also the culture of performing rituals on the banks of the river in some communities, as was done in Gleyoran Hamlet, Sambeng Village, Borobudur sub-district, Magelang, where a ritual of throwing various offerings into the Progo River was carried out using a gethek or boat. Even in urban communities, where there is a tendency to relax by hearing or seeing a shower accompanied by rushing water.

The things above are examples of how the role of water is very important to meet spiritual needs, non-physical needs. Where this is also often wrapped into elements of Indonesian cultural traditions. For example, a routine ceremony called Ngala Cai Kukulu, which is a ritual of collecting water from seven springs or 7 wells which are considered sacred, in the people of Sindang Barang Traditional Village, Pasir Eurih Hamlet, Tamansari, Bogor Regency. Or what happens to some people when a couple who are about to get married perform the siraman ritual.

Film Media

Film as one of the cultural products of society is of course a part of the activities discussed above. Films or audio-visual media, whether watched through cinemas, television screens or through networks, are media of expression and communication which are currently the most effective channels of information.

Film is an audio-visual communication medium to convey a message to a group of people gathered in a certain place said Effendy [4]. Film messages in mass communication can take any form depending on the film's mission. However, in general, a film can include a variety of messages, both educational, entertainment and informational. Films in general can be divided into two forming elements namely, narrative elements and cinematic elements. These two elements interact and are continuous with each other to form a film said Pratista [5].

A film work which is a visual recording of an event or scene where in the visual there is a display design that has been prepared by the film maker. Everything that is prepared is expected to be able to build a sense and support the atmosphere of the story. Everything that is designed to be recorded and displayed on a film screen, be it in the form of shapes or colors, is called artistic arrangement or visual arrangement. In the world of the film industry, it is commonly referred to as Art Directing.

Syaeful explained that Art directing is a way of cinematic storytelling. Included in the artistic process is designing designs according to the scenario and concept of the director or production of a film, creating a "look and style", and presenting characters through the creation of aesthetic elements through make-overs. Then, what is included in the craft is the selection of materials to determine the look and style, the selection of textures according to the conditions of the location and period, as well as coordination with artistic personnel and other film production members [6].

Managing the creative process that produces a visual output such as a film set during filming is called artistic styling. The process involves applying and executing the creative ideas of the film's artistic planner and director. If the art directing of a film is good, it will automatically give the film a unique visual identity. Whether it's a large-scale location or a small film set in a studio, art directing involves analyzing, visualizing, and applying the small details that make a film visually authentic and appealing to the viewer. In film art, not only understand the look and mood of a scene, but also understand the location, time, era, and culture of the film to be made.

Formulation of the Problem

Artistic elements consist of sets, make-up, costumes, props, and special effects. Where all of these elements are very influential and important in the Art Directing of the film. Why are the artistic elements so important in producing a film? This is because these elements, with certain designs and arrangements, are expected to be able to display the look and mood desired by the makers.

How is the water material presented in Art Directing? The Water Element can be displayed artistically in a conceptualized visual way, therefore artistic directors must do research when they want to display water material into the elements they plan.

Purpose

Writing this paper is intended for activists and practitioners of Art Directing so that they can better understand when using water in designing designs for the Artistic arrangement of films to be made. Also so that the Visual Appearance that will be worked on is in accordance with the script of the film scenario that was made and makes its role

maximized, where the material of water is not only shown as a complementary object, but can also be displayed as a symbol for certain circumstances or situations.

RESEARCH METHOD

According to Kriyantono (2006) Descriptive research methods describe or describe using qualitative data thereby producing descriptive data in the form of writing or verbal from the object studied. After that it is thoroughly analyzed and described to find the results of the writing. The objects of observation are matters relating to the elements of Water in the artistic arrangement of films [7].

Descriptive itself means that the research results will be described in detail and comprehensively without drawing a conclusion based on the research results. According to Walidin & Tabrani (2015) qualitative research is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and carried out in natural setting [8]. According to Fadli, qualitative research has a descriptive nature and tends to use inductive analysis approaches, so that processes and meanings based on the subject's perspective are emphasized in this qualitative research [9].

DISCUSSION

Elements of Art Directing

The elements in the Art Directing consist of, as follows;

1. **Set**, The environment in which the scene takes place
2. **Make-up** and **Hair Style**, Character make-up and hairdo
3. **Costumes**, Clothing and accessories used by the characters
4. **Properties**, Props are objects that are used by characters or objects that can have meaningful symbols in the story.
5. **Special Effects**, Physical effects to support the scenes

The above elements along with color, lighting and movements, both player movements, props and camera movements, can create an atmosphere that supports the film's story.

According to Saroengalo (2011) Art Directing as the main element and the basic material for appearance plays a very important role in filmmaking. As for the role of Art Directing, among others, is to build the desired scene environment. Where the Art Director has to design what will be recorded on the camera, everything is designed according to the shooting angle so that it is not redundant and arranges everything in the room, in the form of props and prepares a room that is ready with all its properties, prepares costumes, make-up for players and hairstyles that will be recorded into the camera [10].

The elements in the Art Directing are elements that we can find everyday. These elements must be real in nature, can be trusted as something serious. Because that's the nature of a cinema/film. For example a set, could be a house, streets, rivers, forests, oceans and so on. Also for costumes, of course the players or characters wear costumes to support their characterization. The same goes for the make-up and hair as well as the props or objects used by the characters in playing the scene. Meanwhile, special effects, ranging from light ones such as gusts of wind or rain, to quite complex ones such as explosions, fire and so on, must be created in such a way as to be able to support the emotional atmosphere of the audience watching.

In the digital era, the use of special effects is combined with visual effects using sophisticated computer technology in the form of CGI (Computer Generated Imagery). The use of CGI allows filmmakers to explore stories whose visualization is difficult to reach by shooting directly. This exploration allows genres such as fantasy, adventure, action, science fiction to grow because these genres rely on visualization that is thick with visual

effects. But before the massive visual effects and computer CGI technology used today, simple special effects first appeared. The development of advanced technology makes it easier for filmmakers to create special effects.

Water Material in Art Directing

As previously mentioned, the material of water can be used in elements of Art Directing, either as part of a set, part of props, costumes, make-up or special effects. The film uses the material Water in an art directing according to the scenario that will be shown, the material Water in the set, being part of the set, can be in the form of a set location, as an aesthetic element of the interior or exterior of a house, cafe, hotel, etc [11]. Or interior and exterior sets, to be the place and era in which the film's story is made. As for make-up and hair styling, water material can help the characters of the scene shown to match the story of the film scenario being made. For the costumes themselves, water material can make the scene more dramatic and in accordance with the mood that will be displayed in the film. which is made. In terms of properties, water material can be a tool or object for the needs of the scenes to be shown in the film, so that the film gets the right look and is in accordance with the story. Whereas in the special effects elements, the water material can support the scenes in the stories that are shown in the films that are made.

Water Element on Set



Figure 1. 'Titanic' scene, Art directors: [Peter Lamont](#), [Martin Laing](#), [Charles Lee](#), [William Rea](#)
[Source: 'Titanic', James Cameron, 1987]

Sea water can turn into a powerful tsunami capable of destroying a city. Water has the property of always occupying space according to the shape of its container [12].

In this 'Titanic' film, water elements make up almost half of the scenes featuring water on set, so that the interior impression of a ship that is about to sink can be formed visually and get a feeling from the terrible storms at sea. The interior set is very detailed and true to design which creates a deep pool of water in the set. So it

takes an interior set whose material is resistant to water. Also an authentic interior with the legendary Titanic ship.

The interior makes the audience feel that the 'Titanic' scene is actually from a real ship, all the beautiful elements that bring life and authenticity to this film were placed by an artistic director in the process of art direction in the film. The stylists created a ship that was only 10 percent smaller than the original and also, it was made on large hinges which helped it to be perfectly upright. During filming filmmaker James Cameron sucked up thousands and millions of gallons of seawater into an 800 foot wide water tank where the miniature ship is housed.

Not just a representation of life, a thing that is a symbol of end and death. We see that when water enters the frame, it represents the power carried by the water itself. What was once the source of life, we see that humans now have no choice but to submit to the reigning power of water—and drown, they will drown.

Water Element in Make-up and Hair Style



Figure 2. 'Fight Club' scene, Art directors: Chris Gorak
[Source: 'Fight Club', David Fincher, 1999]

In water sometimes it gives rise to reflections of distorted shapes, in dripping water it sometimes gives a certain rhythm, or in boiling water vapor and its turmoil which is sometimes terrifying [13].

The water element is shown in the character, namely Brad Pitt, who is drenched in sweat on his face, thereby adding to the drama and aesthetics of the character in the scene shown where the character is a street fighter. In this case the make-up artist must always be on location to always be ready to maintain the continuity of the sweat on the character's face. And water becomes important for use in make-up artist.

Sweat which is part of facial make-up has the effect of giving the impression that the player has just done a certain job which results in facial sweating or has just experienced psychological pressure to make a physical reaction to sweat. For example, too tense when experiencing the process of certain events.

In sweat make-up, sweat is usually a symbol of tension, ferocity, hallucinations, anger that is bubbling up within the character, where the make-up material of water as sweat is a representation of the character's psychological state of mind.

Water Element on Costume



Figure 3. Film titled 'Di Bawah Lindungan Ka'bah', ('Under the Protection of the Kaaba')
Art Director by Allan Sebastian
[Source: 'Di Bawah Lindungan Ka'bah', Hanny R Saputra, 2011]

The hydrological cycle of water emergence originates from sea water vapor that gathers in the form of clouds and water falling from the sky in the form of rain over the mountains [14].

This film is a film with a religious genre and is produced by Indonesian filmmakers, films that are full of local Indonesian culture and wisdom. The costumes worn by the characters show their social status, where it can be seen that there were still strong differences in social class at that time. For aristocratic or respected families, they are displayed differently, except for the special colors and fabrics, as well as by adding accessories such as scarves and beautiful jewelry. The costumes of Hamid and his mother are shown in a simple manner in accordance with the reality of the colonial period where there were very clear differences in class and social status from the appearance of the characters. For example the scene where Hamid, the main character, wears simple clothes and shabby pants when he is at home. And also the mother character wears a costume in the form of a typical Minangkabau head covering.

The water element in this film has an important role which makes the scene more dramatic that is used by the characters, so that the character of the character is reflected in the costumes used because the costumes display costumes that are wet by rain and are shown in scenes of two lovebirds who are in love. regardless of the costume getting wet by the rain, the scene displays the water element to support the look and mood of the story being shown.

On the other hand, we encounter the destructive nature of water, but here we see that water symbolizes hope, and unites resolutions. How the rain showers the characters (and their costumes as a result) still conveys the whole idea of submission; water as a greater force.

Water Element on Property



Figure 4. 'Waterworld' scene, Art directors: David F. Klassen
[Source: 'Waterworld', [Kevin Reynolds](#), 1995]

Water is starting to experience contamination and pollution from industrial waste, such as plastic, aluminum, styrofoam, beverage packaging, rubber and other waste that cannot decompose quickly. Water is a basic human need. It is a common belief that where we find water, there is hope for life [15].

An example of the water element can be seen in the film 'Waterworld', where almost all of the scenes feature water in the sea and tell the story of how difficult it is to get land from the earth. Property in this film plays a very important role. In the water element, seen from one scene pouring water into a plastic bottle and the water looks cleaner than the other supporting properties. To emphasize that mineral water was very rare and very valuable at that time, and also the property of placing water in plastic gallons with a box design which was of course different from the design of gallons in general. All of this indicates that the properties for water are different from sea water, and ground water or water that can be consumed by humans.

Despair for water. Water is a powerful force. But in this quote, it is shown through the use of the property that water becomes a necessity. Here, water is scarce, and must be cherished. The play of power is demonstrated through two devices: first, how a character stops the other characters from overpouring the water, and second, how dependent they are on drinking water.

Water Element on Special Effect



Figure 5. 'Singin' in The Rain' rainy scene, Art Direction by Randall Due
('Singin' in The Rai'n, Gene Kelly, Stanley Donen 1952)

In the object of water, it is deformatively presented as the main object in the entire work which forms certain figures that have undergone stylization and simplification of the actual object with shades of firm lines, transparent, glistening in certain lighting, moving in the form of splashes [16].

The film which was produced in the 50's era, with the title which is of course related to water material, is shown by a character singing when it rains and for special effects it is made from hollowed out pralons and hung on a studio set pole, then water flows through hose to the pralons so that the water that falls to the ground becomes even. This method is mostly used for making rain effects so that you get a rain appearance that matches the story you are making. Currently, water material in films is more for use with visual effects using computer technology in the form of CGI (Computer Generated Imaginary). The use of CGI makes it possible for water material whose visualization is difficult to reach by direct shooting, to be accommodated and present a dramatic scene.

As the film was released in 1950, Rain became so significant that his addition to the film was placed through the use of VFX. Obviously, this joyful theme of singing in the rain is so important that its addition comes as a means of highlighting the joy and happiness of the scene. Yes it's raining, but so cheerful that even in the pouring rain, someone sings.

CONCLUSION

There is no need to doubt the role of water in works by artists and cultural figures, because it is an inspiration and creation of art and culture. Water needs to be preserved and maintained because it sustains life throughout the lifetime of mankind. The use value of clean water is beneficial for human life so that awareness is needed about the need to stop water pollution for human survival.

The role of water material can be summed up to include:

1. Gives the impression of awareness
2. Gives the impression of freshness
3. Gives the impression of horror.
4. Water can be used to assist and support the scene being created.

To properly use water in a scene, you should study the traditions of using water in the area where the scene takes place.

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