This article studies the color management and color grading of new media movies, mainly studying the impact of color balance, stylized color grading and high dynamic range image adjustment on the visual effects and emotional expression of the film. In general, the research in this article has reference significance for the standardization development and technological improvement of the new media film industry. The research significance of this article is to emphasize the importance of color management and color correction technology in new media movies, and to propose solutions to color inconsistency problems caused by color management and cross-platform playback.