

Research on Audio-visual Language of Movie Animation in Contemporary Context

Hui Qiao

Department of Film and Animation, Zhejiang Shuren University, Hangzhou, 310000, China

Keywords: Contemporary context; Movie animation; Audio-visual language

Abstract: In the contemporary context, in the development of movie animation, the use of audio-visual language plays a vital role. It can turn stone into gold like a magic wand. However, China is still in the primary stage of development in this respect, and there is a certain gap between the movie animation industry and foreign countries. Audio-visual language is a standard system, and the lack of any link in audio-visual language skills will directly affect the quality of movie animation. By introducing the characteristics of audio-visual language, analyzing the importance of audio-visual language in movie animation, combining the present situation of audio-visual language in the current development of movie animation, and looking forward to the prospect of audio-visual language in the future development of movie animation, this paper intends to provide some useful reference for the development of movie animation industry through the study of audio-visual language in contemporary context, so as to improve the creative quality of movie animation works.

1. Introduction

Movie animation realizes the perfect integration of auditory senses and visual senses, and can bring unique spiritual enjoyment to the audience through vivid pictures, and fully exudes the unique charm of film and television language. In movie animation, audio-visual language is an important form of expression, which covers professional operations such as voice assembly and shot shooting, and contributes to the sublimation of the connotation of movie animation, so it is of critical practical significance to study it [1].

Through frame by frame, movie animation shows us vivid pictures, which not only brings some spiritual enjoyment to viewers, but also conveys the charm of a language to every viewer through language [2]. movie animation art is comprehensive, and a single form can't vividly express animation. The perfect combination of sound and picture is an important element of movie animation works. The use of audio-visual language will directly affect the quality of movie animation works.

2. Movie animation and audio-visual language of movie animation

The main feature of movie animation is that there are rich exaggeration and fantasy, which is quite different from the film and television works played by real people. The recording of cameras makes movies and TV more close to real life, while the animation art mainly embodies the painting art, the former is objective, while the latter is hypothetical.

As a kind of art, movie animation has many similarities with other film and television types, but the attribute of "animation" reveals the individuality of this film and television variety. On the basis of "content determines form", animation has extremely rich forms of expression. From the beginning, cartoons all over the world are full of imagination without exception.

As an audio-visual communication tool, animation needs an "external form" to form a picture, and multiple pictures are grouped together to achieve the narrative purpose. This external form is what we often call "audio-visual language". Elements of audio-visual language include lens design, scene scheduling, editing, sound and so on. In recent years, with the continuous development of movie animation in the film and television industry and its own creativity, the film and television industry glows with new brilliance and vitality, but there is still a certain gap between the

theoretical research on audio-visual language of movie animation and general film and television types.

3. An analysis of the functions and characteristics of audio-visual language in movie animation

3.1. Action analysis

In movie animation, its plot and reality are assumed, which is different from other film and television works, and this assumption is also the essential feature of movie animation [3]. Generally speaking, the plot development and characters in movie animation should be coordinated with the script and picture book to the maximum extent, without emphasizing the need to find the prototype in real life. In real life, the scenes and roles in film and television works do not exist, but these are created through the imagination and inspiration of creators, and then put in movie animation works. Therefore, audio-visual language highlights its role. Therefore, in order to increase the appeal of movie animation works and arouse the audience's resonance, the animation audio-visual language needs to be more humane, meet the needs of the audience, and present the story content with flexible and diverse forms of expression. Make the characteristics of movie animation fully displayed, and give the audience a pleasant viewing mood. It makes the texture of movie animation pictures better, and brings a brand-new feeling of watching movies to the audience.

If when people watch a movie animation, they only know what kind of story the film describes, but they don't understand the character relationship and social value of the film, and they don't feel the emotion and living atmosphere of the film, then such a movie animation work is obviously a failure. Therefore, audio-visual language plays an inestimable role in movie animation, and it must be highly consistent in the lens design, the relationship between sound and picture, and the scheduling of characters.

3.2. Characteristic analysis

Audio-visual language of movie animation is a comprehensive artistic expression formed by combining a variety of other artistic forms. By combining the sound and image of animation works, viewers can get the overall feeling of the works.

Unlike other films, movie animation has its own unique and distinctive personality and characteristics. For example, the inspiration of the creator comes from daily life, but to some extent, it is different from daily life. Any movie animation works are not all realistic. Therefore, the creator often incorporates elements such as dreams or fairy tales into it, and finally presents people with a dreamy virtual world with the help of audio-visual language. In order to achieve the above goals, designers often need to break the routine and use some subjective or exaggerated ways to show animation themes. Therefore, the virtual world and the assumption of thought have become the unique typical features of the audio-visual language of movie animation [4].

Animation image creation is closer to painting, while story language is closer to myth and fairy tale. China has a long history, which provides rich materials and resources for the creation of movie animation, so the language expression of Chinese movie animation is more rich and cultural.

4. Audio-visual language of movie animation in contemporary context

4.1. An analysis of the present situation of audiovisual animation in the current context

The concept of animation is different from animation in the ordinary sense. Animation is a form of expression that integrates many kinds of arts such as painting, comics, movies, figures, music and literature. For animation, its essence is to plan these contents as animated film and television art. From this point of view, because animation has strong hypothetical characteristics, it can be seen that there is essential difference between the design of movie animation and the design relationship in real film and television works.

From the artistic level, animation is often a kind of design closer to comics when it is designed. From this point of view, the environment and characters in animation are hard to meet in real life. The most important thing to design animation well is the need for color, the use of paper and painting pens. The characteristics of animation and film and television works are completely different, and the hypothetical nature of animation is its special feature, which will make it closer to fairy tales and myths [5]. Because the artistic language used in animation is very close to the external performance of animated characters, it can be clearly seen from here that the design of audio-visual language in the process of movie animation design provides relatively rich experience for movie animation creation, and plays a very good guiding role in it.

From the design of movie animation, we can clearly see its plastic arts as one of the most important forms of film and television expression. The audio-visual language model of movie animation was imitated from the audio-visual language of film and television. However, because animation is an important part of film and television, it also has its own many independent characteristics, which are often quite different from its content.

At present, a complete and systematic theory has not been formed for the audio-visual language mode from movie animation. From the perspective of the training of animation and film professionals in China, we can clearly see that there are still great shortcomings. Because there is no direct theoretical knowledge, they are all done according to the traditional teaching system of audio-visual language of film and television, which shows the limitations of the teaching effect of animation audio-visual language.

In the process of continuous development of movie animation, the lack of professional talents is also a thorny problem, and in the current talent training system, it is usually carried out according to the normal film and television audio-visual language mode, which directly leads to the problem of poor talent training effect [6]. It is precisely because of the above-mentioned problems that the sustainable and stable development of the movie animation industry is seriously restricted. However, due to the imperfection of the audio-visual language theory system, there is a big deviation in the teaching content, and the teaching effect and teaching quality are delayed. In order to alleviate the above situation, it is necessary to further improve the current personnel training system.

4.2. Prospects for the development of audio-visual language of movie animation in contemporary context

Audio-visual language is still a brand-new and creative language expression, and its application and development in movie animation works need a long process. If you want to become a unique form of expression in movie animation, you need to follow the principle of gradual and orderly progress, and the process is lengthy. The application of audio-visual language in movie animation is not only to satisfy the audience's audio-visual pleasure, so as to realize its own commercial value, but also emphasizes the combination of animation theme and audio-visual through more open expression, and then presents it to the audience, thus presenting a new thing that is different from the real world and providing a sense of stimulation for the audience.

As a matter of fact, the creators of movie animation and the audience are constantly engaged in in-depth activities, and the result is the unique audio-visual language of movie animation felt by the audience [7]. Therefore, although the theory and application of audio-visual language are not perfect, in the subsequent development process, creators should conduct in-depth analysis and research on it more rigorously and objectively, learn to innovate, use new thinking and adopt correct methods to guide practical activities. The research on audio-visual language in movie animation still has a broad space for exploration. At home and abroad, the research on audio-visual language is still in the initial stage. In the current context, the development of audio-visual language of movie animation still has broad market prospects.

In the current movie animation works, audio-visual language has many defects and deficiencies in individual fields, but with the passage of time, people's research on it has gradually become rational and scientific. In this process, the relevant personnel are required to carry out in-depth

analysis and research on the color expression, image motion law and sound composition of movie animation works with a highly rigorous and responsible attitude, so as to provide guarantee for the rational application of audio-visual language. At present, no matter at home or abroad, the research on audio-visual language of movie animation is lack of depth, so it can be seen that it still has broad exploration space and unlimited development potential.

5. Conclusions

To sum up, we can see that the use of audio-visual language of movie animation in animation works is often of great significance. Here, not only do post-production personnel need to further analyze and improve the form of movie animation, but also need to train audio-visual talents of movie animation. Audio-visual language is a standardized system, so the lack of any link in audio-visual language skills will directly affect the quality of movie animation and the public's feelings and emotions when watching movie animation. Under the background of the new era, the development level of movie animation has also been significantly improved, but opportunities and challenges often coexist. Studying the audio-visual language of movie animation in the contemporary context is a brand-new common sense. Although it is in its infancy and has not yet achieved value results, the practical significance of this research activity cannot be ignored, which can lay a good foundation for the long-term and stable development of the movie animation industry.

References

- [1] Caiminghui. (2018). Research on movie animation production based on 3dmax. *Modern electronic technology*, vol. 041, no. 013, pp. 52-55,60.
- [2] Liu Jian. (2017). study on production and broadcast system of Japanese television animation. *Journal of Tianjin Manager College*, vol. 000, no. 002, pp. 45-50.
- [3] Righi, G, Tenenbaum, E. J, McCormick, C, Blossom, M, Sheinkopf, S. J. (2018). Sensitivity to audio-visual synchrony and its relation to language abilities in children with and without asd: mid-life social outcomes for adults. *Autism Research Official Journal of the International Society for Autism Research*, vol. 11, no. 4, pp. 645.
- [4] Bao Lina. (2018). The exploration of audio-visual classroom teaching for English majors in mongolian language under the guidance of multimodal discourse analysis. *Journal of Heilongjiang Institute of Education*, vol. 037, no. 006, pp. 139-141.
- [5] Bozavli, E. (2017). Vocabulary teaching in foreign language via audiovisual method technique of listening and following writing scripts. *International Education Studies*, 10(5), 129.
- [6] R Thézé, Gadiri, M. A, Albert, L, Provost, A, P Mégevand. (2020). Animated virtual characters to explore audio-visual speech in controlled and naturalistic environments. *Scientific Reports*, vol. 10, no. 1, pp. 15540.
- [7] Zhangyuanjun. (2018). An empirical study on the role of digital language laboratory in the audio-visual college English teaching. *Education forum*, vol. 000, no. 021, pp. 279-280.