

## Interpretation and Reflection on the New Trend of Animation Development Based on Short Video Carrier

Jingyang Cao

Shanghai Institute of Visual Arts, Shanghai, China

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**Abstract:** Currently, the development trend of new media is becoming increasingly obvious, and the corresponding user scale is constantly expanding. Consequently, short video has become the dominant form of information resources communication. With its diversified content, greater commercial value and better cultural communication attributes, it has really entered the public field of vision. In the short video team, the development of animation short video has gradually attracted people's attention. With the help of network resources advantages, it actively broadens the communication channels, strives to create high-quality products, and becomes a new force in the development of short video. This work mainly discussed the development of animation short video, and explored the future of animation short video combined with specific cases.

### 1. Introduction

Animation is no stranger to everyone, and short video is also very active in the current media market. The combination of the two produces short animation video, which is entering the public field of vision with new image and new development speed. As a kind of real-time and shared animation video based on mobile client, it calculates the video duration by seconds, and completes with the help of shooting, editing, post-processing technology, etc. Its media advantages are also obvious, such as the length of time, distinctive personalized style, with greater commercial value and innovative development space [1]. Therefore, the research on the future development of animation short video has a positive significance for its future development.

### 2. The New Development Trend of Animation Short Video

First of all, animation short video has begun to play a role in the establishment of brand image. In the creation of animation, producers combine the content and characteristics of brand publicity to make short animation videos, thus enhancing the publicity subject's popularity and broadening the consumer groups and audiences. Secondly, short animation videos can effectively broaden the commercial and industrial coverage. The spread of animation short video in a variety of media platforms can arouse the public's attention and interest in products, thus playing the role of product promotion and publicity and expanding the market. Finally, the generality and intuitive characteristics of animation short video are conducive to the important role of animation short video in corporate image promotion, government new media publicity and even activity performance, thereby improving the communication efficiency.

### 3. Successful Cases of Short Video Animation Development

#### 3.1. Three dimensional animation image IP - "Yichan Little Monk"

"Yichan Little Monk" is originally a 3D animation created by Suzhou Dayu Network Technology Co., Ltd. Most of the episodes are short films of about 3 minutes, which use the fun and wisdom life style of Yichan monk to understand life. The entertainment of such a small animation itself is limited. However, the audience can be warmed and cured by Yichan monk in a short time through the short but thought-provoking words combined with the innocent character image of the little monk in the short video [2]. It has 47.992 million fans and 250 million likes. In the era of "content

is king", the number of short video hits and plays in video websites are rising. The amazing data of short video shows us that it has a great influence on people. The vertical business model of animation IP image has gradually formed. For example, the sales volume of Xinjing calligraphy in the commodity column around Yichan monk is very considerable.

### **3.2. Three dimensional animation short video - "When the Supervision Law Meets the Monkey King"**

People's Daily client produced a short animation video called *"When the Supervision Law Meets the Monkey King"*. The short animation videos respectively takes the form of "Lao sun contracted his Huaguo Mountain to Lao Niu to grow fruit trees, but withheld the subsidy for benefiting farmers. Lao Niu wants to sue him, but he says that he is not a civil servant and no one can manage him." "Later, when Lao Sun became an official, he didn't think his job was to raise horses, and thus he gave up. He was negligent of his duty and dereliction of duty, resulting in heavy losses of public property. He didn't think so." In the form of easy to understand, this work interpreted the contents of the draft Supervision Law on the supervision objects. It includes the management personnel in the grassroots mass autonomous organizations, and the investigation of the supervision organs on the suspected corruption and bribery, abuse of power, dereliction of duty, power rent-seeking, interest transmission, favoritism and fraud, waste of state assets and other duty violations and duty crimes. The short animation video has been well received, making the abstract interpretation of policy and conference content vivid.

## **4. New Thoughts on the Development of Animation Short Video - Problems**

Due to the time cost of animation short video production is relatively short, many producers only pay attention to the efficiency and quantity of animation short video production, and the requirements for the quality of content are constantly decreasing. Many low-quality and similar animation short video products have emerged, causing people's aesthetic fatigue. Some animation short video producers abuse templates in short video creation, which is extremely unfavorable for the dynamic development of animation short video and the promotion of aesthetic value. There are even some creators whose creations are fragmented and scattered, which is not conducive to people's communication and can not effectively realize the commercial communication value of short animation video. Many short animation videos in the market are not innovative, and the content is lack of dynamic, which leads to the audience's little interest in watching and is not conducive to the spread of animation videos [3].

## **5. New Thoughts on the Development of Animation Short Video - Countermeasures**

In order to develop in the new media environment, animation short video should pay attention to the innovation of video content and form, and break through these difficulties. Through the diversity analysis of animation content, form and aesthetic feeling, people can realize the innovation of animation short video, enhance its communication value and bring more new experience to the audience.

### **5.1. Vertical and deep development**

The animation short video content should go out of the horizontal development mode of simple copying, and carry out more personalized in-depth excavation according to the theme chosen by oneself. It can greatly improve the phenomenon of similar works in the animation short video market, broaden the audience and attract more audiences. The vertical and deep development of animation short video content is an effective way to avoid the homogenization of animation short video and improve the quality of animation short video content.

### **5.2. Strengthening the review of content**

Animation short video communication platform is an important carrier of short video animation

works and an important platform to attract the attention of young users. Therefore, apart from the external compulsory intervention on the content specification of short animation video at the national policy level, the communication platform of short animation video should also establish a perfect self supervision and management mechanism. Through internal intervention, animation short video creation is guided to develop in a good direction, combining internal and external, thus promoting the rapid development of animation short video.

### **5.3. Increasing scientific and technological innovation**

With the continuous progress of new media technology, animation short video creation has begun to gradually combine with technology. Integrating technology into the content creation of animation video can highlight the audio-visual style of short animation video works, so that the audience can feel a new "immersion" experience in short animation video [4].

### **5.4. Core creation**

As a form of digital short video image transmission, animation short video can meet people's viewing needs of video content through pictures and sounds. This requires that animation short video creators should take film and television language as the core of creation, and should not violate the basic theory and rules of creation. The application of audio-visual factors should be based on enhancing the value of short animation video works, and the form of communication should try to meet the public's viewing needs and information acquisition needs. Based on the main body of communication, it is necessary to clarify the scene setting and character form of animation short video works, and innovate the form of communication on this basis.

### **5.5. Technological innovation blessing**

Two dimensional animation and three-dimensional animation is an important technology of animation short video production. With the emergence and development of digital technology, new media environment has brought opportunities and conditions for the innovation of traditional two-dimensional animation technology. A variety of drawing software replaced the previous drawing workbench, and convenient editing technology replaced the film shooting technology. The emergence of these digital technologies makes the creation of short animation video not lag behind in the trend of the times. The production of vector two-dimensional animation also effectively promotes the innovation and development of two-dimensional animation video production. In Flash animation, animation short video creators can create animation short video through simple and convenient operation, which can effectively improve the creation efficiency. In the short video platform, the creator can first draw the figure's shape on the drawing, and then scan it. In this way, the software can complete the transformation from static character shape to dynamic character shape in the original through vector graphics [5]. The operation process is simple and fast, which saves the time and cost of animation short video production and improves the efficiency. For example, three-dimensional animation is one of the important techniques of animation short video creation. With the help of 3D special effects, lighting effects and layered rendering technology in 3D animation, creators can increase the aesthetics and artistry of short animation video.

### **5.6. Broadening the mode of communication**

In the new media era, the continuous development of modern information technology and Internet technology has effectively promoted the development of animation short video production industry. Therefore, animation short video can use the network as an information carrier to improve the production process of animation short video with its diversified and inclusive characteristics. Producers can design some plots, experiments or "spoof" plots under the corresponding theme content to show them in the form of short animation videos. Consequently, the audience can not only accurately and deeply understand the intention of the animator in different short animation videos, but also get rich audio-visual experience. Through watching short animation videos, the artistic value can be displayed and the cultural heritage can be promoted. At the same time, animation video producers can also promote their products and brands with the help of short

animation videos, take animation short video as the carrier of advertising, effectively attract the attention of consumer groups, realize the commercial value of animation short video, and offer impetus for the further development of economy.

## **6. Summary**

In order to achieve a more benign development of animation short video, creators and creative institutions should accurately grasp the current situation of the industry, and analyze the difficulties in the development of animation short video. It should grasp the important components of animation short video production, improve production technology, broaden communication channels, innovate content design, strengthen subject supervision, and pay attention to user needs. It is necessary to guide the rapid development of animation short video in the new media environment, launch more high-quality animation short video, and truly realize the communication value of animation short video.

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