

Exploration of the Application of Chinese Traditional Culture Elements to Animation Design

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Abstract: Excellent animation works can not only bring the audience a sense of beauty and a certain degree of fun, but also make the audience feel the cultural atmosphere in the viewing process, from which they can learn useful knowledge. In recent years, with the rapid development of China's economy, people's demand for material life and spiritual life is getting higher and higher. The number of animated works is also increasing. The increase of the number of animated works also leads to the uneven quality of animated works and a lack of innovation. In order to improve the quality of animation works, designers should actively apply Chinese traditional cultural elements to animation design, then enhance the cultural connotation of animation works, and promote the innovation of animation works as well. This paper analyses the problems existing in the development of animation design in China and the significance of applying Chinese traditional culture elements to animation design, and puts forward some suggestions on the concrete application measures of Chinese traditional culture elements in animation design, hoping to be helpful to the animation design work.

1. Problems in the Development of Animation Design in China

1.1 A Lack of local culture

In recent years, with the increase of the number of animated works imported from Japan and the United States, the local animation works of our country have lost their own cultural connotations and paid too much attention to imitating the creative methods of foreign animation, thus losing the characteristics of our own animation works. Specifically, in the design process of our local animation, we usually imitate the role modeling, language form, animation theme, action design and the central theme of foreign animation, so that our own animation works are full of foreign cultural awareness such as the United States and Japan, while our own traditional cultural elements can not be effectively reflected, making the national cultural elements in the animation industry have gradually been exhausted. If this situation is allowed to develop, it will eventually lead to the blind obedience of the animation designers and the general audience to the cultural awareness of the United States and Japan as well as their lack of a sense of cultural belonging.

1.2 Overemphasis on the Educational Function of Animation Works

With the rapid development of social economy in our country, the commercial nature of cultural industry in our country is becoming stronger. Affected by this environment, animation films and TV works in our country attach too much importance to economic benefits, but pay less attention to social benefits. In order to pursue high box office, animated works are full of a large number of commercial elements and lack connotation. To change this situation, some animation creators stiffly add preaching content in animation works to enhance the educational significance of animation works. This kind of animation works which not only pursue economic benefits but also do not want to be criticized by people as lacking educational significance will often lead to the gradual simplification of the audience of animation films and television in China. While those which can truly reflect the reality of life and follow closely the pace of development of the times are far few. This kind of simple animation works which pursue educational significance only preach the correct ideas or announce some value orientation with the purpose to standardize people's behavior. But

these animation works can not guide or enlighten people's ideological understanding from a deeper level. It is difficult to achieve the purpose of education through simple preaching.

2. Significance of Applying Chinese Traditional Culture Elements to Animation Design

2.1 Promote the Inheritance and Development of Chinese Traditional Culture

Animation is a kind of art form with strong appeal and influence which has various forms and is popular with people. China's traditional culture has a long history. After five thousand years of precipitation, it has formed a traditional culture with rich national characteristics, which not only has rich connotation, but also has a certain national representative. If Chinese traditional cultural elements are integrated into the animation design process, it can not only enrich the content of animation works, but also increase the cultural and artistic tension in animation design. It will not only promote the innovation of animation design, but also effectively inherit and develop Chinese traditional culture. With the application of Chinese traditional culture elements in animation design becoming more and more widespread, the status and image of Chinese traditional culture will be constantly improved, which deepens people's understanding of Chinese traditional culture and enhance people's sense of cultural belonging.

2.2 Meet the Needs of the Development of Traditional Culture

Since the reform and opening up, with the advancement of China's opening-up pattern, communication between China and the international community has become more frequent, and a large number of foreign cultural thoughts have poured into people's horizons, which has impacted people's thinking. Among these international trends of thought, there will inevitably be some negative and wrong ideas, which will have a very negative impact on our people. In order to change this situation and enhance the communication and dissemination between Chinese traditional culture and the international community, it is necessary to make innovative breakthroughs in Chinese traditional culture. In recent years, with the development of China's animation industry, the elements of traditional Chinese culture have been integrated into animation design, so that the elements of traditional Chinese culture in animation works have been effectively disseminated along with animation works, thus increasing the influence of traditional Chinese culture, enabling the world to understand Chinese traditional culture more comprehensively and intuitively, increasing people's sense of identity in the world to Chinese traditional culture, enhancing their respect for and recognition of China, and then promoting the elements of Chinese traditional culture to become an important driving force for the prosperity and development of world culture.

2.3 Help to Create China's Own Animation Art Brand

Because of the lack of animation works of our own brand, our cultural consumers are often deeply influenced by the animation works of the United States and Japan etc.. In order to change this situation, we should focus on creating our own animation brand. China's traditional cultural elements are very rich. Making full use of these excellent traditional cultural elements for animation design will inevitably promote China's animation industry to give full play to its own cultural advantages, and then increase the brand influence of Chinese animation works, so that they can occupy a favorable position in the domestic and international market competition, and then create a Chinese animation brand with Chinese traditional cultural characteristics. Enhanced brand influence of Chinese animation works will inevitably make Chinese traditional culture deeply rooted in the hearts of people, and further enhance the impact of Chinese traditional culture.

3. Application Measures of Chinese Traditional Culture Elements in Animation Design

3.1 Apply Chinese Traditional Symbols to Animation Design

Traditional symbols are the essence of Chinese traditional culture, the concrete manifestation of Chinese traditional culture as well as the cultural forms of Chinese people, which have been

deposited for five thousand years and used to express their good intentions and feelings. They have broad and profound implications. For example, the well-known picture of dragon and phoenix means nobility, magnificence, auspiciousness and celebration, which is the good will of people to celebrate the prosperous country and safety of Chinese people. Our common red lantern, which means good luck expresses people's family reunion and prosperity symbolizes the good will of happiness, brightness, vitality, fullness and wealth. In Peking Opera culture, its representative facial makeup also has certain implications. Different facial makeup models represent the personality characteristics of different characters. These are the concrete manifestations of Chinese traditional cultural symbols, which carry the spirit and thought of Chinese traditional culture. Therefore, in order to improve the effect of animation design in our country and make our animation design get rid of the influence of traditional concepts and values, animation designers should absorb useful elements from Chinese traditional culture, apply them to animation design, use Chinese cultural symbols to transmit aesthetic orientation and form pluralistic docking of Ideological and cultural essence^[1], and then enhance people's attention to traditional Chinese culture. In the specific design process, animation designers are required to pay attention to excavating the deep meaning of Chinese cultural symbols, and express the central idea of animation works through the deep meaning of Chinese cultural symbols. Animation designers should incorporate appropriate Chinese cultural symbols according to the actual needs of animation works, and do not rigidly implant cultural symbols in order to avoid affecting the compatibility between animation works and Chinese cultural symbols. While introducing Chinese cultural symbols, it is essential to stress the detailed description of cultural symbols, and adjust the whole and part of cultural symbols according to the age elements of animation works and the requirements of internationalized context, so as to make animation works more individualistic and realize the combination of traditional aesthetics. For example, in the domestic animation "Havoc in Heaven", the decoration of characters in the performance of Peking Opera has been fully used for reference. In the process of character design, the costume features of Peking Opera have been applied and the facial makeup in Peking Opera has been exaggerated. This can not only highlight the tension of characters, but also make the animation work have more Chinese national characteristics. In the process of viewing, the audience will feel the rich connotation of traditional culture, and then produce a deep impression.

3.2 Apply Chinese Traditional Culture Thought to Animation Design

In the treasury of Chinese national culture, there are modern culture and traditional culture, among which, traditional culture occupies a large proportion. Chinese traditional culture not only has rich content, but also has a variety of cultural forms, including poem, ditty, ode, song, fiction, prose and so on. In the process of animation design, animation designers should pay attention to the design of animated characters and their language behavior, integrate excellent Chinese traditional cultural elements into the animated characters' modeling and language behavior. With the Chinese national culture as the foundation, they are asked to excavate celebrity anecdotes or folk myths and legends from different angles, and then apply the characteristics of animation to do artistic processing, so that works will meet the needs of animation design, thereby increasing the artistic charm of animation. In the specific animation design process, animation designers should emphasize the introduction of cultural ideas to provide a broader display space for animation characters, which requires it not only designs animation characters according to the cultural ideas to be expressed, but also infiltrate cultural ideas into animation plots and uphold the design concept of paying equal attention to the essence of traditional ideas and the value orientation of the time, so as to make the design characters more vivid with more Chinese national spirit. Animation designers should integrate traditional Chinese cultural thoughts into the inner monologue, body language and emotional exchanges of animation characters, so that animation works can better express the connotation of traditional Chinese cultural thoughts.

3.3 Apply Chinese Traditional Culture Elements to Animation Scene Design

An excellent animation work needs not only the design of animated characters and animated stories, but also the design of animated scenes. Generally speaking, scenes can play the role of

foiling characters, rendering atmosphere and reflecting the background of the times. Therefore, animation designers should design reasonable animation scenes according to the characters, stories and creative themes to be expressed in animation works, so that animation works can be better integrated into the scene and the subjects expressed in animation works become more prominent, make the animation character more distinct, and make the era background of animation works more clear. For example, the animated work “Baolian Lantern“ presents a large number of ancient architecture, ancient murals and other ethnic elements to the audience. This reflects the animation designer's concept of animation scene design, so that animation characters and animation scene become more in line. For example, in the animated work Kung Fu Panda, landscape painting scene design is adopted, which can not only reflect the art of landscape painting with Chinese characteristics, but also create an artistic conception with oriental charm, thereby increasing the artistic appeal of animated works.

4. Conclusion

To sum up, the application of Chinese traditional culture elements in animation design can not only enrich the content of animation design, but also promote the inheritance and development of Chinese traditional culture. Therefore, in the process of animation design, animation designers are required to stress the application of traditional Chinese culture, increase the cultural connotation of animation works, and improve the quality of animation works.

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