

Personality Design and Display Techniques of Animated Characters in Digital Media Art

Zhang Jindi

Zhijiang College of Zhejiang University of Technology, Shaoxing Zhejiang, 312030

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Abstract: The digital age has promoted the transformation of media communication mode. After inheriting the characteristics of behavioral art, installation art, conceptual art, music and film art, digital media has gradually formed its own unique artistic characteristics. Its own form has completely expanded and subverted the expression form of traditional art, and has gone beyond traditional art and undergone qualitative change. In a sense, the digital media art represented by computers in the information society has a far-reaching impact on today's animation design. This paper expounds the concept of digital media, and on this basis, discusses the art of digital media. After that, the current situation of China's animation design is analyzed. Finally, the impact of digital media on animation design is analyzed, hoping to have a positive inspiration for domestic animation design.

1. Introduction

Digital media is a kind of media that exists and spreads digitally. The current manifestations of digital media include: digital newspapers, digital movies, digital television, network media and other media using digital technology, with the screen as the carrier of performance. Compared with traditional mass media, digital media communication has the characteristics of digitalization and two-way communication. Digital media has not only become the mainstream mode of contemporary media, but also made exploration and Practice for the modern art, forming a variety of mixed patterns of art situation. Digital media can be divided into five categories: sensory media, presentation media, display media, storage media and transmission media. It can also be divided into network-based digital media and encapsulated digital media according to the transmission form of digital media. Network-based digital media generally refers to the Internet. Encapsulated digital media include floppy disks and CD-ROMs: CD series and DVD series. After more than 10 years of development, digital media has become an important part of information dissemination. Computer plays a vital role in the development of digital media. Computer technology is often used as a tool for planning and displaying works in digital media design, which is called multimedia. "For example, print print print advertisements, newspapers, magazines, customize fonts, skillfully handle pictures or create illustrations, etc. Many designers and design college students are designing computer interfaces, Internet pages, CD-ROMs, 3D animated movies, 3D advertising and virtual reality environments, and other spaces that exist only in reality and virtual reality.

2. Digital Media Personality Design

The most important feature of digital media products is interaction. Digital media works are realized by hardware, software and user participation. But how to endow digital media with vitality, improve the humanistic connotation of artistic creation and get rid of pure digital technology show off is a special concern in digital media artistic creation. From the point of view of digital media art, it is only the expression technique of computer penetrating into various application fields. Digital media art needs to be expressed through considerable "packaging", and the expression of art is a kind of packaging of digital media. The performance of art determines the visual taste of the works. The reasonable rendering of art effectively strengthens the expressive power of digital media art. The same digital media art works, which are endowed with their own artistic characteristics by

artists, will become works with different styles. In digital media artistic creation, art does not exist as an independent individual artistic form, it does not have independent ornamental. Only by achieving the unity of theme, visual effect, sound effect and many other aspects in digital media artistic works, can we say that artistic creation is successful. In digital media artistic creation, we should emphasize artistic expression and avoid noisy guests. To seize the master, we should not only highlight the artist's personality, but also avoid the inconsistency between individual style and general style. This depends on the artist's humanistic accomplishment. First, the artist must recognize the object of his creation, let the form of expression submit to the content, and secondly, integrate his own unique artistic feelings. Both the use of color and the non-linear design of interface will reflect the artist's artistic level. Artists participating in digital media art creation should have professional knowledge of digital media technology. Only in this way can they reasonably use digital media tools in the process of artistic creation. Digital media art enables artists to maximize their imagination space and enrich their artistic expression techniques. At the same time, it greatly enriches the expressive power of digital media works of art. Digital media is a new stage for new artists to show their skills. Intelligent machines may act as human artistic partners. Human-machine interface is the key to future artistic transformation. Artistic works have something to do with everyone's way of thinking. Creation driven by ideas is artistic creation. Creation realized only through technology can not be called artistic creation. This just clarifies the relationship between art creation and technology application in digital media art.

3. Character Design and Expressive Techniques

Animation has developed from paper media, television media and film media to digital media. After the digitalization of animation, it has brought greater demand for animation and even animation production. The demand of digital media for new content of tailor-made clothes has become more and more vigorous. Competition among different media will greatly enhance the value of excellent content, so that domestic original animation can catch the fast car of digital media. "In digital media art, the liberation of technology frees art from the shackles of material and realistic imagery, making it particularly free and flexible to enter the realm of pure mental imagery. This freedom will inevitably give freedom to the creation of artistic forms, and the freedom of artistic form creation may not only give birth to new artistic forms, but also inevitably trigger the contemporary reconstruction of artistic forms in an all-round way.

With the maturity of Computer Generated Imagery (CGI) technology, animation provides a new creative platform for text design. It is a three-dimensional, vivid, visual, audible and perceptible digital implementation process. As a media element, animation can easily express the "motion" characteristics of digital media. In computer games, animation (whether two-dimensional or three-dimensional) is the dominant form, while its use in other digital media is more subtle. The animation design in digital media provides special information, effectively attracts attention, expresses specific emotions, and functions of transition. In digital art, the ability of traditional art forms to shape and display materials have been greatly released. In the three-dimensional image simulated by computer software, people can not only see the dimensions of its modeling on the screen, but also see the arbitrary movement of three-dimensional objects in space. Animation creates a virtual reality.

The use of high technology in animation creation is in a leading position. Today, with the continuous progress of science and technology, animation creation keeps pace with the trend of the times and makes full use of advanced technology to constantly enrich the creative form. "Toy Story" is full of three-dimensional animation production, as well as "Ice Age" and so on. They combine animation and the scene perfectly, creating a visual spectacle. Such films have won the recognition of the broad audience. The use of a large number of 3D production in the Mobius Ring really enriches the visual effect of the film. This is a high-tech attempt of domestic films, in the future, the use of scientific and technological means will be more extensive, there will be more and better films for the audience. But the application of high technology should pay attention to the following two aspects:

One is to use high-tech to enrich animation design, rather than rely entirely on high-tech. Pure high-tech display may attract the audience's attention at first, but after losing the essence of animation, the audience will slowly get tired of this form of animation, which will naturally fade away. We must firmly focus on the essential characteristics of animation, with humanities as the main thing, supplemented by high-tech, properly grasp the boundaries of artistry and commerce, in order to promote the development of animation, make it more vivid, such animation can have long-term vitality.

Second, we should adhere to animation with Chinese characteristics and learn from foreign excellent film and television works. It is undeniable that there are a lot of excellent animation and film and television works abroad, but our animation design should put an end to imitation, and only with Chinese characteristics can we have a way out. On the one hand, it is necessary to cater to the audience's tastes, on the other hand, it is necessary to maintain Chinese characteristics, both of which combine to create a unique character style. Like in *Baolian Lantern*, the shapes of monkeys and girlfriends are Americanized. The little monkey has a clear Hollywood impression. Although it is lively and lovely, it is somebody else after all. Chinese characteristics are either a conceptual term, a story telling or a story telling. Still, the core of the film is the key. Animation production should avoid this tendency.

At present, China's media environment is undergoing a revolutionary change. On the one hand, the rapid development of new technologies has brought about the rapid growth of emerging media, such as the development of the Internet, digital television, SMS, MMS, mobile internet, blogs and wiki, which have developed rapidly in recent two years. The development of these media relies on electronic technology, communication technology, Internet technology and the development of emerging media, their basic motivation for development is from the technological revolution and technological development. Changes in the environment require media innovation. If the media do not innovate, it will be eliminated. Only innovation can keep pace with the times and catch up with the pace of development of the times.

On the other hand, communication is changing, and the era of reciprocal communication has arrived. The disseminator and the receiver have been in an equal position. Every audience is also the disseminator. This requires the media to become a platform for peer-to-peer communication, in order to bring personalized, fragmented consumers and audiences together in our media. Therefore, the digitalization of traditional media has become an irresistible trend, because in order to achieve peer-to-peer communication, traditional media must apply new digital technology, only new technology can meet the requirements of peer-to-peer communication. Therefore, only in the process of using new technology can traditional media keep pace with the times, survive and develop.

4. The influence of digital media on animation

The digital age has promoted the transformation of media communication mode. After inheriting the characteristics of behavioral art, installation art, conceptual art, music and film art, digital media has gradually formed its own unique artistic characteristics. Its own form has completely expanded and subverted the expression form of traditional art, and has gone beyond traditional art and undergone qualitative change. In a sense, the digital media art represented by computers in the information society has a far-reaching impact on today's animation design.

4.1 The Influence of Digital Media on Animation Design

There are many forms of expression of new media art, which are closely related to film and TV series, including Flash sketches, digital animated movies and mobile phone movies.

Flash is a kind of interactive vector multimedia technology, which is a new kind of thing only appeared in recent years. It hardly needs a complete story, even if it's just ridiculous, it can be made into Flash sketches, which are full of randomness and have a wide range of extensibility. Generally, the works are composed by writers, directors, animation design, dubbing, music, subtitles and so on. As long as the pictures are funny and the dubbing is funny, everything is ready. Flash sketches are

mostly self-entertaining works, which can interact well with the audience and spread on the network, with a large number of network advocates.

Digital movies include animated movies and special effects movies. Those big scenes that can not be realized in reality can all be displayed through computer and digital technology, giving people unexpected results. The development of media art and the high progress of digital technology make the movies we watch ever-changing and make the movie scenes that we can only imagine in the past become reality. In the fantastic world of movies, audiences are amazed by their fantastic scene design and fantastic special effects shooting. And at the same time, according to the speed of its development, we really can't predict how the film will develop in the future.

4.2 Enriches the Creative Form

This function is mainly manifested in the application of new tools and materials in artistic creation, which enriches the expression of artistic language. In artistic creation, many artists input their works into computers and use computer software to produce special effects according to their imagination. For example, many photographers will take their own photos, using computer software, through computer processing, add many effects that cannot be taken by the camera, superimpose a variety of elements, give the photos a new vitality, achieve the desired results. Similarly, in video images, computer technology can also be used to add high-tech elements, with raw materials, to create unexpected artistic conception.

4.3 Extended the Content Presentation Space

Traditional artistic creation is often limited by time, venue, materials and other carriers. But the most widely used computer system nowadays expands the performance space of artistic creation. It can not only show ancient or future pictures, but also show macro or micro pictures that were difficult to achieve in the past. For example, in many movies, there are many ancient scenes. It is extremely difficult to restore the scene in a certain place. Even if it is to be achieved, it will cost a lot of manpower and material resources, and need sufficient financial support. However, through computer technology, the problem will be solved. Many unrealistic scenes can be produced by computer software, showing the real scene at that time. It can not only save time, personnel and other related resources, but also save a lot of money. Of course, many future or macro and micro scenes can also be fabricated by computer technology, adding to the imagination of the author, to show the fantastic scenes in front of the audience.

4.4 Improves Creation Efficiency

The application of computer animation technology can greatly shorten the time of artistic production and improve the efficiency of artistic creation. Compared with the past, there are earth-shaking changes. Moreover, with the continuous upgrading of computer systems, their efficiency has doubled. However, everything is a contradictory community. While we see its promoting role, we can not deny its negative effects: with the development of computer technology, artists can operate more conveniently and quickly in artistic creation, and the channels of publicity and publicity of works are more extensive and open. This is very beneficial for the effective transmission of works to the audience; but for the creator, the use of convenient tools for large-scale production of works of art, artistic creation of this holy inspiration of human activities, into the production of rational machinery activities, artistic production of this special innovative activities, confused with general commodity production activities, art. The development of artistic creation is also very unfavorable. In the long run, artistic works will become more commercialized and modeled. The pipeline business operation will inevitably reduce the artistry and the humanized creative elements in the works.

5. Conclusion

In the creation of film and television works, it is our current task to turn the art form of new media into tools and means rather than content and purpose. Continuous innovation can lead to

development, not only the development of tools and forms, but also the continuous input of fresh blood into the content to create classic works. For new media art or traditional art, or for all kinds of art at present, it is a gesture. In this case, in today's era, art is only one kind of social phenomenon. If there is no support and recognition of social groups, art may become narrow-minded or over-commercialized.

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