

Animation and Its Theoretical Analysis of Art Education

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Abstract: Like other cultural industries, the animation industry also has a subdivision structure of posts and technologies. It is also a knowledge-intensive, labor-intensive, high-tech-intensive cultural industry. The cultivation of animation professionals in vocational colleges can no longer be traditional, but should be developed in the direction of diversification, integration of industry and education, and reasonable setting of animation courses. The animation profession of the school should be based on its own development conditions, do a good job in market research, establish a reasonable knowledge and technical teaching structure, be realistic and pragmatic, and lay a solid foundation for the future development of animation majors and the cultivation of animation talents.

1. Introduction

With the continuous development of the times and the continuous advancement of society, people's spiritual needs are constantly improving. Therefore, the animation industry has been favored by the audience with its unconstrained performance and relatively low cost of production. In addition, due to the increasing development of the animation industry, it has to embark on the road of commercialization. From the current stage, many animated films have a fixed routine, and the plot basically contains some fixed elements. A modest production production mode. It can be said that the production of these animations is basically to meet the needs of business development, we call it "commercial animation." In addition, the notion of commercial profit, ideological ingenuity, and unique style, distinctive features, and even alternative animations (mostly short films) belong to what we commonly call "art animation."

2. Characteristics analysis of art animation

For art animation, producers usually have greater randomness because they have no common goals and considerations. Therefore, making an art animation can be done by one person or by a technical team of two or more people. In addition, because there is no commercial consideration, the art animation team does not have a hard time, so they can have enough time and relatively flexible locations to create. In short, we say that art animation has a certain degree of freedom in the process of creation.

Since art animation is not a commercial creation to cater to the audience, the content can be said to have no framework and embarrassing restrictions. The producer does not need to consider whether the film can make a certain profit in the market, and does not need to consider the film produced. Can it be accepted or liked by most viewers? To a certain extent, the production of an artistic animation is like an article and a song. It is the emotional tendency of the creator or the team, and the catharsis and expression of ideological cognition. We say that art animation has an independent personality in terms of theme and thought.

In sound processing, art animations generally choose to use pure music or silent to render. Such cartoons often have no dialogue, or few. And want to express the content of the thought, depict the character and inner activity, and make the whole scene – usually use different styles of music. In addition, in addition to using music for processing, art animation sometimes uses silence even when it is produced. The effect is handled, that is, the animation is silent.

At present, the production of art animation, on the one hand, is relatively inexpensive due to the relatively low cost of production, and on the other hand, because it does not have to consider the

commercial value of creation, it is mostly short and fine. For this reason, artistic animation is more demanding on the producer side. It requires the producer to express what he wants to express (including the producer's own world view, outlook on life, values, and emotions, in a limited space and time. Thought content, etc.) Concentrate. And good creators are often able to incorporate the art cultivation and production experience that they have cultivated for many years into the animation creation, and can highly summarize the theme and plot content, and use different sub-lenses and montages between the lenses to match the characters. The complex psychological activities contained in the smiles are precisely processed, and with elements such as picture composition and color, the emotions are successfully integrated into the picture, and the people who watch the animation are psychologically hinted. Art animation tends to be more delicate in terms of detail processing. The former is more able to go straight into the heart than the grand scenes and grandeur of commercial animation.

3. Artistic animation analysis of creative thinking

Before creating an art animation, it is essential to animate the theme, and it is also the reason why the creator wants to create the animation, and the creative ideas that follow. On the one hand, the theme of animation directly reflects the creator's world view, outlook on life and values. It can be said that it can directly affect the success and failure of this animation. In addition, different regions have different themes and creative thinking due to their cultural background, religious beliefs and ideas. For example, in Europe, art animation usually has a wider range of materials and topics, and the discussion of the theme is relatively more profound. Many of them can be related to current philosophical thoughts, aesthetic thoughts, and artistic trends. Therefore, For the audience, there is a relatively high-end aesthetic enjoyment. For example, in Japan, the extensive use of art animation is mainly derived from the bits and pieces of daily life. The most typical example is Hayao Miyazaki. His animation works are basically focused on the lives of ordinary people. They are adapted and second-hand based on folk legends, so that the animations created can be "from life, high". In life." In this way, things that are ubiquitous in life are easy to create a sense of intimacy and more likely to resonate with the audience.

In a contemporary society where material desires are flowing, humanity has been lost in the feast. And many people have forgotten the original dream. Therefore, there is an art animation to let people find the original purest dream. For example, the art animation "RIBA-cat" from France (the cat's dream), the owner is a cat, and he is in a city where he lost his vitality. He has a fixed but boring job, which is responsible for the first in the early morning. Going up the road, turning off the sleepless street lights one by one. The life of this cat is so constant. What the audience sees is the luster of the owner who has lost hope in life. There is no feeling, and people feel a sadness in their hearts. Later he saw the piano in the instrument line, and his dreams were ignited. Finally, when he was able to swim in his dreams and play to the little goldfish, the audience's dreams were simultaneously released.

No matter when, the family full of family is the warmest harbor, and at the same time, family is the most important kind of emotion that can remain in the human heart. The animated film based on family feelings can best arouse the audience's inner nostalgia. For example, Kato, a Japanese artist, his art anime "Reminiscence Building Blocks" is based on family ties as the main clues throughout the film. The scene of the old house gradually devoured by the sea is used as a stage to show the master--the old man's memories of his family. For example, the French animated film "Three Sisters of the Beautiful City" tells the story of the old grandmother and the dog combined with three singular jazz chorus sisters to rescue their "grand champion". The whole picture is full of impressionism, and the soundtrack is just right, and has received wide acclaim from the industry. Although no important awards have been made in the world, the original intention of the art animation itself has been perfectly inherited.

In the process of continuous development and maturity, human beings will encounter love from another voice, and then the two will give birth to sweet love. Love has been an immortal theme of all art forms since ancient times, and art animation is no exception. The art animated film from

Canada, "Anxiety", argues that a couple who have been married for many years are arguing over trivial matters in life, and after the dispute, they are always sweet as ever. Finally, even the nuclear bomb explosion has become a trivial matter. Explain that in their world, because of love, all fear can be faced together. The Russian master Konstantin Browns, his work "Love Story", although the lines are simple, but it gives people a deep thought. Those who try their best to chase the ideal love, often ignore the scenery around them. In addition, there are also such things as "Fan Fan and Flower" "The Love Story of Octopus" is also the highest praise for the immortal theme of love.

With the continuous development of science and technology, what will happen to the future of mankind is a very attractive topic. For example, the American art animation "Technology Threat" is a turning point in the continuous strength of robots in the future world. From the standpoint of serving human beings to the opposite, even the trend of replacing them, let humans begin to think about whether the increasingly developed technology is really like That's wonderful.

Due to advances in technology, the scale and destructiveness of wars are also growing. Especially after two world wars, human beings have become more and more in-depth thinking about war. For example, in the animated film "The Fallen Art", it is shocking that the war leader has taken pictures of people who died in the war and arranged them into dances.

4. Measures for the status quo of animation industry education

The study of animation majors requires a high level of art painting foundation and has its own characteristics. This requires that the vocational colleges should fully consider the characteristics of the animation profession when setting up the animation course. The creative process of animation works is the embodiment of comprehensive art literacy, which integrates the artistic creation process of many disciplines such as film, music, natural law and internet. The cultivation of animation basic ability is also a very difficult learning process. A lot of learning animation related to movies, music, drama, etc., understanding the language of the lens, the creativity of the characters, the creation of the character movement process, the design of the scene, etc. all require solid art. The basis of painting. In addition, the animation creators must have a certain understanding of the physics subject, have a certain computer program design basis, and can use the computer high-level language to carry out advanced control of animation. It is impossible to complete an animation work with a certain level by the power of one person. Any excellent and impressive animation works are completed by dozens or even hundreds of creative teams. The characteristic of vocational education is to highlight the ability of teamwork to create animations among students.

The existing teaching content of animation majors in vocational colleges is roughly divided into four parts: animation theory foundation, animation software learning, animation creation stage and animation productization. The teaching mode of animation major is divided into four parts: animation character styling staff, animation implementer, animation post-synthesis and animation production technical director according to the direction of talent training. Teachers should be based on the students' different characteristics, hobbies and professional orientations, teaching students in accordance with their aptitude, and cultivating education in stages. In view of the boring characteristics of the basic theory of animation, teachers can teach classical cartoons through appreciation. The teaching focus of the animation character design is mainly the enhancement and improvement of the art foundation. At present, most of the animation implementers in the society are mostly from anime modeling designers. They have a very high level of art styling ability, and they are familiar with the animation equipment animation production software. The post-synthesis staff of the animation is mainly engaged in the editing and composition of the cartoons and the effect processing after the completion of the modeling and implementation. This part of the staff is quite familiar with the computer animation software. The work of the animation production technical director is mainly to organize and coordinate the animation creation team, and the successful completion of the entire animation provides a strong technical guarantee. Therefore, in the teaching mode of the animation director, the secondary vocational colleges focus on cultivating the overall situation of the animation director, the organization and coordination ability of the team, and of course, the rich animation professional knowledge must be mastered.

5. Conclusion

The development of artistic animation can often reflect the level of ideological progress of a nation. The art animation itself, because of its distinctive features, flexible creation, broad thinking, and wide audience, can better explore, continuously explore the value of human existence, and provide a good trend for the society.

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