

Research on the Characteristics of Chinese Animation

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Abstract. The design of the animation is the core and important part of the whole animation. In the animation works into the appropriate animation design is an important component of animation design, not only has a high appreciation of value, but also for the animation works to bring great commercial value, to better attract people's attention. With the rapid development of science and technology and the rapid development of the global economy, the animation industry should grasp the opportunity of this era, the traditional culture and animation modeling organic combination, in the promotion of animation character modeling process, for the development of traditional culture to create favorable conditions.

Introduction

In recent years, China is vigorously developing the film and television animation industry, and in this cultural industry, the role of shape design as the core of the animation design, animation industry is the entire chain of derivative product development of this huge profit link key. The development of the animation industry is not only dependent on the content, but also depends on the image. At present, Chinese cartoon, modeling design is a weak link. Chinese animation in the history of the development of the world has had an important position in the history of the Chinese school is the Chinese animation style recognized in the nationality of the mark, but also a symbol of Chinese animation mature. But those achievements belong to the past, started in 1922, time after Europe and the United States and once ahead of Asia in China animation, in the 1960s and 80s after the two creation peaks, gradually downhill. 90 years later, once the world-renowned Chinese school on the animation for various reasons already bleak, the current development of Chinese animation is struggling in the forward, modeling design also lacks the style with Chinese characteristics. Therefore, this paper chooses the Chinese animation design as the research object, analyzes the characteristics of the Chinese animation in the modeling design from the different aspects of the social and cultural background, the development of the market economy and the technological progress. National characteristics, etc., to sum up and explore the unique style of Chinese animation design and its aesthetic value, aimed at exploring the future development of Chinese animation design.

Analysis on the Characteristics of Animation Character

In Chinese animation character modeling because by the overall cultural environment, its character design is very focused on the proportion of people modeling. This proportion of modeling features mainly in the following two aspects: First, pay attention to the anatomical ratio. In Chinese traditional animation design, most of the characters modeling, especially the main character design, attaches great importance to the proportion of anatomy, rarely on the character of the exaggerated treatment. Corresponding to the Western animation character design, it often on the head, limbs and other physical parts of the exaggerated treatment, the formation of humorous animation. Second, pay attention to the proportion of people decoration. In Chinese traditional character design, such as hair, clothing, decorations and other factors in the design, rarely use exaggerated design, pay great attention to the overall proportion of the characters. In contrast, the West and the Japanese animation more like in the animation character design, the character decoration exaggerated treatment, the formation of the specialization of the characters.

In Chinese animation character design, the traditional drama character modeling is the main features of Chinese animation character modeling. Especially in the traditional Chinese story changes in the animation design, this modeling feature is very obvious. The main reference content is: First, the face of the reference. In the character design, the success of facial modeling occupies an important position. In Chinese traditional animation design, learn from the face of the image of the design, is often used by designers design methods. As in the traditional animated feature film "Havoc in the Temple", the main characters are drawing on the contents of the Peking Opera face. Another example is the art film "Lotus Lantern" character design, Sun Wukong design also draws on the image of the traditional Facebook, improve the artistic characteristics. Second, learn from the drama of the costume design features. In Chinese animation design, often using drama clothing factors, the character costume design. The third is the drawing of the action of the drama. In Chinese animation design action design, drawing on the action of the design is also the design of the main artistic elements. As in the animated cartoon "gourd brother" in the snake demon this character, in the action modeling design, a good reference to the Beijing opera angle of the hand, waist movements, improve the typical character of the animation.

In the development of traditional art in China, produced a variety of traditional art types such as ink painting, New Year paintings, paper cutting, origami and so on. The characteristics of these art to promote the prosperity of the development of Chinese animation category. Because of this, in the development of traditional animation in China, character design has also been affected by these traditional arts. As in the ink cartoon design, with a freehand character animation design, has become an independent artistic design process. We need to pay special attention to is that China as a multi-ethnic country, the traditional characteristics of ethnic minorities in the application of animation design is also the main features of Chinese animation design. The application of this traditional national art culture provides a diversified factor for the development of animation design in China.

Influencing Factors of Animation Design

Animation as a product of the performance of traditional culture, in the field of art plays an important role in the animation production process, modeling design plays a vital role. The main factors of its design include: First, the animation design to meet the actual situation, the script inside the role of the design and scenes to continue to analyze, to ensure that the work to do with the corresponding, through the work of the text description and then Into a fresh scene to show, to provide people with intuitive visual enjoyment. Second, in the production process to focus on the script and the actual shape to match, to meet people in the process of watching the aesthetic and artistic style of the pursuit of the same works in the design process, because everyone on the same work in the direction of production There are very different, the same subject to the different directors will produce a different work. To the designer of unified system requirements, only the design staff will be designed to produce a unified style of animation works in order to provide a prerequisite for the late production effect. Third, the current animation works show the way also showed a diversified trend, different ways to determine the way the production of different works, but also limits the key aspects of animation design. For example, there are significant differences between the production of animated films on the film and the forms of play on television and the Internet. With the continuous development of scientific and technological means of production, animation modeling in the form of production has also undergone a major change, and toward a diversified direction.

Research on the Style Characteristics of Chinese Animation Design

Humorous style is the most important form of animation design, Chinese animation production in the dissemination of traditional culture under the premise of the most important feature is to show the humorous style. This style to a certain extent, the use of the image of the characters exaggerated performance techniques, the use of style on the use of funny, humorous, simple performance

techniques, mainly to reflect the animation of the entertainment function. In the history of the development of animation in China, the most important manifestation of humor is the use of lines to form an exaggerated character image, people feel pleasure and ease for such an image. Through a variety of works created by the character modeling, they have a common characteristic that is full of humorous elements. Animation designers must have a strong professionalism, and the image of the Sichuan has its own views, and applied to the works which only continue to melt into the new elements of animation in order to promote the continuous development of animation. Therefore, in order to let more animation works by people's favorite, must be combined with the aesthetic needs of the audience, increase the favorite humor elements, in order to promote the cause of animation continue to move forward.

Realistic style is one of the important manifestations in the design of animation style. The most prominent thing in realism is the naturality of image design. Through the requirements of the script, it is necessary to realize the combination of the characters and the actual characters. Because of the realism and intimacy of realistic characters, it is more able to draw the attention of people, because the side reflects the current situation of people's lives, closer to people's life and aesthetic habits. As the realism is close to life and easy to understand and so on, so the plot can be more able to cause people's emotional resonance, more conducive to the dissemination of animation works want to express ideas. Realistic modeling is mainly to do not change the natural state of life under the premise of the character modeling innovation, adhere to the true characteristics of the principle of reducing the characters, want to express the ideas to sum up and sum up. It is not the real life of all the copy, but through a simple imitation, the use of general form to join the expansion of the performance techniques to create the process, so that produced works close to the reality of the case, but also to be realistic and works Organic integration.

Cute animation style in the process of animation design is widely used in the process of this type of shape is based on the restoration of the natural shape of the characters on the art of transformation, in line with the natural premise, but also with the natural form of a certain difference , With personalized character style features. For example, the "Pleasant Goat and Big Big Wolf" in this performance is very obvious, the author will sheep village sheep and Wolf Code of the shape of the exaggerated performance techniques, and in the form of expression using a lovely style, to the inside of the shape The overall design to increase the childlike, to bring a sense of comfort, but also for the show to create a successful modeling design, improve the uniqueness of the entire work.

Research on the Change of Current Animation Design

In Chinese animation design, with the introduction of culture, the development of art theory, production technology to improve the factors such as changes in the design of the new changes in the content. This change is mainly manifested in the following aspects:

With the introduction of western and Japanese cartoon-style animation design concept, Chinese animation character design, especially in the industrialization of animation design, a large number of animation design design exaggerated approach. This introduction of the animated design changes, a good way to improve the animated characters sense of humor and characteristics, for the typical animation character design provides support. As in the overall design of the animated film "Pig Man", the designer has exaggerated the local characters for the animated characters, making the characters in the story more vivid and compelling, and at the same time meet the plot requirements, improve the overall quality of the cartoon The This kind of western cartoon animation exaggerated elements of the introduction, but also Chinese animation design style innovation is an important change.

With the development of Chinese animation industry, a large number of realistic class and the emergence of science fiction cartoon animation has become the main component of animation. In this process, we try to use animation and sci-fi in the design of the characters modeling design, to adapt to this animation content change. As in the cartoon "happy Superman" character design, a large number of science fiction character design for the improvement of animation quality to

provide support.

In the current animation design, the emergence has a large number of new design techniques to improve the quality of animation design. As in the two-dimensional animation design, the use of three-dimensional animation design for man-made overall design, can make two-dimensional animation artificial three-dimensional enhancement, to ensure that the quality of character design to enhance.

Conclusion

With the globalization of the process of accelerating the continuous integration of national culture and collision, the development of Chinese animation industry has an important impact. Animation industry belongs to the category of cultural form, and the design is an important component of the animation industry, so it is necessary to carry on the deep research to its style characteristic. At present, the impact of Chinese animation design is relatively more factors, not only is not conducive to the development of animation industry, but also has a hindrance to our cultural heritage. However, with the continuous improvement of Chinese economic and technological level, animation design will be able to break the bottleneck of the constraints, in the succession of traditional Chinese culture on the basis of innovation and promote the development of Chinese animation industry better.

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