

Research on the Evolution Motivation of Animation Industry

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Abstract. For the evolution of the Chinese animation industry, it has experienced great ups and downs from the world of the "*Heavy Heaven Palace*" in the 1960s, to the stagnation of China's animation industry in the past half century, and to the progress of various new era, meaningful, thoughtful and content-based original animation industry. China's animation industry is constantly developing and making continuous progress. This paper studies the evolution motivation of the animation industry.

Animation is one of the most popular art rituals of the 21st century. Good animation is attractive not only to children, but also to young people, middle-aged people and even the elderly. The animated ontology is characterized by highly free painting expressions and montage techniques. The creators of the animation can express a large space and at the same time attract the imagination of the audience and have an independent aesthetic. For the development of Chinese animation, it has experienced great ups and downs from the initial hand-painting to the subsequent computer production, from the beginning of the peak to the current starting point of the original. The Chinese animation industry has gradually matured, and has begun to move toward the stage of the world gradually.

1. The Development of China's Animation Industry

1.1 The Main Important Historical Periods

The emergence and development of China's animation industry, compared with other countries, started earlier. In the 1920s, Chinese animation had the germination of development. The development of China's animation industry can be roughly divided into three different stages, namely, the embryonic and initial stage of development from 1922 to 1975. In this stage, the main works of China's animation industry are produced by hand-drawn, which not only consumes a lot of time, but also requires higher technical level for animation editors; the second stage is the period of high-speed development of China's animation industry from 1976 to 1999. Chinese animation in this period has gradually introduced advanced equipment and animation editing methods from foreign countries, but the quality of editors and technical requirements are higher; the last period is the period of original development from 2000 to now. As far as the period of original development is concerned, more and more Chinese element animation began to appear in the market and was sought after by Chinese audiences. However, the road of originality has never been easy. From the initial style of painting and the imitation of the plot to the subsequent plot independence, and the continuous improvement of the picture level, all of which are achieved through the continuous efforts of modern animation industry workers.

1.2 Development of Chinese Animation Industry

In addition to the three important development periods, the development of the Chinese animation industry can be divided into small breakthrough periods. For example, from the 1960s to the mid-1980s, the development of Chinese animation was the world's leading level. The quality of Chinese animation was quite different from that of Japan, the United States and European countries at that time. However, after the Cultural Revolution in China, the development of China's animation industry has entered a state of stagnation. Not only technology, but also the content of animation, has been restricted since that period. Looking back at Chinese animation, we can see that after the Cultural Revolution, there have been many animations in Chinese animation that are hard to forget by Chinese children, but the gap is not a little bit compared to several famous animation works in the world.

With the beginning of the 21st century, Chinese animation has opened up an original era. In the process, the initial animation is mainly based on imitation, and the main object of imitation is Japan. Japan's development in animation can be described as a schools of thought contend. Nowadays, almost children have watched Japanese animation. Therefore, in the initial development process of Chinese original animation, it is mainly to imitate the production method of Japanese animation and even the plot. Later, with the continuous development of science and technology in China, the level of production of the Chinese animation industry continued to increase, coupled with the powerful and beautiful animation effects produced by various countries in China's traditional cultural applications. More and more real Chinese animations have been created and accepted by the public, for instance, *"The Big Fish & Begonia"* and *"Monkey King: Hero is Back"* are the benchmarks for the development of modern Chinese animation, and they are another peak in the development of modern Chinese animation.

2. Current Situation of Chinese Animation Development

2.1 Development Environment

At present, our country holds a strong attitude of support for the development of the animation industry, and constantly publishes relevant policies to help China's animation industry develop better. The current viewing of animation is no longer limited by age, more and more animations with different themes meet the needs of all ages, but the main animation audience is still children. For children, watching animation is one of the most interesting things in their lives. While watching animation, children are also the process of cultivating three views. Good animation can not only bring joy to children, but also help children cultivate correct three views, so that children can become helpful to society and the country in the future. Secondly, with the continuous development of the animation industry, other industries derived from the animation industry are also constantly developing, such as games, cosplay and animation dolls. As more and more people begin to like animation, animation industry has become an important economic expenditure industry in China's cultural industry. The animation industry involves animation creation, related product development, market expansion and other aspects. The current performance in the market is the combination of upstream and downstream animation and animation brands in the animation industry. It can be seen that Chinese animation is still very much Great development space.

2.2 Overall Status

For the current type of adolescents' favorite animation in China, Japanese animation occupies the largest proportion, followed by European and American animation, and finally the original animation in China. Moreover, as Marvel adapted the animation form into a movie, a large number of movie fans began to switch to the European and American animation market, and the attention of Chinese original animation was further compressed. However, it is not that Chinese animation fans pay less attention to Chinese original animation, but that modern excellent Chinese animation is really less. As far as excellent Chinese original animation is concerned, the main problems encountered are no longer insufficient technical level, or the integrity of plot settings and the single content. However, in the process of animation production, the high production cost limits the production of good animated works. On the other hand, for the emergence of good animation works, its loyal fans, in order to present the final outcome, used the way of collective donations to help the animation producers to produce the final animation, "Quebec" series is such a situation. This way of animation production can not only meet the needs of producers for funds, but also bring good animation products to the market, which is a win-win situation.

3. The Analysis of Evolution Motivation of Chinese Animation

The evolution motivation of Chinese animation can be roughly divided into three aspects, namely, political motivation, economic motivation, and technical motivation.

(1) Political Motivation

The reason why the development of Chinese animation has been restricted is that the long-term

impact of the Cultural Revolution on the development of Chinese animation, and the government does not pay much attention to the animation industry. In the past, in order to better develop the economy faster, the main policy of the country was the high-economic industry and the basic heavy industry. The cultural industry like animation began to be paid attention to in recent years and invested higher funds. The government's main policy on the development of Chinese animation is carried out in three aspects, namely, economic support, the establishment of relevant and comprehensive review and management systems, and the opening of animation related majors among universities in China, to inject vitality into the development of China's animation industry.

(2) Economic Drivers

Benefits promote the development of things. The huge market of the animation industry makes the revolution of Chinese animation industry. The modern animation industry market is different from the previous industrial market. It is not only the animation itself, but also the related industries of animation, such as exhibition, cosplay and anime dolls. More and more capital is invested in the animation industry market, providing vitality for the development of original animation and helping the animation industry to evolve better.

(3) Technical Motivation

Previous animation production relied on the high technical level of the renderer itself, the overall editing and final animation production, the cost and investment of energy, compared with the ultimate harvest gap, is too big. However, with the continuous development of modern computer technology, the emergence of better and faster means of animation editing provides more possibilities for Chinese animation creation. At the same time, advanced technology provides more possibilities for all kinds of fantastic ideas, helping animation editors to better display their ideas on the screen. And this is the key to promote the evolution of animation industry to the present stage, and also the focus of further development of animation in the future.

4. Strengthen the countermeasures for the operation of China's animation industry

In recent years, Chinese animation institutions have continued to expand. Under this circumstance, the animation industry also needs to extend and expand the industry as a problem. After analyzing the above motivations, it is simple to analyze and strengthen the Chinese animation industrialization operation measures as follows:

1. Strengthen brand licensing in the animation industry. A large part of China's best-selling licensed products is related to cartoon characters. Many animations have entered the animation industry market through multi-faceted channels, paying more attention to the development of the industry chain. By developing cartoon derivative products, the animation market will be gradually broadened. Such as audio-visual products, comics, albums, dolls, clothing and other fields are derivative areas.

2. Develop new formats. After creating cartoon characters, we can cooperate with other industries, such as the cooperation with the juice beverage industry, to establish a comprehensive corporate entity. The company integrates the new concepts of cultural "industrialization" and industrial "culturalization". It is conducive to promoting the growth of enterprises and forming new business models.

3. Combine the animation industry with the manufacturing industry to create a self-owned brand. There are many toy manufacturers in China, but the general profit is small. Under the guidance of industrial policies, Chinese SMEs can cooperate with the animation industry to develop and share corresponding animation brand resources, which can promote the industrialization of animation and promote the development of manufacturing.

4. Improve the animation intermediary supporting services. The bridge of animation trading is a supporting intermediary service, including advertising, copyright intermediary structure, overseas development intermediary structure, etc., which are conducive to the packaging and promotion of animation.

5. Strengthen the protection of intellectual property rights. The law enforcement department is responsible for the anti-piracy legislation, and the cultural department is responsible for the anti-piracy center. Enterprises can establish a strict copyright protection system, establish a perfect

copyright protection system, and form a good legal environment in animation.

5. Conclusion

Animation is the same as novels and poems. It is also a literary and artistic work. It belongs to a form of art, and with the gradual improvement of people's pursuit of art, animation products have gradually gained attention. The evolution of China's animation industry is complex. From the peak at the beginning to the decline in the middle, and then to the rise again today, it depends not only on the continuous efforts of the animation industry staff, but also on the strength of Chinese traditional culture for the development of Chinese animation. With the support of countless modern computer network technologies, the future development of the Chinese animation industry will be better and better.

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