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Analysis and solution of network status Chinese digital animation art

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ABSTRACT

The network digital cartoon industry in the global annual output value reached 200000000000 to 500000000000 US dollars and has been the industry known as the twenty-first Century sun, at present domestic network digital animation art annual turnover reached 50000000000 yuan, but compared with Europe and the United States, Japan network digital animation art industry, the gap is still quite obvious. In the United States, only two animated Mickey Mouse and Snoopy the image of the derivative products of more than \$50000000000 in global annual income. Network digital cartoon industry in Japan has an annual turnover of 230 trillion yen to become Japan's second largest pillar industry; animation art market of Hongkong digital network annual operating income also reached HK \$46000000000, has exceeded the film industry. Visible, network digital animation art for us, is not only a kind of entertainment way, is an important comprehensive national strength! In this situation, we in the digital network hot topic of animation art, has launched a research survey: approaches and the prospects of the development of deficiency of domestic network digital animation art background and present situation of Chinese and foreign animation, network digital art expression means differences, domestic network digital animation art and Chinese network digital animation art!

KEYWORDS

Network digital; Animation art; Development prospect.



THE BACKGROUND AND PRESENT SITUATION OF DOMESTIC NETWORK DIGITAL ANIMATION ART

The animation industry of China has just started, but the rapid development. In 2000 China computer games based animation industry output value is only 300000000 Yuan, the scale of 2002 industry reached 1000000000 yuan, in 2003 our country network digital cartoon industry in total revenue has started more than the film industry, animation industry output value in 2004, estimated at hundreds of billion yuan in china. In addition, according to the popular software in 2004 January "game industry report", 2003 online virtual card and physical card sales were 1150000000 yuan and 2330000000 yuan, for a total of 3480000000. At the same time, the animation industry pull benefit is very obvious, with the network game as an example, the leading role of its publishing industry, IT Telecom and media were respectively 6.6, 2.65 and 2, for a total of 1:11.25. But the development level compared with the international similar industry, or just the beginning. The domestic digital industry independent research and development and original ability is low, essential to introduce, processing, operating agent, in the current operation and testing of hundreds of independent research and development of domestic network game, only 25.7%; ownership of domestic 2600000000 phones has been ranked first in the world, but the value-added services accounted for the total proportion of business of mobile phone only 8%, and more than 70%, the United States and Japan more than 50%, South Korea more than 45%. The original power of the huge market and weak cause earnings of Chinese network digital animation art market more than 80% to Japan, the United states. China has become the biggest country of the art of animation products network digital input. According to statistics, only Snoopy, Mickey Mouse, Kitty cat, Picacho and machine cat, every year from the cartoon market "China swept away" 600000000 yuan. Private animation enterprises production in the rapid growth, continuous production animation into the new private enterprises, this is a new vision of the development of domestic animation.

Domestic animation has now began making animated series of 3D, in addition to FLASH technology at present also began making animated series, and more than practitioners to professional development, become a member of TV cartoon, behind this prosperity development also exist: the system reform, the state-owned animation studios to establish the market mechanism, the government should reasonably to promote, support private animation development, improve the quality of animation and many other aspects of the problem of the cartoon production.

We say that China wants to engage in "cultural industrialization". As we all know, all encompassing culture, then why should we give the network digital animation art so high attention, almost to make it become the pioneer culture "industrialization"? This natural and network digital animation art is concerned, the scope of application of network digital animation art is wide, culture and strong radiation..... More important point is that some officials or experts network digital animation art "to use strong" point of view, it is particularly suitable for Preschool Education -- the statement is correct or not here temporarily retained, but can be seen from the seize the network digital animation art features for China network digital animation art in the future to the extraordinary significance.

"Network digital animation art industrialization" pour also is not a new word, we sometimes hear the completion of certain networks such as digital animation art base of the news, so after the completion? To promote these bases for the art of animation industry China network digital actually played a role in what? Government property market base and give some preferential measures in the economy, then the base building housing investment, the name of the time difference to report how many businesses in the art of animation industry start network digital operation, but in fact how many businesses due to various causes is not into this industry chain in? Of course, this is just a question of how, the actual situation may differ in thousands of ways, also do not eliminate actually do very successful examples. But from a macro point of view to see, while seeing the animation art base a network digital was founded, but the network digital animation art industry of China exactly how much progress has been made, there may not be an obvious answer. Of course, for the art of animation industry network digital has just started in China, now requires to see a clear and complete industrial chain may also be too impatient, so there is a direct relationship between the network and digital animation art, in other words is to rely on the current situation of the development of enterprise network digital animation art eat and how? It is understood that these enterprises at present can be divided into 3 categories: 1, by contract processing for the main business of network digital animation art processing company, the leader in this kind of company in general with outstanding technical staff, and Japan and South Korea, Canada and other animation companies have a long tradition of contact and cooperation relations, is a more powerful animation art industry in China in the present network digital. 2, rely on the economy of government support animation industry, the most typical example is the CCTV Animation Department (formerly known as children's programming department), the main issue of the works that everyone was heard, there is not much to say. 3, fully rely on their own strength and self-reliance of the small network of digital animation art painting company (commonly known as the art of animation studio network digital), they are generally from the network digital animation art is full of passion and love the young man cooperation business, although the economy is difficult, but with a cavity enthusiasm and perseverance, their works usually can bring more surprises, and with the popularization and deepening of network digital animation art in China, their technology has been greatly improved, although there are still shortcomings too loose too small influence is not enough and so on many key factors, but some businesses Dujuhuiyan settle on their strength, perhaps in the near in the future, they will become the art of animation industry in China Digital Network of a dazzling star

RESEARCH SURVEY

The 1 definition

The concept of network digital animation art: is the company of anime and manga. There is a close connection between the two, Chinese in general are the two art for network digital animation together call.

Animation (animation or anime) or cartoon (cartoon) refers to the process of continuous broadcast by a number of static picture frame time, although the differences between the two is often controversial, but are basically the same. Regardless of the static images are produced by computer or hand, or just a clay model of each minor change, and then shot, when the single frame shooting together, and the 16 frames per second or more to play, to make the eyes the illusion of continuous motion (because as a result of residual vision). Usually these films are composed of a large number of labour intensive and drab, even in the computer animation technology have made great progress and development is now so.

Comics (comics or manga) a word has two meanings in Chinese in. One is short, concise style of brushwork, ironic, humorous and satirical taste, and it contains the profound implication of the single artwork. Another means of style and exquisite realistic, comprehensive content, different style, using the mirror type means to express painting a complete story. Although they both belong to the art of painting, but do not belong to the same category, the difference between each other is very big. But because the language habits have formed, it has been used to both called cartoons. In order to distinguish the reasons, the former is called the traditional comic, the latter is called modern comics (also called the past comics, now with less). "Network digital animation art" in the comics, generally refers to modern comics.

The 2 research objective:

Through the status quo, to the Chinese network digital animation art background knowledge analysis, research on the similarities and differences between Chinese and foreign network digital animation art expression means, the deficiency of domestic network digital animation art, explore the development of Chinese network digital animation art way, took the opportunity to promote the development of Chinese network digital animation art industry.

The 3research process

(1) The questionnaire analysis:

True network digital animation art itself has influence and rich entertainment and so on. The implication of culture, our group has made a systematic survey.

In the high school students, network digital animation art works are the 27.5% most likely in Japan, China, the United States each accounted for 5%, accounting for 31.7% of the uk. Most people are paying more attention to the network digital animation art is colorful picture, this proportion has obvious advantages. The figures also recently concerns. In all the more famous Chinese network digital animation art works, "I'm mad song" stand out, become now young people's hearts love. "Lotus Lantern", "Butterfly Lovers" by Chinese traditional stories adapted into animated cartoons, also have a lot of popularity, the existing 30% about the support rate. But at present the young heart, Japanese & detective Conan & with gripping storyline occupied 66.7% of the vote. While the least competitive is 6.6% & Mickey Mouse and Donald Duck &, in the influence of the market on this one problem, the vast majority are inclined to the Japanese network digital animation art in China for evaluation. Network digital animation art, 61.7% of the people wanted China to be fully the combination of tradition and modern, have their own unique style, characteristics and 50% of people hope that China can learn from foreign advanced combines advantages of attacks, Chinese and western wall.

Through the questionnaire survey, also found that teenagers not hard for China's online digital animation art has dedicated degree, the development of China's network digital animation art will also be a major breakthrough.

(2) The differences between the domestic and foreign network digital animation art expression means

The characters: we see the Japanese network digital animation art, he created a "celebrity": "spirited away" in a 10 year old girl, her cold self, lack of curiosity, but eventually completely passive in the environment, she is the representative of Japanese children now. Tang Popo, is the giant witch, love nagging, many picky, controlling. White, 12 year old boy, contradictory character of complex, unlike chihiro..... Japan network digital animation art character and other characters are using traditional two-dimensional composition and remains with relatively simple stroke outline characters, although very far and the real world vary, but the production staff excellent observation gives the role with a distinctive vitality, make the plane figure looked especially vitality, so don't care. The vision "stereo" or not. USA network digital animation art: "Mickey series of works in the" funny Mickey, beautiful Minnie, warm-hearted, hot temper and love exaggerated Tang Laoya "Mulan" in the loyal and brave Mulan, "the lion king" in love adventure and rebellious Xin ba..... The Hollywood 3D animation film in the pursuit of the "look" at the same time, also did not lose shape the role of interest; those of 3D role in the details of infinite pursuit "vivid" at the same time, the overall image design and with exaggerated and vivid. Thus the network digital animation art characters become network digital animation art plot motivator, its role and charm of network digital animation art fans

The story: according to the plot can be divided into four categories: the first category: detective. "Detective Conan", "Kindaichi juvenile event thin" is Japan such a network digital animation art masterpiece, plot design more difficult, not only to the series in the plot, but also have knowledge of their unique. Second class: class (i.e. harem around youth men and women on the story), the representative of "host" and "the prince of tennis", "slam dunk" and other works of this kind simple plot, most around the campus life unfold more appropriate life, thus attract more college students' attention, and in the plot is humorous and touching, but most of the works are to take this two ways. Class third: fantasy films, with "Dora A dream", "magic card", "beautiful girl", "Inuyasha", "Batman" works such as some through time and space or into the human world and the occurrence of some super life events, super capacity, super feeling, incredible plot. These are usually based on super life circumstances to meet the boy love adventure, curiosity psychological needs. Fourth class: Science Education class. As we made "naughty blue cat three thousand questions", "Haier brothers" and other such in plot, character expression and effect

of dynamic cutting lens, resulting in a lively rhythm, using 3D long shot in imparting knowledge of science and technology to prompt the formation process and explain the history of things, so as to achieve the true, accurate, immersive effect.

The soundtrack: such as domestic film masterpiece "havoc in heaven", "Na Zha Nao Hai", the main use of China traditional instruments (such as: Erhu, guzheng, Yangqin, Xiao) percussion instruments (such as: tambourine, small fork, bells etc.) to the accompaniment. Characteristics of domestic music varies according to the plot development, displays the character image and spirit with the score, positive character more cheerful and positive, negative character multipurpose weird music to express. USA music piano, violin, harp used Western musical instruments. The representative of "cat and mouse" etc.. The outstanding works as "Mickey Mouse and Donald Duck", its clever use of language and music, just in the middle of the pause, give a person with exaggerated, cease abruptly feeling, so impressive. For example, "cat and mouse" -- "water duckling", in the cat stole the egg, the music suddenly become very strange, "thump thump thump" from weak to strong and with the beat, creating the kind of tension in the cat, ready to eat duck gave the cat, the cat will take pleasure in other people's misfortune feel oneself highly flattered music, psychology was dripping as far as. In the mouse prepared to duck, should messenger seemed right, protect them to make people feel that the cruel struggle, justice awe inspiring and the charm of music. Rhythm from fast to slow, from tight to the comfortable, from joy to misery, melody Youyang Youbo LAN ups and downs, elusive, the soul and the ups and downs along with the changes in the music, the music charm so big. In Japan mainly by wind instruments, music soothing gentle, poetic, the contrast in the figure, often through the tempo of the performance, impressive. Such as "slam dunk", "crayon" etc.

(3) the deficiency of domestic network digital animation art

The present situation of Chinese network digital animation art industry has its huge market demand does not adapt, market supply is far from meeting the needs of China, at the same time, in the network digital animation art industry development period is also facing many problems in the high speed growth at the same time, industrial policy supporting system, the original force is weak, incomplete industry chain and talent shortage are also limited the development of the art of animation industry in China Network numbers.

The rampant piracy has become the factors that restrict the development of Chinese network digital animation art industry: many new works was invented, piracy will flow into the market, so that industry returns significantly shrink. The vast majority of College animation education in China is a relatively short history, the teachers, construction of teaching materials, curriculum and other aspects are not perfect, there is a certain gap with the actual requirement of creation and production, there are many needs improvement, overall, as the interaction mechanism of animation and comics are unable to really set up.

(4) how to develop the domestic network of digital animation art

Firstly, the policy support to increase the intensity, mobilize all social forces, according to children's characteristics, and earnestly do it into products; to vigorously support the domestic animation creative production and broadcast, and gradually formed with the ethnic characteristics, suitable for minors characteristics, to show the fine tradition of Chinese animation game series.

The today network, digital animation art Chinese should mass point, the character should be rich, the story be splendid, and has a certain appeal, dubbing to be more professional, color have a breakthrough in circles, not in the old sense of! To open up new markets with national characteristics! Multi invested!

Through hosting the network digital animation art forum reply will make the network digital animation art amateurs more understanding of network digital animation art, are interested to participate in the network of digital animation art creation, and the vast majority of the network digital animation art together with the author to explore the creation of the problem, in order to promote the quality of creation; the establishment of national level network digital animation art digital technology industry public support center, intensify IPR protection efforts, purify network digital cartoon industry in the market environment, the fight against piracy.

Improving the productivity of digital animation art network to ease the market supply is far to meet the urgent problems, no demand at the same time, strengthen industrial policy supporting system, enhance the original strength, complete industrial chain to supplement and strengthen the cultivation of the art of Animation talent network numbers.

The vigorous development of animation in college teaching, strengthen the staff strength, construction of teaching materials, curriculum and other aspects between the actual requirements, reduce the gap between the creation and production, to encourage China investors consider network digital animation art industry in 2010 the key areas to speed up the animation art career Chinese network digital pace.

We China network digital animation art should have "Chinese characteristics", we should not be confined to that give priority to the education mode. We can open up the thinking, the China network digital animation art story type development is broader, is the so-called "Chinese cabbage turnip love" as long as the variety of natural there will be a class is his most loved. I think that the "Chinese characteristics" can also be reflected in the use of Chinese traditional instrument for music, for China is good at painting as the main body, Chinese shadow play will be lost as the main body and the cute clay as main body etc.. China has in 5000 the history and culture of the long power, we have five thousand years of culture groundwork, as long as we make good use of these cultural and play a good Chinese unique and rich imagination and creativity to set the background of the story, characters, plot, music etc..

(5) conclusion

Through the research of analysis and solution "the status quo of Chinese network digital animation art this, we understand why we have five year Chinese culture, to produce an animation is far less than foreign animation.

Through the discussion of the network digital animation art way, we come to the conclusion: China no matter from the perspective of cultural connotation, network digital animation art type, market capacity, personnel training and other aspects are dominant, so as long as China to carry forward the "Chinese characteristics network digital animation art industry" and promptly corrected timely renovation, then the network the prospect of China's digital animation art is very considerable. In the near future, China network digital animation art in the world network digital animation art industry standing position. In a surprising potential creation myth, as the Chinese gain pride!

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