Talking about Management of Art Design Application in the Production of Film and Television Animation

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Abstract: With the continuous development of our society, the country's economic level has been greatly improved, so the pursuit of the spiritual world be paid more and more attention by people. In order to better meet spiritual world people's needs, my country's film and television industry has begun to pay more attention to management of art design, applying management of art design to the production procedure of film and television animation as much as possible, in order to meet people's pursuit of the spiritual world, so that cannot only improve the production of film and television animation level in my country to a large extent, but also provide people with better film and television animation, which is conducive to enriching people's daily life. Therefore, this paper mainly briefly discusses the necessity and related applications of management of art design in production of film and television animation, hoping to provide some reference opinions for relevant departments and promote my country's film and television industry continuous development.

1. Introduction

In recent years, the cultural and creative industry has gradually emerged in my country and has become a hot emerging industry. At present, many companies pay more attention to product design in the procedure of operation, and always regard product creativity as the top priority of design, which makes management of art design particularly important in the development procedure of such enterprises [1]. Fundamentally, management of art design is actually a mode of enterprise management, but this management method includes different contents of multiple disciplines, and it is a management method covering a wide area, which is very important for cultural and creative enterprises development. Taking the media industry as an example, media companies have a particularly large amount of film and television animation tasks, and their requirements for various aspects are relatively strict. For better improving film and television animation quality, it is particularly important to adopt management of art design. The following mainly discusses the relevant content.

2. The Importance of Applying Management of art design to Production of Film and Television Animation

2.1 To a Large Extent, It can Ensure the Smooth and Orderly Film and Television Animation Production

Judging from the current situation, my country's production of film and television animation mainly relies on two-dimensional and three-dimensional technology, and its production procedure is mainly divided into three phases: the early stage, the middle stage and the later stage [2]. In the production procedure, many aspects are often involved. To better ensure the smooth production of the entire film and television animation, many companies will adopt management of art design, so that a complete plan for the entire film and television animation can be made in the early stage of production, avoid some problems in the design procedure. To be precise, management of art design in the procedure of production of film and television animation mainly makes a comprehensive plan for the production purpose of the film, the target audience, the overall style of the animation, the core content to be expressed, and the cost of the entire production of film and television animation, as far as possible to ensure that each content of each stage has a detailed plan and procedure, and try to make the whole plan more detailed and perfect. In this way, the feasibility of the whole scheme can be improved, and the waste of cost, capital and manpower can be minimized during the production procedure. [3].

2.2 As Far As Possible to Ensure that Each Production Work can Achieve Its Maximum Value

The management of art design is applied to film and television animation production procedure, not only to ensure the smooth progress of the entire production, but also to reasonably manage each work in the subsequent production procedure. To be precise, after the preliminary planning work is completed, the production of film and television animation team will carry out follow-up work according to the entire pre-production plan. The preliminary work only points out the direction for the production team, but further improvement and refinement are required in the later stage, so as to really improve the quality of film and television animation. Taking a script as an example, only by ensuring that the story of the entire script has strong interest and continuity can it truly attract readers. For the production of film and television animation, it is necessary to ensure that the design of the entire animation is also high.It is necessary to make sure that the design of the entire animation should also have high interest and integrity, so that it can really attract the audience. Therefore, this requires management of art design, in-depth discussion and research in the follow-up work procedure, and the details of the film and television animation are designed in place as much as possible, so as to truly improve the quality of the entire film and television animation, which is more conducive to the development of the industry.

3. The Practical Application of Management of art design in Production of film and television animation

3.1 Before Designing, Fully Understand the Preferences of the Target Population

Before designing, in order to better create popular and popular film and television animations, the relevant staff should arrange professional personnel to have a comprehensive understanding of the preferences of the target group, and use the preferences of the target group as a guiding direction for creating film and television animation, and carry out relevant detailed design, so that it is more

likely to arouse the love of the target audience [4]. In addition, enterprises can also conduct a comprehensive survey and research on the preferences of people of different ages and different occupations, and make relevant film and television animations according to the interests of different groups of people. This is more able to meet different groups of people's needs in a targeted manner, and is more conducive to improving people's love for film and television animation, which is also of great benefit to the future development of the enterprise.

3.2 Practical Application in Later Script and Animation Production

In the design procedure, the personnel of the management of art design department need to carry out a comprehensive and specific positioning of the above-mentioned content. For the production of the entire film and television animation, the first step is to have a relatively novel theme, and then carry out the next step of analysis and research according to the actual survey results of the staff, and the script creation is carried out according to the preferences of the target group, but the created script cannot be immediately used in film and television animation production.These scripts only contain the time, place and specific events of the story. They do not have a clear and complete story, nor are they a complete animation, and cannot be directly applied to animation production[5]. In the film and television animation creative procedure, it is necessary for the staff to form a continuous picture of frame by frame animation, and then after a series of processing, it can become the animation we finally see. And each frame of animation is composed of mirror images of many shots. The content of these shots is shot according to the content of the script. The whole procedure involves a lot of people and requires the joint efforts of all members of the entire crew to be able to finish. In order to ensure the smooth development of the entire creation, professional staff are required to carry out management of art design at this stage, so that the staff can narrate the entire script with more professional means and perspectives as much as possible, and use some professional equipment to shoot accurate pictures, and then sort all the shots in the order written in the script, so that a complete animation can be formed. In general, the procedure from script to animation involves extremely complex steps. In order to restore the script story to the animation as much as possible, the relevant production units ensure that the entire animation is interesting and attractive enough. When reaching the audience, it is necessary to select the appropriate characters and backgrounds according to the script and the content in the appropriate scene. This is a huge challenge for directors. Therefore, more attention should be paid to the importance of management of art design to the entire animation production. This can really improve the quality of the entire animation.

3.3 Characters Practical Application, Props and Scenes in Film and Television Animation

In the procedure of production of film and television animation, professionals are required to reasonably design the characters in the entire animation. During the design procedure, the staff need to conduct comprehensive research on the content of the script, and carefully figure out the image and personality characteristics of the characters in the play. As well as some more abstract things, it is necessary to ensure that the characters designed are as close as possible to what is written in the script [6]. In the whole character design procedure, the responsibility of the animation director is relatively heavy. The character characteristics of the entire animation character and other detailed content are designed with the idea of the animation director. After it is really applied to the animation, whether it can satisfy People's imagination of the character, to win the audience's love, requires professional personnel to continuously innovate and reform the design of the character. The basis for character innovation is to come from people's daily life, and to carry out appropriate reforms and innovations on the basis of daily life, but it must not completely deviate from real life.

In addition to the animated characters, the staff also needs to design the animation scene accordingly. Before designing a scene, the designer needs to understand in detail the description of some scenarios in the whole script, and understand the development of the whole story as much as possible, so that the designer can design some reasonable scenes according to the development of the story, and be able to use these scenes to attract the audience's attention [7]. In general, in the design procedure of the scene, it is necessary not only to conform to the aesthetic characteristics, but also to adjust the scene in time according to the changes of characters and the development of the story, to ensure that the transition of the scene can be acquainted with the development of the story and the change of characters. In addition, it is more important to ensure that the scene always plays a supporting role and cannot take the lead.

4. Conclusions

In general, management of art design is of great significance to my country's film and television animation development. However, due to the various factors influence in the development procedure, the development of this industry cannot always reach an ideal state. Therefore, it is hoped that relevant departments will pay attention to promote the management of art design progress and development, and the period can be better applied to my country's production of film and television animation, promote the development of this industry, and make people's lives more colorful.

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