

The Virtual Characteristics of Film and Television Animation Art

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Abstract: In film and television art, animation has the virtual characteristics which are different from other similar forms of artistic expression, which makes it rich in unique artistic characteristics, both rich in artistic beauty and specific research value. Among them, the virtual feature of film and television animation art is mainly manifested in the creation mode, the presentation way and the related scene arrangement, and in order to let people know more about the characteristics of film and television animation art, it is an essential step to study its fictitious nature. This paper mainly analyzes the virtuality of film and television animation art.

1. Introduction

In film and television art, animation as a relatively new artistic expression, its related creation and scene performance can easily bring far-reaching influence to people's life. However, in order to understand the creative characteristics of film and television animation and its differences from other ways of expression of film and television art, we must deeply understand its expression in creation, expression, content and so on. Of course, unlike other film and television art, animation is virtual in creation and expression, generally by arranging virtual scenes, setting the background of virtual characters, to express the story of the relevant characters, so as to vividly convey a certain idea to people, and help people understand the essence of certain things through animation. At the same time, learning film and television animation art, we need to learn to distinguish and study it from other film and television art, that is, through its unique virtual characteristics, let this new art expression vividly convey its internal characteristics to people, help people understand its relevant knowledge, and promote the long-term development of animation art.

2. Analysis of Virtual Elements

Film and TV animation consciousness is rich in a variety of virtual elements, mainly including the shaping of the characters, the description of the environment and background, the design of the relevant scenes, and so on, in the process of enriching the relevant animation content, the form of expression, these elements influence each other. First of all, in shaping the characters in animation, its virtual characteristics are particularly obvious. Among them, animated characters can be human beings, animals, some kind of virtual life body and even some spiritual connotation, these characters not only need to be virtually processed in the external image, but also to create their character characteristics, identity background and so on [1]. Secondly, the virtual description of the environment, is a targeted virtual description of the background of the animation story and the environment. However, in order to make the relevant animation plot reasonable, the plot coherent and the story have the authenticity, it is necessary to use the virtual reality technology to simulate in the real environment, so as to increase the audience's sense of resonance to the relevant animation. Especially now virtual reality technology is widely used in film and television creation, so the application of related technology in film and television animation creation is feasible, which will also subvert people's senses to a certain extent and bring a strong visual impact to the audience. Thirdly, for the virtual design of animation scene, we can use virtual reality technology to create the

scene that accords with the main line of story development. Not only that, in the process of animation production, the specific scene design can enrich the background of the story, the content of the story, help the audience to grasp the direction of the story development, and increase the audience's viewing experience [2]. In short, in film and television animation, the existence of various virtual elements enriches the expression of animation, enriches the content of the story, and embodies the virtual characteristics of animation art.



Figure 1 Animation Art

3. Virtual Analysis of Film and Television Animation Art

In the analysis of the virtuality of film and television animation art, besides the virtual element accident, it is also an indispensable step to analyze and interpret the virtuality in its creative means and expression form.

3.1. Virtual Creation

It is the general step of the virtual creation to express the scene or plot of the animation through the virtual lens. At this time, a kind of film and television creation technique is used to describe the life environment, the background of the story and the development of the characters in the animation.

The main difference between animation works and other film and television works is that its story plot, character design, scene performance and so on are expressed in the form of virtual, which is fundamentally different from other film and television works to express the story with the actual scene shooting. Moreover, for the animation creation, in the related story development, the emotion expression and so on link, it will show the character's emotion and the psychology activity in the more plump form, brings the refreshing viewing experience [3].

3.2. Virtual Aesthetics

Animation has a wider audience and is more likely to appeal to audiences than other films. The main reason for this phenomenon is that the form of virtual expression of animation can more vividly help people to realize what they think but are difficult to do in reality, and even create more possibilities, bring people an immersive viewing experience, and to a certain extent meet people's spiritual pursuit, reflect the virtual aesthetics of animation.



Figure 2 Virtual aesthetics

4. Aesthetics in Virtuality

For animation art, its embodiment in fictitious also exists in appreciation. The viewer's reading of animation art in the course of watching is regarded as virtual. This is mainly because the objects, the atmosphere and the colors that appear on the screen are made up, and these things that exist in animation are not in the real society. Because the animation has a very high authenticity in the process of performance, we make the original virtual object to be concretized, but also drive the imagination of each of us, thus moved by the plot expressed in the animation, which effectively reflects the virtual aesthetics in animation art. It is precisely because of the existence of this form of artistic expression that we are attracted by the kind of exaggerated, witty and with a certain strange characteristics of the "beauty", which is also an important feature of animation art.

Film and TV animation art not only has various virtual elements, but also has virtual creative means and aesthetic characteristics. First, the creation of virtual means, can be divided into lens virtual, scene scheduling virtual, and so on. Among them, for the virtual nature of the lens, the art of film and television animation should use the film and television lens to shape the role and promote the development of the plot, and the lens used in this process is virtual, but the final shot effect, such as push, pull, rise, drop, shake, move and so on, is consistent with the actual shot, so it appears "virtual lifelike". For the virtuality of scene scheduling, both the role scene scheduling and the lens scene scheduling are virtual in the art of film and television animation. Secondly, the aesthetic features of fictitious. The characters and various things, environment, background and audio-visual images, such as all kinds of sounds, shapes, stories and so on, are mostly unknown to the audience in real life. Film and TV animation art presents the virtual dynamic audio-visual, can win the audience's inner resonance, even if it knows that the animated characters are not real life but still be attracted. Therefore, film and television animation art often rely on its cartoon, witty, exaggerated style to win.



Figure 3 Animation Art

5. The Development and Innovation of Film and Television Animation Art in Digital Age

At present, the art of film and television animation is usually made by digital technology. Although digital technology provides more full details and more comprehensive material rendering for animation art, it often takes more time and higher cost than traditional animation art in the process of actual digital animation production. On the one hand, because the steps of digital animation production are not single, the communication of the whole animation production process is complicated, on the other hand, the requirement of digital animation to equipment and talent production is higher, which makes the cost of making production huge. Facing the problems of cost and production technology, the development and innovation of film and television animation art works in the digital era need to be realized from two aspects: improving the quality of professional talents and developing more advanced and lower cost production equipment. In the digital age, the film and television animation works have no essential changes to the traditional film and television animation art from the perspective of the work, the use of digital technology is only to improve the performance of film and television animation art, such as "love, death and robot" this animated short film contains a lot of flat animation, real animation, three-dimensional animation and other

playing styles, animation elements cover steampunk, science fiction, humor, violence and so on, the animation of this animation film and television is all made by digital technology, through this work cannot only explain that the animation produced by digital technology will be almost all the animation style and type of film and television production, but the short film has been well received in the Internet. Therefore, the development and innovation of film and television animation art in the digital age should be attributed to the animation itself, skillfully using the animation production mode brought by digital technology, designing fascinating story plot and deeper story implication to make film and television animation art more characteristic of the times. The changes brought by the digital age to film and television animation art are also reflected in all kinds of projection equipment and presentation methods. The efficient and convenient transmission of information resources in the digital era will bring convenience to the storage and dissemination of film and television animation art. Through 4K technology, the digital high-definition recording and broadcasting of film and television animation art works can be realized, and the investment of traditional shooting equipment can be greatly reduced.

6. Conclusions

Because it can create the animation scene which is different from the human living environment by the virtualized technique, it has been loved and paid more and more attention by the audience, and its virtualized technique has been perfected with the development of science and technology, which brings different viewing experience to human beings, and gives us a unique opportunity to realize our dream while enriching people's spiritual life.

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