

# *Research on the Commercial Value of Animated Film Evaluation in the Context of Multimedia*

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**Abstract:** Under the background of market economy, it is necessary to examine the animation industry from a new perspective, so it is required to study the commercial value of animation film evaluation under the multimedia meaning. Firstly, according to the attributes of artistic commodities, the artistic law, aesthetic value standards and ecological environment of animated films are discussed, and the realization of artistic and commercial value in animation industry is analyzed. Through theoretical analysis, it is proved that the realization of artistic value is the basis to ensure the realization of commercial value. Only by finding a balance between the two, can we realize the industrialization of animated films.

## **1. Introduction**

Multimedia mainly through digital broadcasting technology and computer network technology and other channels, mobile phones and television as terminal media, to achieve the development goal of communication interaction. At present, our country's multimedia mainly relies on digital TV and Internet TV. Multimedia context refers to the discourse environment in which new media produce meaning. In the multimedia environment, the animation industry relies on the restraint of professional environment, so long as the application of two-dimensional software can realize the dream of making animated movies. The animation industry is a cyclical process, each link is closely linked. Creators can use various forms of language to create more personalized works. When a work has the characteristics of personalized Feng Ge, it can be called authentic [1].

In the context of multimedia, animated movies make the value of communication easier to realize. In order to create new profit value, traditional media will use the Internet to disseminate some images of different shapes and cute shapes to netizens. Nowadays, the traditional media have been impacted, so we need to examine the animation industry from the perspective of zinc, and consider the commercial value of animation film with the relationship between art and economy. This time, aiming at each link of the animation industry, we study the relationship between its artistic value and commercial value. In the animation industry chain, pre-market research and animation production are the key links to achieve the agreement between the two. Successful profitability of animation derivatives is the successful embodiment of the combination of the two. Therefore, based on the multimedia context, this paper studies animation movies and discusses their commercial value.

## 2. Commercial Value of Animation Products

Under the consideration of market and art standards, animated movies need to re-select the target criteria, not from the artistic standpoint of the film, but from the commercial standpoint of the film, taking the box office of animated movies and the preferences of the public as the center to select the material. In the era of commodity economy, animated movies do have commodity attributes, but they should not be regarded as commodities, but should follow the commercial law and the law of film art, so that animated movies can enter the market. The commercial value of animated films can be embodied through people's choices. Although in the process of film creation, we need to put commodity first, but we should also take the artistic value of animated films as the first criterion to create better works [2]. Let animated movies into the public's vision, not blindly cater to the market, some vulgar content presented to the public, but some national characteristics of things into the film production, many critics of Western theory comment on China's film and television creation practice, that only the animated movies that meet the evaluation criteria of Western literary theory is a good work. To sum up, we should adopt an open attitude, absorb the advantages and strengths of all nationalities, and promote the development of animation film cause [3].

The prosperity of Chinese literature and art in the new period is due to the introduction of western literary theory, which will lead to many problems in criticizing Chinese animated films blindly. Many movie reviews are based on Western literary practice, so it is difficult to be accepted by netizens. Art is not necessarily in the form of commodities, it should be a cultural form of society. With the change of social system, it is necessary to gradually take commodity exchange as the fundamental feature to avoid the commercialization of animated films [4].

## 3. The Value Added of Animated Films

The birth of any art in Chengdu is not confined to a single subject, but combines the knowledge of Humanities and politics, looks at art works from a historical perspective, and understands the real value of animated films. In the era of advocating freedom, the expression of film criticism has become an important symbol of civilization and progress. However, in the context of multimedia, animated films should point to a better human nature, so that people can think in the process of appreciation. In order to clarify the characteristics of multimedia, similar data, information and knowledge are used to distinguish the meanings of multimedia. The following is the relationship structure chart of data, information and knowledge:

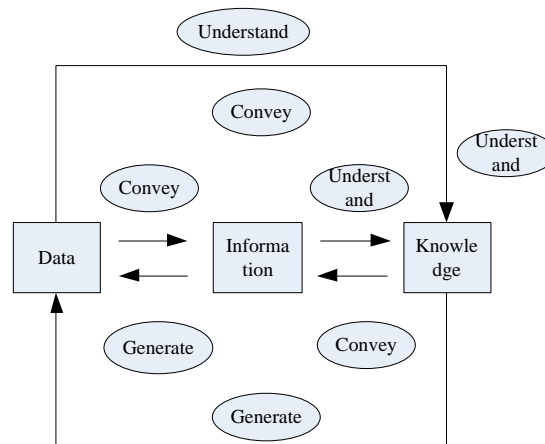


Fig.1 The relationship among the three

Fig.1 is the relationship between the three. From the figure, we can see that the three are mutually complementary and interrelated. The way of information dissemination has changed the

direction of future development of animated movies. Faced with the challenges of new media, we should use the historical perspective to excavate the true, the good and the beautiful. In China, the market operation mode of animation industrialization is shifting from the art field to the commercial field, transforming the art in the spiritual field into the commodity in the material field. In this process, the animators lack a certain sensitivity, so that Chinese animation can create more wealth in the process of the art Classics'perpetuation [5].

Nowadays, there are some vulgar works of art in society. Some artists have created the value orientation of art for money in order to make money, which will definitely harm the development of animation industry in the future. Although animation as a design art can not be separated from commercial behavior, whether it is for commercial profit or for artistic expression is a question worth pondering in the future animation industry, which is very important for the future development of animation industry. The contradiction between money and art in the commercialization of art also appears in the animation industry [6]. From a certain point of view, people are the animals of ideas, which govern people's behavior. If the objective reality changes, people's ideas will also change. People usually look at new problems with old ideas, and even find them funny. Then we need to update our ideas and analyze problems objectively. At present, commercial animation and artistic animation can be converted to each other. Successful commercial animation has strong artistic appeal. This form of expression has a high artistic and ideological quality. For example, Japanese animation, although the surface looks very commercial, but there are many artistic connotations.

#### 4. Commercial Value of Carrier of Animation Image

General business operation mode has attracted the attention of many people and brought a lot of benefits to businesses. It is undeniable that some animated movies have received widespread attention under the background of the business model, and at the same time, they also radiate artistic charm. Animation is the core part of the animation industry and the economic field formed by various economic activities. He does not mean a work, but represents a systematic industrial chain from upstream production to peripheral derivatives. Either side is a link in the industrial chain. The following is the industrial chain structure chart:

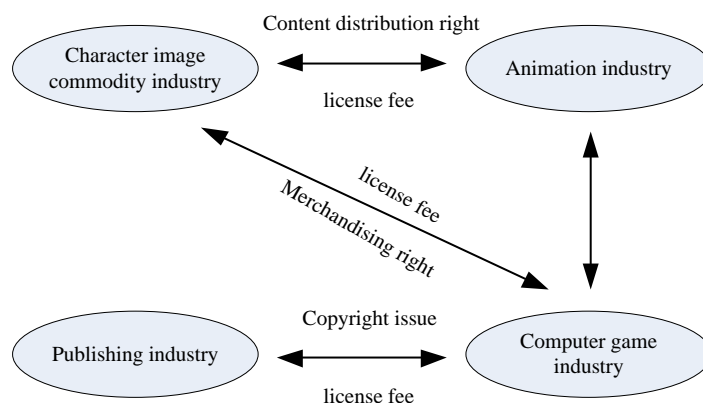


Fig.2 Animation Film Industry Chain

Fig.2 is the animation film industry chain. The economic environment of each country is different, and the animation industry chain is also different. According to the management of the international animation industry, the animation industry is generally composed of pre-market research, planning and animation production. Any animated image is a manifestation of artistic characteristics, and comprehensive artistic features can achieve different artistic values. Excellent animation works contain many successful factors, in which the plot and the vivid and lovely role

modeling represent an artistic visual symbol. From the artistic symbols, we can reflect the aesthetic interest of a nation, and ultimately the animation image created will bring great commercial value to the businessmen [7]. Animation images are created by means of modelling, which may be any form of animal or plant. The purpose of artistic image creation is to pursue the value of beauty, which is different from the essence of animals. It is to create a subjective world according to the law of beauty. Pursuing beauty is the essential need of human beings. Therefore, in the process of design, we need to integrate material culture and grasp the objective world objects by using the scale of aesthetics. And the noble concept of moral rationality is given to each animated character to form a unique aesthetic value. In this value scale, the creation of a brave animation image into people's lives, to the audience's spiritual sublimation.

The artistic shape of animation image determines the tone of character. It is not only a pure visual symbol, but also has profound connotation and personality charm. Image modelling is not only in appearance, but also in image identity and character. In the process of creation, will be integrated into the creator's love and hatred and other emotions, just like all kinds of people in life. The animation images created by artists in different times and social backgrounds are different, which can reflect the cultural spiritual pursuit of an era [8]. The cultural value of contemporary artistic image lies in its time atmosphere. Some animated movies have educational significance. Businessmen will use this social activity to convey social experience. It is very important to promote human development and improve national quality. By conceiving and creating, the artist makes the animated character image come onto the screen and act as the enlightening teacher of children. Successfully, the animated character image becomes the good teacher and friend of children. In the future, these symbolic and implied animated films should be widely publicized.

## 5. Conclusion

Animation film belongs to a new industry, and now China's animation industry has a huge space for development. A healthy animation industry chain is the key to the success of animation operation. Whether in the overall planning of the industry chain or in the layout, it must run through all the time, which is very important to establish a brand image. Under the background of multimedia, animated movies are not confined to TV broadcasting, but have gradually evolved into network and game software. With the deep development of products, the cost is getting lower and lower, which has created considerable economic benefits for businesses.

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