

On the Cross-Development and Specialty Construction of Animation and Media Arts

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Abstract: This paper mainly discusses the diversified cross-development of animation in various art branches of media arts, as well as the new specialty construction that animation majors in colleges and universities need to face in this situation so as to adapt to the rapid development of the digital era. Besides, some constructive opinions on animation majors were put forward in this paper.

1. Introduction

In a narrow sense, the concept of media art is an art form and category formed since the birth of photography with the help of the scientific and technological progress, the development of mass media and the changes of modern social environment after the industrial revolution. It has distinct scientific and technological, media and mass participation in artistic creation, communication and acceptance. Media art mainly includes photography art, film art, radio and television art, new media art and other art forms, as well as some traditional art forms transformed by modern media.[1]

In terms of media art itself, is a form of artistic expression that relies on digital technology and takes communication platform as the carrier for creation. Nowadays, digital technology is becoming more and more advanced, and the art forms developed by digital technology are interwoven with each other, and the boundaries are becoming increasingly blurred. Animation, as an art form, has gradually entered and played an important role in the fields of film and video, photography, radio and television and some new media arts.

2. Cross-Development of Animation and Media Arts

2.1. Cross-Development of Animation and Film and Video Specialty

Nowadays, the production and shooting of many films and television programs require the simulation of space and characters, and the simulation of animation scenes and characters with digital technology naturally joins the army of film and television creation. Many movies have adopted this digital synthesis technology, so that the characters and scenes in the film and computer-simulated animated characters perfect interaction, multi-angle changes in space scenes to make visual perception more shocking. Digital film and video shooting has opened up a new communication platform for animation creation, meanwhile, animation has also led and expanded the development of film and television subjects.

2.2. Cross-Development of Animation and Photography

Photography provides basic technical support for animation. From the early days of two-dimensional animation, the basic theory of photography has been applied to the creation of animation, such as dynamic frame-by-frame shooting; picture setting and composition (long-range, medium-range, close-shoot, close-up, etc.); lens movement (push, pull, shake, move, rotate, etc.); lens in the light and shadow effects and so on.

As photography itself, is a separate art category. While the traditional photographic works are static plane, there has also been innovation in photography works today, some digital media interactive video works are increasingly recognized by the people. These video works use interactive animation production technology, different from the previous art exhibition art works (audience only visitor status). Instead, through the interaction between the audience and the art works, these interactive video installation art works hope that the audience can generate artistic feelings and understand the true spiritual expression of the artist. The audience is no longer an outside visitor but a part of the work of art. Without the participation of the audience, the work is incomplete and can not fully express the artistic ideas of artists.

The intersection of photography and animation has combined new art forms and broadened the possibilities of both disciplines and specialties.

2.3. Cross-Development of Animation and Broadcasting

Radio and TV has always been the traditional communication platform for film and video works, and also the main platform for animation. With the advent of the digital age, the traditional broadcast platform of radio and television has appeared a bottleneck period. In order to break the bottleneck, TV media has entered an era of integration with mobile media communication platform. TV shows are no longer just playing on TV screens, but they can also be played on mobile media at the same time. Moreover, television is not only able to watch cable television, but also developed into network television and interactive media. Interactive animation and interactive games can use TV as the broadcasting carrier to enter the people's views and their families, and become a new form of media entertainment.

2.4. Cross-Development of Animation and New Media

New media art is a new art category which has developed rapidly in recent years. It is based on the core of digital technology, namely digital art, mainly expressed by computer animation and other ways. The spread of new media art is so extensive that often seen in people's everyday life and integrated into every field of art. Animation plays an important role in new media art. What followed is new media art installations that use animation to show light, shadow, space and dynamics. This new media art installation has repeatedly appeared in today's art exhibitions, enabling the audience to blend in and interact with it, thus refreshing the public's perception of traditional art.

3. Subject Construction of Animation Major

Professor Hu Zhifeng, president of CHINESE COLLEGIAL ASSOCIATION FOR VISUAL ART, has put forward the task of constructing media art in China. He pointed out that in the era of digitization and networking, the media and the arts have emerged more profound cross-border and integration, but the traditional art theory can not effectively respond to these emerging arts. More than 200 colleges and universities around the world have set up institutes and research directions for

the dissemination of art or media art. Therefore, the development of art practice and research requires us to extend the art form of various media after the 19th century to a new theoretical construction in the discipline construction, that is, the construction of media art. Animation is a professional research direction under the first-level discipline of drama, film and television, and also belongs to media arts.

In the era of media interaction and integration, we should make it clear that animation is not the same as the concept of "cartoon" and "art film" in the narrow sense, but fully consider the cross-integration and development of various media arts and animation. Animation relies on digital technology, making the presentation of animation more diversified. The development of animation communication platform makes animation give play to its unique visual language features. At present, the teaching of animation major in most colleges and universities in China is still in the initial stage, and the school teaching is still to combine animation major with traditional fine arts and painting major. With the rapid development of digital technology, all kinds of animation software continue to upgrade and diversification. There is a shortage of interdisciplinary animation talents that are compatible with art and technology. This has become a bottleneck in the Chinese animation industry. Animation majors in colleges and universities also need to adapt to the needs of social and contemporary changes and cultivate comprehensive media art talents who can meet the needs of the society.

3.1. The Problems in the Teaching of Animation Specialty

3.1.1. Less Creations, More Techniques

College students majoring in animation are selected from the traditional art and painting examination. Naturally, their hand-painted ability is relatively good and step into the threshold of animation easily. However, the creation of animation is not only about techniques, but also requires the comprehensive quality of drama, film and television, literature, music and other aspects. These qualities are exactly what students majoring in animation lacked. Therefore, most of the animation works of students are based on the imitation of predecessors without originality. In recent years, in order to improve this situation, the leading animation colleges and universities in China have appealed for the originality and artistry of animation.

3.1.2. The Teaching Curriculum is not Perfect Enough

Nowadays, most of the animation courses in colleges and universities are designed for the production of animation (in a narrow sense, "cartoon" or "art film"). There are fewer courses in art theory but more courses in design and software technology, which leads to the students attaching importance to techniques rather than theory. The course of art theory is the key to increase students' comprehensive artistic accomplishment. Students will broaden their horizons and thoughts by learning theoretical courses such as introduction to animation, audio-visual language, film appreciation and analysis, arts and humanities, etc., which will be very helpful for them to think creatively about creating animation.

3.1.3. Single Teaching Curriculums

At present, the curriculum of animation major in most colleges and universities is relatively single. According to the process of animation production, the subjects that students need to learn include animation modeling design, scene design, split mirror design, movement rules and various software

editing courses. The leading universities will also offer some theoretical courses such as animation introduction, audio-visual language and so on. However, with the emergence of cross-media art and the expansion of the animation communication platform, these single curriculums can not meet the current market demand for comprehensive, composite animation talents.

3.2. Reform and Construction of Animation Specialty

In view of the above shortcomings of animation teaching, animation discipline construction in Colleges and universities should take new measures to improve:

3.2.1. Improving the Specialty Curriculum and Achieving the Interdisciplinary Study of Related Art Disciplines

Colleges and universities should attach importance to animation theory courses, and increase the proportion of art theory courses. At the same time, animation specialty has close relationship with traditional painting, drama, film and video, literature, photography, radio and television, new media and other specialties. Therefore, in the learning process of animation major, knowledge of other related disciplines is required. Targeted selection of these intersecting courses into the animation curriculums will greatly increase the cognition of students majoring in animation. Such as the audio-visual language and script creation courses in drama, film and video can also be included in the animation courses. Some art colleges and universities have very mature teaching resources, which can be used for interdisciplinary learning within the school.

3.2.2. Cultivate Students' Independent Creative Ability and Enhance Their Practical Ability

Students majoring in animation need a lot of practice, which enables them to quickly adapt to the creation of relevant fields after graduation. The establishment of animation studio is a feasible method, the studio is a small experimental base where schools could provide students different types and levels of scientific research training at different stages, so that students' comprehensive creative ability has been improved. In addition, schools can strengthen cooperation with enterprises, thus promoting the connection between education and the market. The school can be also timely aware of the market demand for talent in all aspects, so as to adjust the relevant professional curriculum.

To sum up, the development of animation major based on digital technology has encountered new opportunities, and the subject education of animation major should timely adjust the teaching system and discipline construction to meet the challenges brought by the digital era.

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References

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