

Research on the Development and Thinking Path of Animation Art in the Era of New Media

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Abstract: The rapid development of Internet promotes the vigorous development of media creation, and tends to the direction of diversification. In this new media era, the traditional animation has been greatly impacted, and the animation art is facing rapid changes, which has made a significant leap in the form of creation. Under the collision of new media and traditional media, the public has a new construction of aesthetic feeling, and also has more strict requirements for the dynamic presentation of animation art. This requires the animation art in the new media era to forge ahead, find new ideas for development, grasp the unique aesthetic requirements of the public, and then effectively combine technology and animation to present different vision Effect.

1. Introduction

The era of diversified media has brought a new opportunity for the development of animation art, which makes the animation art gradually develop from the form of expression, production and communication. With the support of science and technology, animation art gradually integrates technology and art thinking. On the one hand, it affects the thinking development path of animation art, on the other hand, it also urges the public to have new requirements for animation art. Therefore, the innovation of animation art in the new media era should start from the aesthetic changes, explore the actual aesthetic requirements, and then realize the practical significance of animation art.

2. The Influence of New Media Era on Animation Art

In the era of new media, the means of communication of animation art has been expanded, and its creative forms and development modes are more diversified. First of all, the creation of animation art and advanced science and digital technology have been effectively integrated. In the form, it has changed from the original digital Sketchpad to digital synthesis, which makes the production of animation art more convenient. Its drawing program has been significantly changed, including the simplification of line form and the diversification of three-dimensional expansion. Second, new media has penetrated into various lines Industry and field, this also creates many opportunities for animation art, and relevant personnel can make works according to the actual requirements; in addition, compared with the traditional one-way communication, the communication channels of animation art under the new media include one-to-one, one to many and other ways. The original very small form of animation art, through the spread of new media to the public vision, has been recognized by more people. With the development of electronic information technology, the communication means of animation art has been significantly expanded. Because the effect and content of animation art creation affect the public's aesthetic, the creators need to integrate their own ideas, innovate in the direction of the public's aesthetic requirements in animation content, effect and production (as shown in Figure 1, the domestic animation film “big fish Begonia”), and integrate relevant elements, such as architectural elements in animation scenes (Fujian Tulou), according to different audiences The traditional cultural elements, such as the ancient books “the book of mountains and seas”, “the search for gods” and the ancient myth “Nuwa mends the sky”, effectively improve the initiative of personal creation, break through the inherent mode, and promote the animation art to a positive direction [1].



Fig.1 Chinese Animated Film “Big Fish and Begonia”

3. The Challenge to the Development of Animation Art in the New Media Era

3.1 The Reconstruction of the Public's Aesthetic Feeling

The animation art in the new media era is a relatively unique audio-visual art. The visual elements of its intuitionistic and image can present a beautiful artistic conception for the audience, so the audience can meet their aesthetic needs with the help of a variety of senses. In addition to restoring all kinds of details of animation art, it can also create audio-visual feast for the audience on the display of various actions [2]. This kind of mathematical technology makes animation art have a more peculiar image beauty, and the combination of virtual and reality makes the audience have a unique aesthetic experience. In this real situation, the public's aesthetic feeling has been rebuilt. In addition to the intuitive aesthetic needs, it attaches more importance to the spiritual requirements of animation art. The dreamlike scene it creates also promotes the creation of new aesthetic styles. Therefore, in the new media era, animation art is facing the audience's higher standards of aesthetic expectations. In addition to meeting the aesthetic requirements, it also needs to be inspired in thought and resonate in spirit.

3.2 The Audience Has a Dynamic Demand for Animation Art

Animation art is influenced by digital and science and technology in the new media era. It has distinct characteristics in dynamics and interactivity. The audience can not only watch the animation works, but also communicate with them. Therefore, the identity status of the audience has changed, and they have become the participants of animation production. This change of aesthetic subject has a significant impact on the creation of animation art. For example, the narrative means and performance style of animation will be interfered correspondingly, so the audience's initiative to participate in animation works of art will be significantly enhanced. In this case, the general public, as a key force, has certain requirements for the animation art's dynamic nature. Instead of appreciating the animation art as an objective object, he integrates the real scene into the animation (as shown in Figure 2), and tends to communicate and interact with the works in the watching process [3]. Therefore, the development of animation art is faced with the requirements of opening and dynamic new aesthetic characteristics, which requires effective innovation.



Fig.2 Animation and Reality

4. The Strategy of Animation Art Development and Thinking Innovation in the New Media Era

4.1 Innovation in the Form of Animation Art Expression

Different countries have their own characteristics in animation art style, for example, Japanese animation pays more attention to the switch between the lens and the story, while Disney animation focuses on the exaggeration of action and language in the form of expression. In the new media era, Chinese animation art has gradually formed a performance style with Chinese characteristics, but this style is not mature and needs continuous exploration and innovation in order to develop a distinctive Chinese animation culture. In the new media era, the form of animation art involves the innovation of art expression mode and story content. Generally speaking, a successful animation work has a lot to do with its story's brilliance and the angle of creation selection. To innovate the animation art content, it is necessary to add new techniques and elements constantly under the premise of photography and film and television, to highlight the deep connotation of its theme, so that the animation work has long-term vitality and attractive visual effect. Therefore, the creators need to excavate the new elements of the society in the design of animation art forms, and constantly present new animation art themes, so as to attract the public's attention. In addition, in the era of new media, animation art is becoming more and more important. It has become an art with unique influence on the public [4]. It integrates a variety of core contents that affect art, such as movies, music, etc. (as shown in Figure 2). Therefore, creators should innovate their own artistic thinking and expression methods, constantly consider the previous animation art creation skills, and practice repeatedly in their own In order to gradually generate innovative forms of expression.



Fig.3 Animated Film “the Devil Child of Nezha”

4.2 Innovation and Reform in the Production of Animation Art

The development of computer technology provides the possibility for various production requirements of animation art. In the era of new media, innovation and Reform in production has become one of the paths for the development and thinking of animation art. It not only shows the imagination of the creators of animation art, but also reflects the technical ability of the creators. Usually high-quality animation works have profound aesthetic connotation and design value, which also requires continuous innovation of animation art. In essence, animation works of art are visual art. In addition to profound connotation, they also need attractive appearance. This fundamental requirement in the new media era requires the innovation of animation art production, to promote its presentation in line with the requirements of the times. We should pay attention to the comprehensive consideration of deep animation works of art, and pay attention to the connection of various elements in creativity. This requires animation art creators to carefully observe the theme of animation art and explore the causal relationship under the background of the times and the aesthetic requirements of the public, so as to promote the production of individual animation art works to a new level.

4.3 Optimize the Creation Strategy of Animation Art

In the era of new media, animation art needs to innovate its own creation strategy, so that the animation content to be transmitted can effectively combine virtual digital symbols. In addition to creating with the help of handwritten tablet, the relevant personnel can also use a variety of animation software to draw animation. At present, computer animation technology has gradually become the key way of animation art creation. Among them, 3D animation creation software can not only present animation more vividly and vividly, but also demonstrate more complex scenes naturally and fluently, which makes the expression of animation art more rich and profound. In addition, optimize the changing lens language in animation art, and innovate the expression method of animation art. Because there are many kinds of animation art works in the realization method, so in the new media era, it is necessary to integrate with the theme content to show, so as to ensure that

the audience can be deeply attracted by animation. The lens language involves such elements as stand, lens angle and color. Based on the content innovation of animation works of art, the audience can receive a good visual communication effect.

5. Conclusion

In the era of new media, animation art effectively combines animation and technology, which has profound changes in both the external presentation and communication mode and the internal expression mode. In this case, the public has reconstructed the aesthetic consciousness of animation art, and has a dynamic demand for it, so it needs the creators to innovate in the form of expression and production, and optimize the creation strategy, and vigorously promote the development of animation art in the new media era.

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