Research on the Change and Development of Animation Design Under the New Media Communication Method

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ABSTRACT

In recent years, the influence of new media communication has become more and more prominent, and animation short films have obtained more forms of development and diversified changes with this communication method. Animation design in new media communication has a broader space for development in terms of plot, character design and screen presentation. Animation short films can be diversified in new media communication, and the beauty of visual art can be transmitted to the audience through digital information. However, the development of new media communication is changing with each passing day. Animation short films need to keep up with the pace of changes in their design concepts and presentation forms, and maintain the unique artistic means of animation creation, in order to develop steadily in the wave of the era of communication.

Keywords: New media, Animation design, Diversification.

1. INTRODUCTION

Animation has appeared in the public eye with its unique artistic expression methods. With the development of new media communication methods, animation short films have been disseminated from the original television media and gradually swept all major new media network platforms. Animation short films have a unique industrial development prospect. Many changes have taken place in the form and content of short films under the new media communication methods. Animation short films will become a new mass culture in the new media era. Animation short films are also one of important forms of art communication for new media communication.

2. THE DEVELOPMENT OF ANIMATION IN NEW MEDIA

Digital media using the Internet as a channel has developed into a new media that cannot be ignored. In terms of the speed of content communication, the number of audiences, the benefits of economic transformation, and social influence, the communication power of the Internet has demonstrated its strong vitality and influence. The rapid and high-quality communication of new media has brought a revolutionary change to the communication of animation short films in recent years.

2.1 Animation Development in Internet Video Platforms

Internet video platform is one of the media with the fastest development speed and the most attention by people following the traditional TV platform. At present, the most familiar online video platforms are Youku, Tencent, and iQiyi. The market share of these three major video sites is as much as 70% of the total market share of video sites.

The Internet platform is freer to traditional TV. When reviewing video content, there are certain principles, but also a certain degree of freedom. Internet animation is extremely entertaining, which allows animation short film in the Internet video platform to have more independent imagination and sufficient space for creation. For example, in 2012,

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the series of "One Hundred Thousand Bad Jokes" produced by the u17 Animation Company was broadcast on the Internet platform. This animation is based on Nezha, Calabash Brothers, Journey to the West and other well-known characters, but the overall story has made brand-new changes. Based on the main line of the traditional story, a brand-new creative concept has been added. The animated character modeling is funny and in line with the characteristics of the plot. For example, in the Nezha chapter, the character Taiyi hummed rock and roll when he appeared on the stage, which greatly subverted people's definition of ancient Chinese traditional immortals. This kind of story content conforms to the aesthetic and spiritual needs of modern audiences, and shows touching family affection, enviable love, or inspiring struggle spirit in a funny and nonsensical form. "One Hundred Thousand Bad Jokes" is different from traditional TV animations that teach people through lively activities. It is more like purely funny to make the audience laugh, but in the laughter, it uses a quiet way to tell everyone how to face life positively. The animation film is immediately noticed and loved by the public through the communication of the Internet platform, and at the same time, it has attracted the attention of many enterprises and companies for investment.

In addition to bringing more attention and profits to animation, Internet platform communication can also shorten the distance between the audiences and the work. Animation works broadcast on the network platform can use the function of "bullet screen" provided by the network platform for real-time interaction. When the animation is broadcast, the audiences can send a bullet screen to tell their real-time feelings during watching. The audiences can understand each other's perceptions and thoughts through the "bullet screen", and resonate to a certain extent. The creator of the short film will also collect better creative inspiration and ideas through the audience's "bullet screen". The author will make better improvements to the animation content in the subsequent short film creation based on the audience's feelings, forming the interaction and communication between the animation designer and the audiences.

2.2 *The Development of Animation in Mobile Short Video Software*

At present, after several years of development, the mobile short video platform already has a large user group and a certain industrial scale, and has gradually entered a mature period of development. Taking Tik Tok, the short video platform, as an example, in 2019, its users reached 684 million. And the number of users is increasing year by year. Relying on the characteristics of fun and unique personality, Tik Tok effectively increases the attractiveness of the video content. The fun and entertainment in the animation short film and the unique art form are also very suitable for the communication on the short video platform.

The video time in the short video platform is relatively concise. In order to adapt to the user browsing speed of the short video, the animation time in the short video is designed to be "short, precise and fast". In terms of the story plot, the short animation story is designed in line with the principles of "being new, strange and special" with the interesting characteristics of Tik Tok. Tik Tok has a variety of animation themes, including emotion, knowledge, plot, special effects, mother and baby, etc., which suits the needs of all ages and different groups of people. For example, the Tik Tok user Yichan (a little monk) explores and answers many questions that plague the general public through the exquisite and warm animation screens. The animated character Yizen is so cute, warm, and healing, giving people the sense of stability. And the emotional connotation that runs through the animation short videos brings more inspiration and strength to the audiences. In addition to the colorful content of animation in the communication of short video platforms, due to some natural characteristics of animation content, the placement of advertisements in cartoons is very natural and relatively few restrictions are imposed. The acceptance level is also relatively higher. This also makes many brands very willing to cooperate with animation accounts in short video platforms. As long as they are relatively high-volume animation accounts, they often have a good performance in advertising monetization.

3. CHANGES IN ANIMATION DESIGN IN NEW MEDIA COMMUNICATION

In the new media environment, animation design has begun to show some new features.

Whether it is in the plot content, character performance or scene design of the short film, it provides new inspiration and rich production space for the animation design. This also means that it will bring new challenges and opportunities to animation creators.

3.1 Changes in the Narrative Design of Animation Short Films

In the new media environment, cartoons are not only the pure art forms, but also the expression of spiritual power. The narrative method of traditional animation is relatively complete, with cause, conflict, climax, and end, and more emphasis is placed on the artistry and education in the theme of the short film. The new media animation emphasizes entertainment, the effectiveness of information transmission, and the commercial value capabilities of short films.

The narrative design of animation short films has undergone great changes in the new media environment. As a carrier of information communication, new media animation short films have presented new designs in narrative methods according to the form of communication and the needs of the audiences, namely, the interactivity, life, entertainment. Interactivity means that the content of animation can make the audiences resonate in their thoughts and emotions, and the life-oriented narrative can make the public immersive when watching short films, and the little things in daily life will be shown in the form of joy and funny. And then, the audiences take the initiative to accept the concept conveyed by the animation in the entertainment, enhancing the effect of information communication. For example, Baiyang and Juzi, the new media creator with 386.2W fans, recorded the fun and troubles of Juzi's (her daughter) growth in the form of animation, such as "the first attempt to let the child sleep independently", "what should I do if the child does not eat well", etc. All the content published by the account is based on the real clips of the parenting process in normal life. After the creation of vivid and cute animation, it has a bit of warmth and viewability, resonating with the parenting parents and attracting the attention of other audiences.

3.2 Design Changes of Animated Character Images

In order to achieve the rapid development of animation short films in new media communication, it is necessary to strengthen the image design of animated characters, so that the characters can attract the attention of the audiences and show the theme and meaning of the animation short films in the new media communication. First of all, it is required to pay attention to the design of character expressions. Expression changes can express the emotional world of characters. In new media communication, character expressions must not only express character emotions richly and accurately, but also have a certain entertainment contrast. For example, the heroine Feng Baobao in the animation "Under One Person" adapted by Chinese cartoon is murderous, showing a sense of indifference when she comes on stage. However, in her character performance, she is often cute, with very strong contrast. The character will be more replicated, and the audiences will involuntarily explore the identity of the heroine while watching, and want to understand her true character.

Animation is mainly on the image design. With the openness of new media communication, the role modelling is not only limited to the characters, it can be said that there are all kinds of people. There are animal images that are soft, cute and funny, including pigs, rabbits, dragons, dogs, hamsters, bears, horses, cats, etc. And there are also fresh or beautiful two-dimensional characters. Then, some originally inanimate things can be visualized and personated into the protagonist image. Animated character modeling builds a unique and differentiated advantage in the hearts of new media audiences through distinctive recognition. For example, in addition to the protagonist's confusing life experience in the animation "Assassin Wu Liuqi", there is also the protagonist's life-saving chicken Dabao. He is an anthropomorphic rooster image, all blue, wearing sunglasses, a funny appearance and a darker heart. The combination of one person and one chicken is more special, and it is this cross-species combination that can attract the attention of the audience.

4. STRATEGIES FOR THE LONG-TERM DEVELOPMENT OF ANIMATION SHORT FILMS IN THE NEW MEDIA COMMUNICATION

In the era of new media, the development of the animation industry is facing certain opportunities and challenges. On the one hand, the development of Internet technology has greatly expanded the communication and audience of animation works.

Some well-produced animations can gain more market share and economic benefits, and gain a lot in terms of box office and commercial value. On the other hand, the emergence of omni-media and self-media has made the speed of information communication more rapid. Some false and vicious information floods the network communication platform, which also affects the healthy development of the animation industry in the new media. Some animation works are obviously utilitarian and cannot meet the real needs of society. Animation short films must have their own creative style in the communication of new media, showing the Chinese characteristics.

4.1 Giving Animation Works a Deep Cultural Connotation

In the communication of new media, animation works must have cultural connotations while giving full play to their entertainment functions. For Chinese animation, it is required to form its own unique cultural connotations, and start from the local national culture. Animation works can draw countless creative materials from China's profound cultural heritage and distinctive national characteristics. With the improvement of Chinese people's ideological and cultural awareness and spiritual needs, their cultural needs are also increasing.

Animation works should not only absorb nutrients from the excellent Chinese culture, but also pay close attention to the severe challenges brought by American and Japanese animation to local animation in the new media communication, pinpoint the positioning, and present it to the audience with a new look. For example, the webcasts animation "Assassins Wu Liuqi" ingeniously integrates Chinese traditional culture and national spirit into the work, and expresses it through various methods such as character image depiction, deepening of language elements, and traditional customs foil. The overall painting style of the work is modern animation style, and the dialogue or expressions of the characters are not in line with the profound words of nationality, culture, and connotation. However, the creators cleverly integrate the national spirit into the work, such as the chivalrous spirit of the characters. The protagonist Wu Liuqi has to complete different "assassination missions", but every time an "assassination" turns into a redemption in the end. In addition, Wu Liuqi will disregard his own safety and complete the salvation of others when helping

others. Wu Liuqi's "chivalrous image" conveys the chivalrous spirit of the traditional Chinese national culture, making the animation more appealing.

The cultural connotation in animation is the soul of the creation of works, and it is also the key to the foothold and continuation of animation works in new media communication. Moreover, the value transmission in animation is not limited to the interpretation of style or visual design, but continues to extend the substantive cultural connotation and rise to the spiritual level.

4.2 Adapting to the Characteristics of New Media Communication

Today, with the rapid development of the Internet, the Internet is changing people's lifestyles. The openness and interactivity of the Internet make the communication and sharing of animation works go beyond the traditional means of communication. With greater freedom and compatibility, the promotion effect of new media communication is unmatched by traditional and mass media.

The openness and interactivity of the Internet allows the production and sharing of animation short films to surpass the traditional animation short films, with greater freedom and tolerance. Animation works in new media communication can be not only continuous production with strong storytelling, but also game promotion animation, advertising animation or dynamic comics. Animation creation has a revolutionary leap in technology, form, and content.

With the development of mobile communication technology, mobile video apps are becoming more and more popular among the public. Animation short films also need to adapt to the mode of transmission of mobile phones. The openness and freedom of mobile video APP has stimulated the creative passion of animation creators. Many excellent original animation works have emerged, and the communication cost of the works has also been reduced. It has brought a broad space for the communication and later development of the works. While the degree of freedom is great, animation creators must also pay attention to the quality and communication significance of their works. While adapting to the convenience brought by mobile media, they must also be aware of traps and keep their original intentions of creation.

4.3 *Paying Attention to the Post-marketing Methods of Animation Short Films*

In addition to the excellent production and good scripts, the success of animation works requires the creation and marketing of animation derivatives in the later stages to retain attention and increase value. Unreal animated images appear in front of audiences who love him/her/it in the form of physical products. For the audience, it is the reality that dreams shine into reality.

From the perspective of cultural symbols, each era or everyone has their own cultural symbols in their hearts. The rapid pace of new media communication forces the public to seek a new sense of superiority, seeking to be calm or proud. The appearance of animated images allows the masses to entertain at the same time, but also can project one's own in the virtual image. To develop marketing derivatives based on the animated stars in the animation short films is the most effective brand model for the animation short films. Animation derivatives can make full use of new media communication methods to quickly put products on the market, and use Weibo, WeChat, short video platforms and online platform marketing to build momentum. The post-marketing of animation short films can not only strengthen the brand's public relations strategy and expand the direction of the audience's attention to the work, but more importantly, it can create a fan group to lay the foundation for the sustainable development of the work.

5. CONCLUSION

In the era of new media, the forms of animation in the new media era are colorful. Faced with the fragmentation of communication methods and media environment, the audience's way of viewing animation and interacting has undergone tremendous changes. Animation production in China has also maintained own characteristics while adapting to the new communication methods. All these changes have given the animation short films new characteristics of the times, including the originality of the work, the interactivity of the communication form, and the dependence of commercial value. In the animation design of new media communication, animation creators should design works according to the changes of the times, segment the audiences in the new era market, and integrate national characteristics and correct values into the animation works. Animation works can

develop healthily in the era of new media communication.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Ya'nan Wei.

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