

## Exploration of New Thoughts of Animation Majors Development in Local universities

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**Abstract.** With the rapid development of national animation industry, local normal colleges also have kept up with the developing trend and obtained several achievements, animation courses and achieved certain results. However, problems still exist in such fields as faculty level, educational facilities, capital investment and art students' comprehensive qualities. In order to tackle these problems, it is advisable to carry out the idea of piloting the students to establish the animation group, demonstrate their innovation spirit and participate in social practice more than before with the establishment of a animation lab to be its dominance . In view of it, this paper is hoped to provide a new thinking to develop animation majors in Local universities.

### Introduction

Animation industry is one of the most potential industries in the twenty-first century. The animation majors have mushroomed since the proclamations of Suggestion about Enhancing the Development of Animation Industry in China and Suggestion about How the Department of Cultures to Foster the Development of Animation Industry in China since 2006. From then on, many colleges, with cultivating talents for the country being their task, respond to the policies of the country and develop animation industry positively. Large quantities of graduates from universities and moderate specialty schools have been occupying in this field. Consequently, they also have promoted the development of real estate industry, video production industry, and road landscape design industry etc. to a large and bright future. Under the condition that almost all the national universities have been establishing animation majors, it is worth discussing whether to set up the majors of animations for Local universities.

### Organization of the Text

#### **Animation Products Have Exerted Great Influence on the Students in Local universities.**

Under the effect of the market, the majority of students are beginning to a new understanding of animation industry gradually. for example, the popular animations of The Croods, Animal United and The Kongfu Panda affect many students in Local universities. Besides, online games, such as Warcraft, Permanent Save State and the Three Kingdoms have become one of the most popular recreational modes. Also a great amount of college students have obsessions to mobile games such as Angry Birds, Fruit Slice, Fishing Joy and so on. Accordingly, many art students in several local universities begin to show great interest in learning animation, for example, graduation designs made by some students named Yang Yang and Shi Yantao etc. from Shang Luo University have revealed their intense interest in animations(Fig.1).



Fig.1 Individual graduates of original cartoon works in 2013 graduate

**There are several problems for local universities to open up animation majors.**

**Firstly, There are just a Few Teachers Majoring in this Field in Local universities.** There has appeared a lack of teachers teaching animations in most local universities as is shown in table I, which clearly indicates the faculty situation of arts department in Shang Luo University. From this we can see that the weakness in faculty of art department can not meet the need to develop the animation majors.

Table 1 Chart of the teachers in art department of Shang Luo University

Oriental	Number	Notes
Basic majors	4	basic teaching in designing
Animation majors	1	two-dimensional animation
Major of animation design of CG	1	three-dimensional modeling and static drawing

**Secondly, there is also a Lack of Professional Equipment in Local universities.** It is indispensable to be well equipped to open up the animation majors. However, as a local university, there is only one computer room used to produce animations in Shang Luo University. Due to some other majors opened up by art department such as advertisement design, package design, environment art design and so on, the only computer room has been taken totally, leaving no space to satisfy the need of opening up animation majors. Basic equipment and corresponding software used in producing animation products can be seen in table II. As for the processing station for post production of films and televisions, processing station for advanced compositing technologies, three dimensional Motion Analysis, recording studio and audio producing systems, they are not mentioned in the chart. From the chart, we can see that it really needs to invest a lot to open up animation majors for a university, and there's a long way to go to achieve this goal.

Table 2 Basic equipment to open up animation majors

Names	Equipment Needed			
Production of three dimensional animations	working stations to production and post production of three dimensional animations	the producing and editing platform for making virtual animation games and animation cartoons etc.	the non-editing software tridimensional projectors, the sound equipment, non-line editing platforms etc.	the network switching equipment
Production of animation products by traditional hand-drawing	the animation copying apparatus	perforating machines for animation paper	the automatic inspection equipment for line test	a auto feed scanner
Handmade animation products without papers	the AIO of two-dimensional hand-painted workstation	he projector, the electric projection screen the wireless microphone, etc.	the software of multimedia classroom	the network switch

**Thirdly, the Investment is very Limited in the Animation.** National policies and local supports as well as the scale of the campus decide the limits on capital investment for local universities. Due to the low level of the development of local districts and the limited power of the local finance, subject constructions of animation in local universities are lagging behind, which can not reach the requirements of the national government to deepen reforms, build up an innovation-type nation with many skillful personnel. Poorly equipped classrooms and limited supports from local government lead to the current situation of animation in local universities. Some local universities have improved themselves a lot recent years for the financial supports from national and local government, while others are not that fortunate to get supports to develop animation[1]. Fourthly, the art students are lack

of creative thinking in animation. The animation is a focus on creativity, imagination strong discipline. As comprehensive quality of the local art students in universities is poor from the entrance, without offering courses in animation, their animation creation also only stay in a hobby.

**It is also Necessary for Local universities to Broke through their Own limitations in Developing Animation Subjects.**

**Firstly, Needs for Animation Majors in Local universities.** According to a survey made by a team of investigation and analysis of animation in 2007, corporations like Sega of China, Shanda, Sheng Shi Long Yin, Dong Xing Software, and ASP recruit staff of 50 every year, and companies with small scales employed about ten staff every year[2]. All these have shown that the need of skillful animation personnel is very considerable.

As a local university, it should aim at to enhance the quality of the students, improve the academic ability, boost the social service ability and promote the cultural inheritance and innovation power, whereby to build up a practical and comprehensive university with multi-subjects developing harmoniously[3]. For local universities, they should take serving the local areas as their principles, which may exert great influence on the local cultures and economies.

**Secondly, Analysis in Animation Industries.** Expressed in the form of comics, animation industry makes animation products with originality its core. The products include comic books, magazines, movies, TV programs, audio-visual products and stage plays. Based on the modern transmitting technologies, it can also extends to the areas of the developing, producing, publishing, broadcasting, playing and selling of animation products. Besides personnel in clothes industry, toy industry, and video games related with animation figures are badly needed[4]. During the process of making animation products, animation-skilled personnel are very important. If animation majors are opened up in local universities, it can not only develop animation-skilled personnel to meet the need of developing animation industry in local areas, but also create good environment for information and culture industry. Besides, it can also help to enrich the subject construction, make the structure of majors more abundant and systematical to lay a solid foundation to the further development of local universities.

**Thirdly, Construction of Animation Majors may Supply the Gap in Certain Subjects.** Animation majors are not opened in local universities of southern Shaanxi Province, and related majors are centered around advertisement designing, product designing, webpage designing such as Dreamweaver, Fireworks, Flash etc. and computer aided design like Photoshop. As for the assistant software curriculums on animation majors like 3DMAX, Maya, Authorware, premiere, Cooledit, only a few are offered.

**Exploration in Promoting a Animation Developing in Local universities.** In view of the actual condition of limited teaching resources, poorly equipped facilities, limited educational capitals and low quality students in local universities, it is necessary for them to follow the need of market development to boost animation majors reasonably with practical factors taken into account. We should start from the arrangement of related majors as follows.

**Firstly, with the Establishment of a Local Animation Lab as the Main Task.** We should build an animation laboratory with teaching its main aim, at the same time, this lab also can help to produce animation products. Local normal colleges and universities, such as the animation labs in ceramic Jiang Xi Arts Professional and Technology School of Pottery and Crafts, the arts school in Xu Zhou Polytechnic University and the management school of Bo Wei in Gui Lin University of Technology. All of them have opened the animation majors and set up animation labs, which have exerted great influence in the local economic development

**Secondly, Sead the Students to Establish Interest Groups of Animation.** Because there are not animation majors in Local universities and universities, it is necessary for these universities to cultivate those students who have shown intense interest in animation in their leisure time with the basis of establishing animation labs. The interest groups may do some practices centered on certain themes, for example the program named the Research of Protecting the Ancient Buildings in Shang Luo with the county of Feng Huang as the Sample. This research is designed with the purpose of

helping develop the local economy, and the interest groups may engage in this kind of program to do some statistics recording jobs to protect the buildings with the virtualization of the ancient buildings.

**Thirdly, Set up the Awareness of Animation Creativities and Encourage Students to Participate in Social Practices.** The universities should create more opportunities for students majoring in animation to practice themselves. The cooperation between colleges and companies may provide an approach for students to cultivate market consciousness and get an idea of audience's tastes. Students may benefit a lot from both successes and failures in animation innovations. Nowadays, under the influence of market economies, it is advisable for local universities and companies to cooperate, which is reciprocal for each other. If cartoon programs are designed under the joint efforts of colleges and TV medias and web medias, as well as the animation competitions are held, and animation products made by students can be presented through media, the connection between education and animation can be boosted [5].

## Summary

In recent years, the scale of the local universities is expanding. As the needs for animation skilled personnel in the market are also expanding, it is inevitable to open up the animation majors in local universities, which can not only comply with the requirements of the social environment for talent personnel, but also satisfy the needs for animation talent personnel in local economic market. At present, to solve problems such as shortage in personnel, facilities and funds, local universities and universities should promote students' interest in practicing, set up their animation innovation consciousness and encourage them to participate in social practice with establishment of animation lab its prominence,. This can not only promote the development of local economy, but also can be a very good way to carry out the policy of integrating production, study and academics which may highlight the features of local universities with combining the basic disciplines and applied discipline, also it will expand the influence of local universities to their surroundings even the whole country.

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