

Research on the Present Situation and Prospect of Chinese Animation and Movie Art Image Design

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Abstract. Animation is a form of artistic expression with strong specificity. In the creativity industry, animation and the animation industry play a leading role and can create huge social value and economic value for social development. Art image is an important element in animation, and the image design quality and effect will affect people's viewing experience and their understanding of animation contents. Excellent art images in animation movies usually contain rich cultural connotations and value. However, animation movies start relatively late in China and there are certain problems in the design of art images. This paper will analyze this, analyze its current development and development prospect and proposes effective measures for development.

In recent years, great attention is paid to China's animation movies, which has achieved a relatively broad space of development. Animation movies like "Big Fish & Begonia" and Monkey King: Hero Is Back" are well received, but there are few creative art images in China's animation movies that can be remembered by customers, and there are still many problems in the development of animation movies, particularly in terms of art image design. It is difficult to surpass classic images such as Nalakuvara and Great Sage Equalling Heaven, and compared with Western animation movies, China's art image design level is low with a lack of originality and innovation. In order to win a place in the fierce competition in the market, we need to reflect art image design in China's animation movies, understand the current situation of design, clarify the development prospect and make adjustments and improvement accordingly. It is of great practical significance to carry out discussion in this regard.

Present Situation of Art Image Design in Chinese Animation Movies

There is no Explicit Audience

Art images of animation movies come from life and are the results of designers' art recreation based on their own life experience. These creation techniques include deformation and exaggeration, etc. Both the distinctive personality traits and obvious personality defects, animation roles cannot be separated from reality, and being realistic and close to life can arouse audiences' emotional resonance and make them have unique emotional experience. If separated from life, animation roles cannot arouse audiences' interest and attention. In order to make animation roles more deeply rooted into people's heart, designers should clarify the target audiences of animation movies and get to know their life experiences, personality and habits so as to design animation images accordingly. However, because many designers do not fully take into this account and have clear positioning of audiences, there are many problems in the images they design. For example, some images look like children in appearance, but are adults in terms of inner personality. Such image cannot arouse children's interest nor cause adults' attention.

Lack of Original Animation Images

At present, competition in the animation film industry is fierce, so in order to improve one's own competitiveness, one needs to innovate and create and follow the principle of insisting on being original in animation image design. However, China's animation industry file starts relatively late and is still at the primary development stage. Besides, designers have limited creation experience and creation abilities, and sometimes, in order to improve the efficiency of designing animation images and economic benefits, domestic animation enterprises will introduce foreign animation roles and then appropriately process them or run foreign animation movie businesses as direct

agents. There are few classic original animation roles in China with a lack of late promotion and production, making it hard to form animation image brands with Chinese characteristics. Chinese animation roles which have far-reaching impact including Nalakuvara, Calabash Brothers and Black cat Sheriff were once welcomed by people, but later, due to insufficient promotion and publicity, they are less influential in recent years. On the contrary, foreign animation roles such as Kung Fu Panda, Cat and Mouse are still popular and deeply rooted in people heart.

Lack of National Characteristics

In recent years, foreign animation industry and art is flourishing, and the animation images have a great impact on China. Affected by this, China's animation image design has lost its way, but Chinese designers only blindly copy and imitate foreign works, greatly reducing their autonomy and innovation of China's animation image design and neglecting national characteristics. Animation works often contain rich cultural connotation, which is closely related to national spirit and national characteristics. Sometimes, in order to meet the market demand, designers will combine Chinese animation images with foreign animation images or relevant elements, but they cannot be well integrated and even make people feel that they are poor imitations. Besides, the national spirit and national characteristics behind the animation images cannot be effectively manifested, so that the animations can hardly be recognized and supported by audiences. For example, in "Lotus Lamp", an original animation movie produced by Shanghai Film Studio, the image of the Monkey King has strong national characteristics that both the shape and the colors are in line with China's national characteristics and traditions. However, the fashionable Disney flash style is used in the entire animation style, just like a square peg in a round hole. The two cultural backgrounds cannot be effectively integrated, so the final animation effect is not so ideal, and the spirit connotation and theme of fighting against the evil force and being indomitable cannot be conveyed by the animation images. What is national is international. National resources are usually the most vital cultural elements that integrating them into animation role design cannot only make animation roles more attractive and appealing, but also give new vitality to national culture, thus further promoting the spread and development of Chinese culture.

Insufficient Professional Design Talents

The lack of professional design talents is also one of the main problems faced by art image design of animation movies. Talents are the main body of animation design and creation, and if there are insufficient talents or talents are not professional, it is difficult to effectively carry of animation design. In terms of China's animation movie industry, China has no world-renowned animation masters and many designers are just imitating without playing their own creativity and subjective initiative. Their works are over rigid and the images they shape are single, thus it is difficult to achieve innovation and breakthrough. This issue is closely related to China's education traditions. China's traditional education mode is exam-oriented, which poses high requirement for students' theoretical quality and inertia thinking but ignores the cultivation of talents' innovative capacity and creativity. In recent years, although the concept of quality education is advocated, it is difficult to cultivate animation movie image design talents with strong innovative ability and imagination within a short time.

Prospect of Art Image Design in Chinese Animation Movies

Market Competition is Fierce

In recent years, competition in the animation industry is increasingly fierce. In terms of the international situation, Korea, Japan, the United States and other most developed countries in the animation movie industry have also launched a large number of animation movie game products and by-products in addition to movies, and the output value of these industries has far exceeded that of traditional industries. In the development of these countries, the animation industry has already become a pillar industry, which is inseparable from high-quality animation image design. In this case, a large number of foreign animation movies and their derivatives are introduced to China, which will continue to affect China's animation movie industry. However, it is worth noting that in

both the United States and Japan, many creation inspirations and inspiration elements are derived from China, such as in “Kung Fu Panda” and “Mulan”, etc. Chinese elements are widely exported and then introduced to China after being re-processed, and then they occupy domestic animation market, which greatly affects China’s animation industry. Therefore, animation film art image design is still facing more intense market competition.

Development Prospects are Broad

Although the market environment is not optimistic, designers should realize that Chinese animation still has broad development prospect. As long as they deeply dig and reasonably develop local elements, they can promote the long-term and healthy development of China’s animation movie industry. Animation movies and animation image design are important parts of China’s cultural industry and play an irreplaceable role in improving China’s cultural soft power, excellent traditional Chinese culture and protecting cultural security, etc. In recent years, China has launched a number of support policies in a bid to promote the healthy development of animation and the animation industry and China’s internal animation market is developing towards being sustainable and healthy. Against this background, animation industry chain and animation system are gradually established, laying a good foundation for art image design of animation movies. The government provides vigorous political support for animation creation research, animation market operation and animation system management and encourages the creation of original animations. Therefore, judging from the domestic environment, art image design of China’s animation movies has extremely broad development prospect.

Measures of Art Image Design in Chinese Animation Movies

Clearly Target Audiences

In the design of art images in animation movies, designers should first clarify the target audiences of animation movies so that animation images can become attractive and audiences can become interested in watching them. In terms of the current situation of China’s animation market, people born in the 1980s and the 1990s are the most extensive audiences, accounting for 65%-70% in the total audiences, followed by people born in the 1970s, who account for about 20% of the total audiences. Based on this feature, designers should analyze the overall growth environment of people born in the 1980s, the 1990s and the 1970s, get to know their preferences in animation movies and the design animation images accordingly so that these images can be welcomed by audiences.

Integrate National Characteristics

Designers should tap the link between national culture and modern animation production and effectively integrate national characteristics into the design of animation images so that animation images can pass the Chinese national spirit and national culture. In terms of creation form, designers can learn from the traditional folk art creation techniques, such as New Year paintings and paper cutting, etc.; in terms of image, designers can learn from traditional myths and legends, historical allusions, etc. The incorporation of traditional national characteristics can increase artistic connotation of animation images and make them more attractive. In national design, designers should take full account of the scope of promoting animation movies. If it is in China, they should deeply dig different elements of our national style so that domestic audiences can feel the rich and varied resources of the nation; if it is in foreign countries, designers should seek the connection between China’s national culture and foreign cultures and effectively integrate them on the basis of respecting other nations’ cultures so as to improve the attractiveness of China’s national culture and foreign audiences can better accept animation movies with traditional Chinese characteristics.

Break the Shackles of Traditional Thinking

Designers should make bold innovation and dare to break through the shackles of traditional thinking, constantly innovate and adjust their innovation means so as to make their own design more bold. Designers should realize that although the inspiration for design comes from real life, it should also break through life and be higher than life so that the created image can be more attractive. Designers should constantly learn and draw materials from life so as to improve their

design capabilities.

Integrate Emotional Values

In order to make animation images more deeply rooted into audiences' heart, designers should integrate emotional values into animation images so that animation images can have not only vivid external appearance, but also personality features and personal emotions, bearing rich emotional values. In this way, people can have necessary emotional exchanges with animation roles while watching animation movies so as to have effective exchanges.

Conclusion

At present, there are still many problems in art image design of Chinese animation movies. First of all, there are no clear audience groups, so the animation images are not clearly positioned; secondly, there is no original animation image, so it can hardly form brand effect, and many images are modified after being introduced from abroad; thirdly, national characteristics are not clear enough with a lack of individuality; fourth, with a lack of professional technical personnel, it is difficult to create animation images with unique style. We should realize that although China's animation movie industry is facing serious competition, it still has a broad prospect, and in designing art images of animation movies, we should actively make innovation and improvement, break traditional thinking, clarify target audiences and integrate national characteristics and emotional values into animation images so as to form independent national cultural brand.

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