

Research on Scene Design and Performance Technique of Film and Television Animation

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Abstract: Under the background of the rapid development of film and television animation, we need to pay attention to the content of animation production in scene design and performance skills, need to solve the shortcomings of animation design, at the same time, we should understand the main content of film and television animation production and the factors that affect the sense of picture. In order to highlight the characteristics of the internal characters of animation and promote the development of plot, we must comprehensively grasp the picture color configuration, spatial expression, modeling processing and so on.

1. Introduction

The design of film and television scene needs to master the factors that affect the performance of animation, at the same time, we should analyze the design of film and television animation from the aspects of characters, scenes and plots, and make clear the influence and function of the plot of character scene in film and television animation, at the same time, we need to carry out character positioning and design animation characters. Character and plot are the main factors to enrich the film and television animation, and should cooperate with the scene to ensure that the scene picture can achieve good results.

2. Film Animation Scene Design

2.1. Basic Functions

Before the design of the film and television animation scene, it needs to carry on the function orientation, the scene design in the film and television animation creation is the safeguard means to highlight the animation picture, the space composition, the modelling tone and so on are the scene design need to consider the factor, in order to enhance the film and television animation picture effect, needs to carry on the appreciation from the artistic angle, at the same time should reasonably use the scene design means, fosters the picture atmosphere, enhances the picture content rhythm feeling. At the same time, we should also pay attention to the work of color transformation, light and shadow rendering and so on during the scene design, so as to catch the audience's eyeball, but also to create a good scene atmosphere, so that the audience after watching the scene animation, consistent with the animation rhythm, and form emotional resonance. In the process of film and television animation scene design, it is necessary to clarify the overall emotional tone of the work, and on the basis of this clear theme content, emotional positioning[1].

First of all, we need to master the emotional tone of animation content, flexible use of color contrast content theme, and adjust the progress of animation plot, flexible use of color, use cold tone and warm tone, highlight animation theme. Such as grass, trees, houses and other building color design, through color adjustment, can play the role of setting off the scene atmosphere. Warm tone can create a warm, happy situation, cold tone can create a sad, depressed atmosphere. Secondly, in the animation scene design period, should be based on the animation content, character positioning, clear character, for the plot process and screen contrast play a role, animation characters play a role in promoting the development of the story plot. During the period of scene

design, the scope of activities of the design characters, at the same time, should pay attention to the character character of the character, shape the application scene that accords with the content, and promote the development of the story plot. Finally, it is necessary to ensure that the scene animation can be advanced according to the set script, so it is necessary to ensure that the development process of the story plot can be controlled, and at the same time, it should be flexible to select the scene design method according to the needs of the work, and ensure that the story plot can be advanced according to the predetermined process, from the environment, location and other factors, to provide a platform for the character of the character and the development of the story plot. In addition, in order to promote the development of the film story, the application of natural landscape, highlight the character of the protagonist, the use of the surrounding environment can render the story plot to a certain extent. For example , " thousand and thousand fathom "uses painted glass, natural landscape to enhance visual perception, to ensure that the story can be smoothly advanced, figure 1 is a scene of thousand and thousand fathom.



Figure 1 Excerpts from Chihiro scenery

2.2. Art Expression

During the animation scene design, we must pay attention to the art expression skills, need to use the space flexibly, so as to create the real visual sense. In the process of animation design, the lens needs to change with time and space, constantly shift the angle, at the same time, according to the picture scene, we should adopt the combination of vision close-shot, so as to highlight the picture hierarchy of the animation scene. At the same time, the visual center of the audience should be locked, and the space layout should be reasonably designed so that the picture effect has a three-dimensional sense, so as to stimulate the audience's spatial imagination. In the process of film and television animation design, it is necessary to highlight the hierarchical sense of the scene space of the film and television animation, and at the same time, the scene space should be used reasonably to set off the animation atmosphere, such as the "Qin Ming Moon" produced in China, the application of space design and light and shadow effect is excellent, in "Qin Ming Moon" there is a scene is GE Nie with Jin Tianming escape, the external magnificent hall in color and space design, Make the picture feel extremely strong, this is the performance of animation production in space scenery project. In addition, in the main hall directly from the top of the light into the palace, can be in the light and top of the rendering, so that the picture is extremely hierarchical, and set off the momentum of the palace hall, figure 2 for the Qin Mingyue scene excerpts.



Figure 2 Excerpts from the moon scene during Qin dynasty

Film and television animation scene design in addition to the space needs to be strictly grasped, at the same time should pay attention to color configuration, color is the silent language of film and television animation, with the deployment of color to make the picture have a strong visual impact. At the same time, film and television animation scene designers must understand the moral of different color representatives, such as white symbol pure, holy, red symbol passion, flexible application of different colors, create different visual effects, and use the film rhythm to drive the development of the story, rendering sadness, joy and other scenes. In "zombie bride" this cartoon, is to use color contrast animation interior scene, the designer in light red, pink white, light green and other shades of light and dark to change back and forth, so as to render animation scene atmosphere, so that the animation presents the effect of a strong visual impact, figure 3 zombie bride excerpts.



Figure 3 An excerpt from the zombie bride

2.3. Specific Methodology

To design the scene of film and television animation, we need to make clear the theme tone, and on this basis design the theme idea, control the overall style of the film, and apply the hue space from the overall situation point of view, form a unified film style, clarify the core of the animation scene, grasp the animation theme during the plot push, highlight the visual effect of the animation through color space and other ways. Scene designers need to strictly control the scene and script, to ensure that the two coordination, there will be no overall style of the situation. In addition, we should apply warm and cold tone according to the animation theme, contrast the animation scene, and need to change the scene atmosphere flexibly according to the development of the story. In modeling also need to be based on the story theme content design. The flexible selection of scene color ensures that the scene layout and the control of scene color can conform to the theme of the chapter story and render the overall atmosphere of the story, which is an important push to promote the development of the story plot smoothly[2].

In order to ensure that the story can be carried out smoothly, it is necessary to design one by one

according to the script, make clear the way of content design, at the same time, create the script, according to the theme of the film, combined with the script content, in-depth analysis of the story plot, control role image conversion, and according to the script content, clear the overall theme of the story, and on this basis ensure that the role style and scene style coordination, so as to ensure that the story can be carried out according to the envisaged process.

3. Film and Television Animation Performance Skills

3.1. Performance Points

In the process of film and television animation design, we must master the factors that affect the effect of lens picture, at the same time, we should learn the shooting posture, master the method of lens picture shaping, and use the lens flexibly, master the shooting skills, understand the knowledge of lens shooting and running, and improve the shooting level of film and television animation. At the same time, under the background of the rapid development of science and technology in China, understanding the animation shooting process, and according to the needs of the work, introducing modern technology, optimizing animation design procedures, reducing useless links, under the support of modern technology, can improve the efficiency and effect of traditional shooting. However, the application of modern technology to scene animation design requires a high level of skill for the producers, not only to ensure that the technicians involved in animation design have a good foundation of art, but also to understand the application methods of modern technology during scene design, to improve the level of computer operation, to apply software according to the needs of the picture, to carry out three-dimensional animation design, and to improve the level of animation scene production[3].

3.2. Attention

During animation production, in order to improve the artistic performance of the production, we need to grind the story script to ensure that the sense of the picture in the background design and drawing color and other aspects, all meet the overall requirements of the picture, and on this basis to synthesize production, to ensure the quality of animation and shooting work smoothly, need all links of operators, strictly in accordance with the requirements of animation film technology, the implementation of relevant operations, while the overall producer needs to understand animation production and film production art production differences. Animation screen design needs to highlight its characteristics, so we need to pay attention to screen editing and lens arrangement and other work, but also to ensure the overall effect of animation, can be in the editing software synthesis, so that sound and screen synchronization[4].

In the process of animation production, we should also find that the design of sub-lens plays a role in the artistic expression of animation production by means of virtual camera, lens motion and other ways to promote animation film production, at the same time, we should understand the characteristics of animation shooting in content and body material. In addition, the animation vision should be adjusted to ensure that the distance between the camera and the object is appropriate, so that the animation vision can meet the requirements of pre-design, through the visual space, so as to set off the animation content atmosphere. During animation shooting, the technology of using lens motion can better promote the development of story plot, and enable the audience to form different visual effects under the lens motion, so that it can better combine the animation content and arouse the audience's emotion, and the empty lens is also a typical technique of lens motion, which has a very good application effect in the performance of animation content.

4. Conclusion

Film and TV animation scene design needs to pay attention to many aspects of content, at the same time, we should understand the causes that affect the scene design and the way of picture expression, and on this basis grasp the theme of the story, clear the overall tone of the work, through highlighting the character, space design, deepen the theme of the story, promote the

development of film and television animation, which is the key to improve the level of film and television animation production. In addition, designers should also flexibly apply scene design, highlight the theme of the film, control the rhythm of the development of the story, and promote the development of the story.

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