

Research on Animation Modeling from the Perspective of Traditional Element and Digital Fusion

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Abstract: With the continuous development of society, the art industry is also gradually developing in depth. As an important part of the art industry, the animation industry is becoming more and more mature in our country. The application of traditional painting elements in animation has gradually become one of the leading factors in the success of animation production, which has considerable cultural value. Since the reform and opening up, a large number of animated films have filled the Chinese animation market, and the aesthetic consciousness and taste of Chinese children have been influenced. The current situation of domestic animated films in short supply has to arouse the reflection of serious and responsible art writers, and the correct attitude is still to take its essence. Chinese animation should take its own way. Because animation character modeling occupies an important position in the whole animation at present and is the direction of animation art, so this paper studies animation modeling from the perspective of traditional painting elements and digital fusion in China, with the aim of pushing the development of animation industry in China to a higher level.

1. Introduction

Digital integration, also known as electronic integration, or digital inclusion, is often used to describe the dynamic process of bridging the digital divide, often referring to efforts to narrow the digital divide. Digital integration has gradually become an important policy and social issue in the process of digitalization in all countries around the world. Chinese traditional elements refer to the sum of all kinds of things born in China from ancient times to the present, which have advantages and disadvantages. Traditional elements are not only a symbol of traditional culture, but also a concrete expression element of Chinese culture, which should not be narrowly defined as the banner of propagating nationalism. Of course, we all understand that when the world economy can not be separated from the Chinese economy of sustained growth, the world civilization can not be separated from Chinese culture, because Chinese culture is an indispensable and important part of human beings. In many art industries and clothing industries, Chinese traditional elements will be added to reflect Chinese culture and characteristics, and in the rapidly developing animation industry in recent years, many traditional Chinese elements will also be added, reflecting the different characteristics and aesthetics of Chinese animation. The addition of such traditional elements is a unique animation that many western countries can not imitate. The traditional elements are transformed, refined and applied with the modern aesthetic concept, which makes the animation modeling rich in the characteristics of the times and national personality, and promotes the artistic quality and artistic appeal of the animation works.

2. Meaning of Chinese Traditional Elements

Traditional culture and art is the crystallization and embodiment of national excellent wisdom and ability, the internal motive force and bridge of national culture's continuous development, and the fundamental foundation of national culture's development. Chinese traditional culture is the constituent element of Sinicized Marxism, and it is the complementary symbiosis between Marxism and Chinese traditional culture in the land of China that finally formed the dynamic Sinicized Marxism and guided the continuous victory of Chinese revolution and construction [1].

Chinese traditional culture has a long history and is extensive and profound. In ancient times, China's scientific and technological achievements have long been in the forefront of the world, and have made great contributions to the development of the whole human civilization. Chinese traditional culture is a kind of national culture which reflects the characteristics and features of the nation, and is the overall representation of all kinds of ideology, culture and ideology in the history of the nation. To put it simply, it is the general name of various national civilizations, customs and spirits expressed through different cultural forms.

Cultural tradition is the great source of art in modern art design. From the form and core content of design, cultural tradition has given us a lot of inspiration and help, but also gives artists new creative and cultural elements, so that artists can use traditional elements to design works of art related to Chinese culture. Chinese people have to design Chinese things, we are different from people in other countries, our country has a long history, a long culture, there are a lot of traditional elements passed down, so we can use more traditional elements than other countries. Every country has different artistic style, cultural style works, beyond doubt, China's history of three thousand years, traditional culture is also very deep, these elements are an important part of the development of Chinese art industry.

In recent years, a large number of cartoons with Chinese traditional elements have been released, we have seen that many of the precious heritage of Chinese traditional art can be used for reference in cartoons. The expression of early Chinese animation is mainly reflected in the cartoon of "making a scene in Heaven ", " making a scene in Nezha" and "Three Monks ". Many animation design, script, background music and so on have also been integrated into Chinese traditional elements, especially animation modeling design, many have been integrated into the connotation of Chinese traditional culture, as well as aesthetic elements, all of which have provided great contributions to the development of Chinese animation industry.

3. Influence of Traditional Folk Elements on Animation Modeling

3.1. Influence of Traditional Folk Elements on Aesthetic Consciousness of Animation Modeling

Aesthetic consciousness is the dynamic reflection of people to aesthetic objects in aesthetic activities. Including aesthetic perception, feeling, taste, ideal, standard and other aspects, is the aesthetic psychological activities after entering the stage of thinking consciousness activities. People often study people's aesthetic consciousness through art. Chinese folk art is also influenced by the traditional elements, and these aesthetic consciousness influence the animation plastic art imperceptibly. Animation modeling designers through the analysis of folk art to grasp the audience aesthetic and animation character of the inner spirit, so that people can feel Chinese characteristics, but also resonate, so as to produce the heart that wants to see this animation, increase the love of animation. For example, Mr. Han Yu's Three Monks draws on many traditional folk elements. The designer sketched out three monk shapes through concise lines, the same dress, a little different figure, the same idea, a little different movements. Although the monk shape is well known to the public, but the designer has made a little change to it, let him more vivid, contain Chinese traditional elements, also added the connotation of Chinese culture, let people watch cartoons but also cause thinking about it [2].



Figure 1 Role modeling of Three Monks

3.2. Influence of Traditional Folk Elements on the Expression Form of Animation Modeling

There are many forms of expression of Chinese folk art, and there are many different uses and purposes. Through careful observation of daily life, the people refined and beautified the artistic prototype, and formed a series of self-contained aesthetic forms such as painting and sculpture. These forms of expression run through the real life of the masses and all fields of the spiritual world, and provide more ways of expression for animation modeling design. In addition to drawing on the ideas and elements of these techniques, designers can even make them move directly to form a new form of animation. China's first paper-cut form of animation "Zhu Bajie eat watermelon" is a classic example. The film draws lessons from the modern animation modeling to the folk element expression form, the role modelling absorbs the northern paper-cut art and the Shaanxi shadow play appearance form, causes the window flower and the shadow two kinds of traditional folk question art be polished by the designer to radiate the brilliance again.



Figure 2 Zhu Bajie character modeling

3.3. Influence of Image Features of Traditional Folk Elements on Animation Modeling

Image features are the memory points of animation, but also an important part of the difference from other animation, many people after watching an animation is the most impressive image features of its characters, such as the idol Wei Zhuang, Buddha beautiful, beautiful women cut shoulders, Wu will have no neck, and so on, this kind of character modeling will give people a deep memory point. Therefore, in the animation modeling design, designers often through the folk existing image features to enlarge, hyperbole and other techniques to establish the role modeling, from simple pursuit and story characters to highlight the characteristics of the pursuit of God, to impress the audience. Before modeling design, the designer will collect the material about the role, and study its related image, through its related research and observation, continuous improvement and creation, create a new image role again, but with the previous image will be similar or similar. The long animated film "Make a scene of Heaven Palace ", which has influenced generations, has

absorbed many traditional folk cultural elements, such as ancient Chinese painting, bronze ware, New Year painting, temple art, etc.



Figure 3 Role modeling for Sun Wukong

4. Digital Fusion in Animation

In the process of making modern animation, the application of many digital techniques, such as character modeling, action capture, scene setting, dialogue dubbing and so on, has been added to break through the single plane visual environment of traditional animation. Improved animation character modeling production speed, enhance the richness of visual effects, the application of these digital technology is the previous traditional painting art can not achieve the effect, these digital fusion of animation scenes, character modeling have become very detailed, high-definition painting quality is the audience's perception to the extreme. Many animated films like the United States have integrated very advanced digital technology, many special effects are technology that other countries do not have, very gorgeous, of course, China has also made great progress in digital technology, so we can see how important digital fusion is for animation, and also give animation new life and expression form [3].

5. Conclusions

Chinese traditional elements, as the unique elements of our country, can bring formal reference for modern animation modeling creation, but also provide spiritual source for animation creation. Combined with the application of digital technology, Chinese animation can better break through the original form, make the overall image more rich, enhance the embodiment of visual effects. In the field of animation, Europe, America, Japan and South Korea today, deeply understand and attach importance to the impact of Chinese traditional elements on animation modeling, plus digital integration, for our country's animation industry to provide better development, let the art industry go further, let animation characters and we have a deeper exchange and interaction.

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