

Exploring the Application of Traditional Architectural Modelling Arts in Animation Scene Design

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Abstract: In China's long history, animation has also had a very brilliant moment. Our country's animation works fully reflect the traditional cultural elements. However, with the continuous development of national economy, the animation industry in other countries has been better developed. While with the continuous development of the times, the animation industry in China has stagnated. In animation design, there are many cases of imitating other countries' animation works and animation design methods. China is one of the four ancient civilizations with rich traditional culture. Therefore, in the creation of animation, it is essential to fully reflect the cultural style of our country, which is also the inheritance and development of our traditional culture, strengthening the influence of our traditional culture in the world. At the same time, the use of traditional elements in animation design enhances the quality of animation works and improves the competitiveness of animation works in the market. Therefore, this paper mainly studies the application of modelling arts of traditional architecture to animation scene design in China, hoping to contribute to the development of animation in China.

1. Introduction

In daily life, when you turn on the TV, you can see a lot of foreign animation, such as the recent popular Peppa Pig, and the animated cartoon such as Crayon Shin-chan and Chi-bi Maruko which were popular in the past, showing the market share of foreign animation works. But in recent years, China's domestic animation has also made great progress. "Boonie Bears" and "Pleasant Goat and Grey Wolf" have also made good achievements. But if our animation design is expected to get better development, it is a must to join the traditional culture, so as to help form our unique animation style, and let our traditional culture be inherited in animation works. Moreover, adding traditional cultural factors into animation design can improve the realm of animation design in China as well as make the layout of animation works more reasonable. With the rapid development of economy and science and technology in China, it is imperative to revive the animation industry of our country and make full use of our traditional buildings in the design of animation scenes, so that our animation works will have more Chinese characteristics and enhance the market competitiveness.

2. Basic Characteristics and Cultural Ideas of Traditional Architectural Modeling

2.1 Characteristics of Chinese Traditional Architectural Modeling

The traditional architectural modelling in our country mainly includes three characteristics, that are space design of modelling, plane layout of modelling and application of decoration. In our country's traditional buildings, wood is usually used as building materials. The beam-lifting design in traditional architectures is a kind of space design which can often be seen. This kind of design has beautiful shape and makes the building look more spacious. In the design of plane layout, it is necessary to set a central point, through which the traditional buildings are more symmetrical and the momentum of buildings is enhanced. Our traditional architectures pay much attention to the use of decoration. In ancient times, more emphasis was put on the style of architecture, so bright colors

were frequently used to match it, which is quite in line with the aesthetic characteristics of people at that time, and can also show the noble identity of the owner of the building.

2.2 Outstanding Cultural Idea of Traditional Architectural Modeling in China

Traditional architectural modelling also effectively reflects the political culture at that time as well as the cultural characteristics of our country at that time. Chinese traditional culture stresses hierarchy, so under the background at that time, Chinese architecture generally had a lot of attention in the aspect of orientation design and style. According to the traditional architectural form, we can understand the cultural concept of our country at that time. For example, in ancient China, the level of landscape design was very high, and fully embodies the concept of harmony between man and nature, which is the cultural concept embodied in the traditional architectural form of our country.

3. Analysis of the Characteristic and Standards of Animation Scene Design

3.1 Main Characteristics of Animation Scene Design

Our country's animation scene design fully reflects the characteristics of time and dynamics. In the design of animation scenes, subjective ideas can be brought into play, which is not limited by time in real life, and the setting of time is flexible which can be reduced and increased according to the needs of animation. With the continuous development of the times, the visual perception of animation is also changing. Animation scene design also has the dynamic characteristic, which fully reflects the structure of space environment reflecting in the changes of animation things in space. This is a dynamic attribute of animation. The effect of lens can also be made full use of to show different spatial angles. For example, closing lens bring different visual feelings. Each animation expresses different central ideas, so it brings different feelings.

3.2 Specific Standards for Animation Scene Design

In order to ensure a better texture of animation, it is essential to strengthen the design of animation scene, and there are several requirements. The first requirement is to design the animation scene in accordance with the style of animation, so that the animation scene does not seem incompatible with the animation itself, make the whole animation more coordinated, and improve the authenticity of animation. At the same time, it also improves the artistic nature of animation. The second requirement is that when animation is designed, it should be full of real feelings and feelings of painting. Such creative means mainly come from our life, effectively driving the audience, making the audience feel the real existence of things, and integrate themselves into animation. A valuable animation must be looking for materials in life, and the effect of expression is obviously higher than life. Such artistic realm is very necessary in animation design. Therefore, animation designers are required to ensure the fullness of the animation story. At present, many animations in our country are realistic. Designers treat the real things in life with art, and eventually make them become very perfect animations.

4. Application of Traditional Architectural Modelling Arts in Animation Scene Design

4.1 Add Chinese Traditional Elements to Animation Scene Design

Animation design is the product of the development of the times, and is also an important part of China's cultural development. To a certain extent, it effectively reflects the situation of our country at that time, such as the economic and political background. Adding Chinese traditional cultural elements to the animation scene design not only enriches the animation content, determine the animation style, and form animation types with Chinese characteristics, but also through animation strengthen the promotion and dissemination of our traditional culture, let more people understand our traditional culture, and carry forward it. At the beginning of animation, our country also had excellent animation works, such as "Calabash Brothers" and "Conquer the Dragon King". These animations are based on the myths and legends of our country. After artistic processing, the

traditional architectural modelling are made full use of in the animation scene, making the animation full of traditional cultural characteristics. Let's take "Conquer the Dragon King" as an example. The mansion of Li in the animation makes use of the eaves design in the traditional architectural form of our country and also fully reflects the timeliness of animation design in China. In order to ensure that stories are enriched, animation must be created according to the reality. Adding the description of life scenes to animation scenes can effectively enhance the appeal of animation.

4.2 Add Realistic Modeling Design to Animation Scene Design

As one of the traditional cultures in our country, traditional architecture is applied to the design of animation scenes, which can make the audience feel intimate. But in the animation scene design, it must not be a blind copy of the traditional architectural style. Innovation according to the animation story makes the animation designed more attractive. Realistic modeling design is the main design style in the current animation scene design. On the basis of ensuring that the central idea of animation does not change, it makes full use of the things in life, strengthen the design of animation, and make animation more realistic. This design method also effectively expresses the background of story. For example, in the animated film "Big Fish & Begonia", the earthen building reflects the traditional earthen building design of Fujian Province in China. With the artistic processing and color processing, the earthen building in the animation is formed, which is full of the traditional cultural color of our country.

5. Practical Application of Traditional Architectural Modelling Arts in Animation Scene Design

5.1 Use Traditional Architectural Modelling Arts to Design Animation Works

In designing a good animation works, the animation story background and animation scene must be fully considered, so as to improve the animation fullness. Meanwhile, before designing, it is essential to plan the animation, such as the reason, place and time of the story. For example, when designing the plan of the animation story "Conquer the Dragon King", it requires designers to firstly understand the historical background of the story and the traditional architectural design at that time, so as to make the animation more in line with the actual situation at that time and enhance the authenticity of the animation.

5.2 Utilize Traditional Architectural Arts to Design Animation Scene

Animation stories mainly occur in each animation scene, so when the design scheme has been determined, the development sequence of the story should be analyzed, and the main scene and the central idea of the story should be determined, so as to effectively determine the style of the whole story. Animation designers are required to analyze the animation scenes and find out key factors. For example, in the animation "Hua Mulan", it is necessary to understand why Mulan joined the army for his father, what the background of the times was and what happened in the specific scenes during the process of joining the army. In order to ensure that the animation scenes are more in line with the design of animation, constant adjustments are needed.

5.3 Determine the Subject Style of Animation

After determining the scene and story plot of animation, animation designers and directors are required to study the style of animation, so as to ensure that each animation scene is rich in traditional Chinese cultural characteristics. Through continuous research materials, more traditional buildings in line with the whole animation are expected to be found, in order to meet the needs of animation scene layout, and ensure that animation conforms to reality with more artistic flavor. Moreover, in the application of traditional architectural modelling, designers must fully understand the characteristics of local architecture and the architectural style evolved from the changes of the times. Using the favorable elements of animation scene design and dealing with them by some

artistic means, the style of the whole animation can be effectively guaranteed, which will be more popular with the public.

5.4 Fully Combine Traditional Architectural Modelling Arts

In order to design more animations with Chinese style, it is also very important to use traditional architectural modeling. Full combination of animation design with traditional architectural modelling arts ensure that it is more in line with our traditional culture. This requires the early design of animation home, which is the beginning of the whole animation story. After the design of animation home, constant improvement of details as well as the design of other animation scenes are required. For Example, in the animation “Big Fish & Begonia”, the earthen building as well as the location of Lingma fully embody the modelling art of our traditional architecture, so that it cannot only meet the social conditions at that time, but also fully express our traditional culture, which is more acceptable.

6. Conclusion

In summary, although China’s animation has had a depression stage, because of animation foundation and innovation, there is still a very large space for development. Continuous progress of social economy and science and technology also provides a basic guarantee for our animation industry. Enhancing the expression of traditional architectural modelling arts in animation background design will effectively improve the quality of animation and the overall level of animation design in China, which is very beneficial to animation works. On one hand, it enriches the cultural connotation of our animation works, and on the other hand, effectively carries forward our traditional culture. However, the integration of animation background design and traditional architectural modelling arts still require a long time, so animation workers need to constantly improve their professional skills to promote the development of China’s animation industry.

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