

## Discussion on the Cultivation of Comprehensive Quality Ability of College Animation Students

Qiao Deji

Arts Department, Liaoning Institute of Science and Engineering, Jinzhou City, Liaoning Province, China

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**Abstract:** At present, China's economy and society further deepen reform, innovate development, and carry on structural adjustment and cultural transformation, which is the inevitable requirement of the development of socialism with Chinese characteristics in the new period. Chinese culture has a long history of five thousand years, and Chinese traditional elements are an inexhaustible source of Chinese animation art in the creative process. The 12th five-year plan of our country regards animation industry as an important part of economic development. This is a national strategic development decision, and has successively issued a series of relevant policies to support animation industry. This has also brought great encouragement to the education and teaching of college animation majors. Therefore, it becomes more and more important to cultivate the comprehensive quality ability of college animation students.

### 1. Introduction

With the development of the animation industry, the importance of animation professionals is gradually seen, so many universities and vocational colleges consider animation major as a key one and add related majors or courses. According to statistics, the number of colleges and universities which have opened the animation major has reached 450, and over 1000 schools have created animation-related majors. The number of college students studying animation and related professional is up to 450,000, injecting nearly ten thousand animation professionals to the society every year. Meanwhile, in the graduate job fair, there have been an embarrassing phenomenon that no one can be qualified as animation professionals with monthly salary over ten thousand. This means there is still a gap between the training professionals at schools and the needs of the society, which will seriously hinder the growth and development of the animation industry. Universities should see the drawbacks of their training methods, focus on improving the students' professional skills, practical adapting abilities and team cooperation, thereby enhancing the abilities to adapt into the community, so that once they graduate, they are able to quickly enter the professional animation job status and do a good job with ease.[1]

### 2. Improve animation-major students' learning initiative

In the process of learning animation, only interest at animation can improve the motivation to study professional skills and achieve satisfactory results. At the beginning of learning animation, students may feel resistant since they don't have much understanding of it, which requires a variety of ways to cultivate their learning interest. For example, by conducting animated lectures, students can understand the basics of animation; organizing campus DV competitions enable students to freely select the material for orchestration and deepen their research expertise. Through a variety of activities, students can quickly catch attention on animation professionals, improve their interest, and thereby cultivate their ability of self-learning at animation.[2]

### 3. Strengthen the professional skills training, make learning objectives

Literally, animation means moving pictures, presented on the screen by a plurality of hand-painted pictures and the choreography of projection equipment to show the audience an

effective impact. Therefore, the basis of animation is painting. Highly skilled animation talents usually have solid drawing skills, so, to animation learners, strengthening their drawing skills is the foundation of improving the level of animation. First, they shall strengthen the students' basic skills of painting, the capabilities of drawing lines and basic graphics in an accurate, well-balanced and smooth way; secondly, sketch training can be organized to guide students to copy, dictate. [3]They can lead students out for painting, train students the ability to capture and shape through a lot of practice; thirdly, training on how to transfer the excellent paintings to the screen shall also be given, which requires students' ability to use Photoshop, After Effects and other mapping software. The school curriculum shall be arranged according to the different stages of learning in a progressive way of design, so that students can dig the expertise under moderate pressure.[4]

Complete animation production includes pre-designed script, scene setting, character design, and medium-term prototype drawing, production of intermediate drawing, and then late processing, compositing effects, etc.. It contains dozens of links, so it is difficult to do well at every link for those who have been learning animation for only a short time. Thus, schools should guide students to identify learning goals, make them understand and be familiar with the whole process of animation, and the key points of each session, as well as analyze to the students the current social situation in the animation industry. For the professional skills, strong ability to comprehend the culture of the students, to guide students to think of high-end talent development, have complete control of the whole process of animation, and the students ability to innovate. For those who have strong professional skills and culture understanding capabilities, schools can develop them to high-end talents, and train them on the complete control of the whole process of animation, and innovation abilities. For those who have general skills, schools can guide them to find their own strengths so that they will quickly adapt to the specific jobs once they enter the society.[5]

#### **4. Increase practical training, enhance innovation abilities**

Animation major requires a large amount of practice, so students' practical ability will directly affect their ability to adapt to the society. From the current situation, students lack practical training, and innovation ability is quite poor, severely affecting their employment issue. In schools, curriculum is set unreasonable, social practice courses are only a few, and students barely have no opportunity to practice, and they have never cooperate with the team or even alone to complete an animation work, so it is normal to see they have grandiose aims but puny abilities. Therefore, schools are supposed to set up courses of social practice, closely integrate theoretical knowledge, and by default theme scene let the students experience the real feelings of animation.

Animation is a creative art. Injecting creators' own emotion and imagination to animation is the driving force behind product innovation. In addition to solid practical ability, students should also have a strong ability to innovate. Schools can provide students with free imagination, encourage students to innovate, and introduce new forms and materials, so as to create unique animation works. Animation requires students to not only be creative at ideas, but also dare to challenge the animation hardware facilities, especially with computer-based students, they shall try and improve the application software, creating innovative works and making the animation market resources more dynamic.[6]

#### **5. Keep abreast of information of the animation industry**

The connotation and denotation of animation industry is extremely broad, including not only animation production, but also broadcast at cinema and multimedia, publishing and distribution of animation books and audio and video works, and proxy authorization of copyright, design and development and marketing of the derivative products, as well as other industries. Animation industry involves a large number of jobs. Animation production shall not be the only choice for students, and they shall not give up job opportunities in related industries. Therefore, schools should broaden students' animation professional knowledge, encourage students to break through the traditional concept of animation, and focus more in terms of books, influence, games, and other

derivatives. At the same time, students can be instructed to understand the dynamic information of the animation industry via network, so that they can broaden their horizons and grasp the development trend of the animation industry. With the popularity of the Internet, traditional media has been replaced by online media, and sought after by the younger generation, and online games consumption is also growing. Animation students must seize the opportunity, combine their interests and expertise, and choose a job suitable for them.

## **6. Build up team communication and teamwork**

Faced with enormous competitive pressures, an individual is difficult to complete a high level of animation work. Therefore, in order to improve the overall level of animation works and win the market competitiveness, we must rely on the strength of the team. It is crucial to maintain their own ideas, form a good communication and cohere the strength of the team. However, due to the growth and social environment of young people and other factors, the majority of people tend to have "self-centered" thinking, leading to poorer communication and collaboration of a team, and affecting the industry's growth and development. As the world's largest cartoon company, Disney's production department has hundreds of employees, and each work is the result of every employee playing their roles and joint collaboration. Students must learn to remain an attitude of humility and reasonably express their creative ideas, objectively analyze the opposition of other members and reach the final consensus through communication, so that a good creative atmosphere can be formed and more excellent works can be created.

## **7. Conclusion**

Animation major is the integration of a variety of multi-disciplinary arts, including not only painting, music, computer and other basic subjects, but also literature and marketing and other enhancing disciplines. [7]By enhancing basic skills, and increasing practice opportunities, schools can help students improve their animation professional skills. Meantime, students shall be guided to actively learn the dynamic information of animation industry, broaden their horizons, and make bold innovations, as well as provide creative personality characteristics for the animation industry. In addition, schools shall improve the emphasis on students' teamwork, educate students to stay modest in the team, and express their personal opinions by a suitable way, objectively analyze the objections of others, and form a unified opinion through reasonable communication, thus promoting the team spirit and the development of the animation-major students' comprehensive quality.

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