The Application and Thinking of Digital Animation in Display in the Background of "Internet Plus"

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Abstract: The digital animation design based on ios platform mainly takes the user's needs as the main factor and the starting point of the design, which can directly show the many user's needs on the software performance, divide the user into different audience groups and demand representatives, and then meet the multi-level market needs. Using ios platform digital animation design can maximize the user's experience, enhance the design product market demand and loyalty. At the same time, we should ensure the accuracy and comprehensiveness of information transmission, ensure that the product can cater to the hardware support of the equipment, and then produce a balanced development between the two, and realize the basic demands of the users.

1. Digital Animation Design Requirements in the Background of " Internet Plus "

Digital animation is an important form of information transmission at present, and has obvious difference between the traditional animation design and performance. In the traditional animation design process, attention is paid to the animation to express the main intention of the designer, which can give the audience a better aesthetic experience with the continuous improvement of our quality of life, the number of mobile office devices in life mobile Internet terminals continue to increase. the social audience's dependence on mobile terminals gradually increases. which uses a large number of animations to carry the main side of the information transmission. And in the animation design has also carried on the certain change and enriches the user in the different animation experience and the touch [1]. interaction, forming the interaction between the individual mobile terminals of the present society. The main function of digital animation in the present information transmission is to use the characteristics of the animation key frame to continuously and effectively display to the audience the information that the designer and the merchant want to convey, and then help the user to complete their own use demand on the mobile terminal. Digital animation in the use and development of electronic equipment has experienced the process of gradual development from scratch, from shallow to deep, and in the carrier of mobile terminals to give users a richer emotional use process, in the process of design and development, embodies the people-oriented user-centered design concept.

1.1. Convenience of Mobile Terminals

The huge network environment accommodates the unprecedented number of design products, which provides more comparing machines for the social audience to choose the design products. The social audience can timely according to their own information collected repeated comparison, the most accurate decision whether to buy. The process of continuous construction of market economy also affects the mechanism of enterprise's user group division in Venus marketing. In the process of defining the social audience group, the authorities should not be limited to the traditional "crowd division ", but should be accurate to the" individual division "of the social audience, and establish a stable and harmonious dependence relationship between the use needs of the social audience and the production of their own design products [2].

1.2. Internet Platform Convenience

The main reason for the social audience in the process of Internet economic consumption is that it is influenced by the current fast and efficient life mode, and the Internet economic market can provide targeted design products to the social audience in a short time, and then meet the needs of the social audience itself. In the process of continuous development of the Internet economy, enterprises should establish and improve the corresponding mechanism and form in the process of marketing and propaganda, concentrate on the sale and publicity of one or several channels, and make great efforts to improve the quality and water of propaganda channels. The virtual environment of the network can fill the gap of use demand and time in the fragment time of the social audience's life, and give the social audience a strong psychological feeling and joy [3]. Then Internet consumption can be continuously inherited and developed in the current economic market, which has become an important consumption form in our province's life. Figure 1 is designed for digital animation games.

Figure 1 Design of digital animation game

1.3. Personalization of Consumption Leads to Diversification of Demand for use

The development of the Internet economy has given the social audience a more perfect and broad level. Because the scale of the construction of Internet consumption in the economic market is constantly improving and expanding, and then give the economy and society a brand-new development plane and opportunities, but for the current situation of Internet consumption, it is not smooth sailing, the existing problems and limitations are still very important, need to be integrated and promoted by relevant departments, so as to ensure that the social audience in the network era can get a good consumption experience and promote the healthy development of network marketing. In network marketing, it is one of the important opportunities for enterprises to establish a stable and harmonious relationship with consumers. Enterprises should establish a healthy relationship with customers in the process of commodity sales, and effectively deal with the needs and investment of customers in the pre-sale and after-sale links of commodities. Enterprises should ensure that the division of consumers is according to their own individual needs, so that enterprises in the process of commodity marketing and publicity can focus on a single customer, and then improve the effectiveness and accuracy of marketing, one-to-one product recommendation, enhance customer dependence on goods and loyalty.

1.4. Individuation of Market Demand

For a long time, the development and change of market economy take the normal operation and development of enterprises as the main line, among which the core contents of product concept, enterprise culture, economic benefit and so on are also being updated and finished in the change of market economy. The research on the purchase demand and purchase desire of the enterprise to the social audience is also deepening the development, once the enterprise has failed to establish the deep research and integration of the use demand for the social audience, it will directly affect the sales and development of its own design products. With the deepening development of economic construction, enterprises also need to strengthen their understanding and sense of the needs of social audience in the process of designing product positioning, designing and selling. Changing its own

traditional marketing means and marketing mode, paying more attention to the needs and changes of the social audience, and providing a more extensive design product variety for the social audience. Then it can ensure that the social audience in the process of choosing the design products they need to have more choice planes can be eliminated according to their preferences. With the continuous development of diversification and individuation of marketing, the social audience has gradually adapted to the targeted and directed consumption mode, and the individualized and subjective consumption behavior has become the consumer owner in the Internet market. Figure 2 designs movies for digital animation.

Figure 2 Digital animated films

2. The Design Trend of Digital Animation in the Background of " Internet Plus "

2.1. Experience Level and Product Character

With the continuous improvement and development of the current social economy, the consumer's demand for consumption is also increasing, and the field of consumption is no longer limited to the consumption of physical forms such as shopping malls, and the growth of the Internet economy has given consumers a more perfect and broad level. Because the scale of the construction of Internet consumption in the economic market is constantly improving and expanding, and then give the economy and society a brand-new development space and opportunities, but for the current situation of Internet consumption, it is not smooth sailing, the existing problems and limitations are still very important, need to be integrated and promoted by relevant departments, so as to ensure that consumers in the Internet era can get a good consumption experience and promote the healthy development of network marketing.

2.2. Micro-expression of Ease of use and Balance

At present, the new media has shown a high-speed development trend, electronic product design is no longer limited to the traditional media expression, but can show its own vitality and vitality, applied to the multimedia film and television design concept. The audience's first impression of an electronic product or app software is the form and rules of digital animation design. In turn, ios design can show a strong artistic and cultural phenomenon, can attract the attention of users in the first time, but also can create a good basis for the use of electronic products.

"IOS" is a highly scientific and artistic discipline, capable of combining traditional artistic means and forms with the Internet and information technology of the present, and establishing branches with both traditional and modern forms. For people who do not have professional skills and knowledge, this form of media expression has a certain sense of distance, and it is difficult to accept this new type of information art propaganda in a short time. In a short period of time, the perspective and effect of this kind of examination may seem difficult to accept, but it can also prove to a certain extent that the strong development potential and development plane of this media form should be given more attention and more far-reaching development plane in the current construction process, and lay the foundation of ios development effectively. In the process of laying the foundation, we should make clear the basic factors, that is, we should not only have the traditional artistic modeling and design ability, but also have the mathematical foundation. figure 3 for ios digital animation design.

Figure 3 Design of ios digital animation

In the current social life, electronic products have become an important part of people's leisure and entertainment. A digital animation with good visual effect can not only give the important effect to the works, but also enhance the audience's understanding of the film in a short time to give the audience a good sense of vision. With the continuous development of new media and film and television culture, every link of film and television creation has carried on its own innovation and promotion, the ios design of film and television digital animation is also constantly changing correspondingly, using the text image is color music and so on many reasons. Throughout China's current electronic products, digital animation subtitle design has a very rich and diversified performance.

Minimalist style as a new concept of digital animation design, with a very unique way of expression, its simple and pure artistic design effect, can meet people's personalized needs, through minimalist design, this pure simplicity design style, but also let more designers play imagination, break the old concept of digital animation decoration design, abandon the lack of decoration for decoration. Through the minimalist design, can make the whole plane more concise, but also through the simplest and most environmentally friendly materials to express the most direct ideas, to achieve the effect of simplicity.

3. Conclusion

It can be seen that in the process of digital animation design should also be clear and understand the habits of different users, and familiar with the needs and views of digital animation in the market, based on the development and changes of the overall market, clear user age, gender, aesthetic and other personalized needs, design a mass-based digital animation works.

Acknowledgements

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