

## Research on New Media Animation Foundation and Innovation

Lai Xinya

Hangzhou Animation & Game College, Hangzhou Vocational & Technical College, Hangzhou, Zhejiang, 310018, China

email: 178200038@qq.com

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**Abstract:** New media is the communication form of using digital technology, with the help of computer network, wireless communication and other channels, and with the help of computer, mobile phone, digital television and other terminals to provide users with a number of entertainment services, which has the advantages of interactivity, innovation and convenience. New media are corresponding to traditional media. Animation is an artistic existence, a multi-form art display, but also a special form of art. New media animation is to combine the advantages of new media with animation to carry out a new display. In the era of digital information, the development of digital media has laid the foundation of animation design industry to a large extent and created many convenient conditions. This paper mainly describes the creative basis of new media animation and the innovative research on creation.

### 1. Application of New Media Technology in Animation Design

In recent years, the rapid development of new media technology has promoted the development of many new industries. Animation industry is also a new industry formed with the development of new media. Animation design is the key part of animation production, the quality of animation production is largely determined by the quality of animation design. With the progress of science and technology, the change of digital media also has a new form and influence on the development of animation industry. The digital media industry has also promoted the industrial transformation for the animation industry, and provided a broader space for the development of the animation industry and a platform for the development of the animation industry [1]. New media art innovates the form of art in front of people, is no longer limited to the paper description or just a complete film, new media animation has become the art with a huge imagination space, but also has more diversity, new media art has become a broader development space in art.



Figure 1 Animation design

Animation design. New media mainly involves various applications, and should adhere to the principle of animation design in new media applications. In the application of animation, the development of new media should follow the necessary application-oriented principle, and apply

the new media plan and animation design to meet the needs of the society. The characteristic principle in the new media animation is also the characteristic of the new media animation, the animation design should strictly follow the characteristic principle, use the characteristic processing in the animation design implementation, maximize the use of the animation design resources, and maximize the application scientific and rationality of the animation design in the new media. In the process of animation design should also pay attention to the principle of reality and advance, fully consider the fundamental needs of the development of new media animation industry. Combining the two fully and keeping the new media forward-looking can better reflect the innovative development of new media in animation design application [2].

New media animation concept. The conception of animation creation in the new media era is also an important part of the new media animation. Conception refers to a kind of aesthetic image formed by the creator combining reality with animation with his own imagination after integrating his own emotion and art after many kinds of imagination. Conception is a longer process, which requires multiple and continuous enrichment to form a complete process. The content of the creator in the creation is imaginary, but this kind of imagination makes it originated from life, but also a kind of aesthetic image higher than life, so that the creator has its own uniqueness by using its own art to combine its own emotion and subjective factors. Therefore, in the process of animation creation, especially in the animation creation conception, not only to grasp their own unique imagination inspiration, but also on this basis to connect with the physical objects in life, so as to create a more rigorous audience can accept and popular new media animation works. Imagination is a link in the animation conception, it can help the creator to form a whole conception of the animation in the initial stage, and initially complete a whole impression of the animation, and the creator should make clear the basic position of imagination. The creator should think of the design difficulty behind the conception, create the moving works within the scope of his own ability, avoid the excessive imagination, and create the vivid new media animation works on the basis of rational creation on the basis of imagination. In the creation, the creator's own understanding and the actual animation theme thought should be combined in detail to realize the unity of means and language.



Figure 2 Animation design

## 2. Research on Innovation of New Media Technology in Animation Design

Length of animation. There are many kinds of platform ways in the new media, among which the most popular are the Internet and smart phone, the Internet media has many characteristics: large amount of information, convenient and quick, easy to use and so on, fully meet the people's leisure time demand for entertainment. But modern consumers prefer fast consumption, animation is limited in terms of time, location, etc., the video content on the mobile phone is short film content, and prefer entertainment, which is also the reason for the rapid rise of platforms such as quiver, fast hand and so on [2]. So the change is the length of animation time, in a short period of time to complete the whole story narration, is the current new media animation in the current animation audience is an important means. The length of animation will also have an impact on the reader's interest, in the current society in a variety of occasions, people living fast in life will also appear the phenomenon of fast life, at this time the appropriate animation duration is also an important factor

in the creation of new media animation.

Animation content selection. The existence of new media is relative to the traditional media, the audience of new media animation is also obviously different from the audience of traditional media, so the animation content should also be innovative changes. The new media platform also has the time and the broadcast restriction to the video, therefore the animation creation under the new media animation also must break through each aspect restriction, realizes the animation creation scene conflict in the short time, produces the moving effect to increase the animation work attraction, makes the animation content easier to be understood and felt by the animation audience, even uses the exquisitely made animation picture to produce the attraction [3]. In the new media era, the animation is different in many aspects, such as communication mode, audience group, broadcast platform, etc., the content of new media animation must be changed greatly, and it is an important factor to meet the needs of the audience to transform and play the animation content in the new media platform by means of translation and so on. In the animation content aspect is the creator needs the effort aspect, uses many kinds of own art edification to carry on the good animation art creation.

Animation audio-visual language adjustment. Due to the convenience of the new media platform, the screen of the broadcast terminal is smaller, and the superfluous and complex animation production is difficult to be recognized by the audience. In the new media era, animation creation should emphasize the picture, color change, character development and so on to strengthen the animation details to increase the integrity of the picture. New media animation has certain restrictions in the media now, animation in detail and color in audio-visual language changes, for example, in the broadcast platform, people use more mobile phone terminals to play, traditional animation in the new media equipment to play, the rapid movement of animation will give the audience a feeling of dizziness. When playing on a smaller device, the rich picture, the exquisite detail, the beautiful big scene and so on will become blurred, can not 100% will animation's characteristic place to carry on the display, the exquisite beautiful lens also can not retain in the play. In the new media creation, we should integrate the influence of the current new media broadcast platform, fully consider the factors involved in the new media animation, in depth of field, role, color, movement and so on must go through many aspects of thinking.



Figure 3 Animation design

### 3. The Development of New Media Animation

The main focus of the new media animation production model is to attract boutique content, cross-media platform into a content supermarket, by providing a fee channel to gain revenue. In the development of new media animation to consider the ideas of operators, this new media creation ideas are conducive to promote the diversity of content, there is no good or bad in the animation time, this new media interactive design ideas are also worthy of attention in the development of new media. With the vigorous development of new media technology, the conception and design of

animation creation have more abundant embodiment. In the new era, the creators should constantly improve their comprehensive quality according to the actual situation and the audience's preferences. In the new media era, the new media technology should be used to create the outstanding animation works that the masses like, innovate constantly on the road of the new media development, and increase the characteristics and charm of the new media animation works.[4].

#### **4. Conclusions**

The development of new media technology makes the media form rich, and influences the music traditional animation industry, and promotes the development of music society and economy in the far-reaching development. Animation also has a strong artistic form, and widely accepted, it can make the public get more direct visual experience, enrich the art form of animation creation. In the current era of rapid development, creators according to their own characteristics and advantages, new media animation creation to show greater value. The combination of new media and animation is the trend of the times, and the use of new media promotes animation in animation creation. In the era of new media, animation can achieve faster dissemination, clear theme content, richer forms, wider audience groups, this new media and animation combined with the way, can achieve a large degree of new media dissemination value, and can be able to give audience more favorable information in the animation, but also promote the innovation of new media animation. Under the new media environment, the exploration of animation production children love to carry out, especially with the further development of modern technology, especially the Internet terminal, the development of animation short film also has a large development space.

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