

The Combination of New Year Pictures and 3D Animations - A Case of West Coast of Qingdao

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Abstract:

New Year pictures are an important part of traditional Chinese paintings and have a special meaning among folk arts. With the development of information technology, 3D animation is widely used in our country. The combination of Jiaonan New Year picture elements and three-dimensional animation is not only an innovation of traditional art forms, but also a way to promote traditional folk art. Folk art, with its profound heritage, provides unique “nourishment” to 3D animation design. The form of three-dimensional animation provides a unique carrier for the revival of Jiaonan New Year Pictures. At a time when traditional culture and folk art are strongly advocated by the state, the effective integration of Jiaonan New Year picture elements and three-dimensional animated character modeling is of great benefit to common development and rejuvenation. It is an effective path, worthy of deep exploration and application.

Keywords:

Jiaonan New Year Pictures, Three-Dimensional Animation, Role Modeling

1. Research on the Integration and Development of Jiaonan New Year Pictures and Three-Dimensional Animation

1.1. Research Purpose

This project combines the elements of Jiaonan New Year pictures and three-dimensional animation, colliding them to give them a relatively novel way of communication and presentation, which is of great benefit to promoting the common development and revival of both. Nowadays, New Year pictures, as one of our important folk art, have a downward trend. Three-dimensional animation, which is popular with the public, provides an effective platform for the development of New Year pictures. This is an effective way in the development of folk art, worthy of in-depth exploration and application in constant thinking.

The art of traditional New Year pictures has profound connotation and rich artistic value, which reflects the emotional foundation of the Chinese nation and can provide

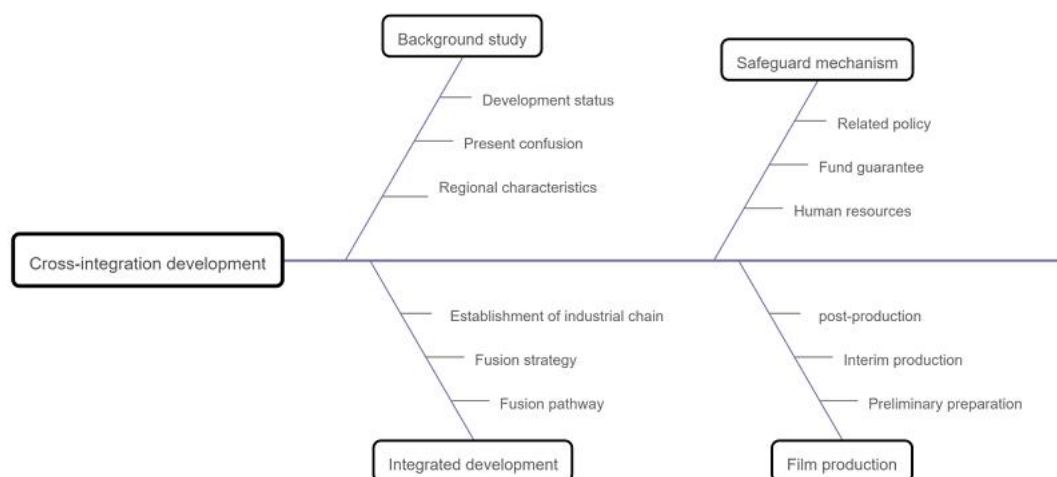
the society with a sustained sense of cultural belonging and cultural identity. It is an important cultural resource of the contemporary art industry. The creative development of film and television animation on the culture of New Year pictures expands the creative source of domestic animation art, and makes the animation show the aesthetic interest with national characteristics. Enhance the transmission and penetration of film and television animation. At the same time, intangible cultural heritage of New Year pictures is a living culture innovatively developed, which itself is highly malleable. The creative development of New Year pictures culture in film and television animation in this project is not a simple copy and reorganization of New Year pictures, but a re-interpretation and interpretation of traditional New Year pictures based on the characteristics and current situation of cultural connotation of New Year pictures, combined with technological innovation and social logic in the digital age. Integrating new cultural values, innovative expression of aesthetic implications, New Year picture culture presented in a new animation form, generating a new cultural ecosystem of New Year pictures, and realizing the collaborative development of creative inheritance of New Year pictures and the creative industry of animation.

Jiaonan New Year Pictures originated from Yangjiabu New Year Pictures and developed on this basis. Jiaonan and Wei County used to belong to Changwei area. Jiaonan was later assigned to Qingdao. Due to the geographical relationship, the folk customs of the two places are similar, and the exchanges are constant. Spread to Jiaonan area, the emergence of local New Year artists, generations of inheritance. From the founding of New China to the 1980s and 1990s Jiaonan New Year Pictures developed rapidly and formed their own early style. The early Jiaonan New Year Pictures were directly influenced by Yangjiabu New Year Pictures. Yangjiabu New Year Pictures are roughly preserved in its creation. "The shape is exaggerated, the composition is full and rich in decoration, the lines are simple and vigorous, and the colors are red and green Yellow and purple, simple and strong contrast "style characteristics". Later, it was influenced by the "New Year Painting Movement" in the 1950s. As a result, Jiaonan New Year Pictures have changed a lot in terms of subject matter and drawing techniques, mostly political propaganda, social life and so on. In May 2018, Jiaonan New Year Pictures were designated as a municipal intangible cultural heritage by the New District Cultural Center on the West coast of Qingdao. Has been included in the list of intangible cultural heritage projects of Qingdao West Coast New Area.

Film and television animation, with its exaggerated and humorous expression and relaxed and pleasant experience atmosphere, is very popular among the young audience of the net generation, opening up a new way for the innovation and inheritance of New Year picture culture. The art of the New Year pictures has exaggerated shapes and bright colors, and the myths and legends familiar to the Chinese audience often become the content of the New Year pictures. The visual form and subject matter of the New Year pictures art have similarities with the animation art. Since the classical period of Chinese animation, the culture of the New Year pictures has always been an important cultural source for the creation of film and television animation, and the creative development of several film and television animations is related to the culture of New Year pictures. Such as CCTV animation "Legend in the New Year pictures", the film "Little door God" "Year beast big battle" "New Year's Eve story" and other animation from the New Year picture image derived from Guan Yu, God tea, Yu Lei, Kitchen God and other role image left a deep

impression on the audience. These films extract the cultural symbols of New Year pictures, learn from the expression techniques of New Year pictures art, recreate the images, add popular fashion elements, and present them in the animation art in the form of stories, organically integrate the traditional New Year picture culture and the connotation of The Times, so that the New Year picture culture can be innovated and developed in the new animation form.

Figure 1. The combination of New Year Pictures and 3D animation technology.



1.2. Research status and development trends at home and abroad

1.2.1. Domestic research Status

With the progress of The Times and the continuous development of the new media industry, the animation industry and film and television industry in the West Coast are also like bamboo shoots after a spring rain. A large number of excellent animation works in the domestic film and television market have been continuously put on the screen. The animation in childhood memories is no longer a viewing mode dominated by children. As a modern cultural industry, it has become an important part of reflecting the soft power of national culture and appears in the streets and lanes of the whole country. Scattered in every corner of People's Daily life. In February 2019, invested by Beijing Zhonglian Huameng Culture Media Investment Co., LTD., Beijing Film Distribution Branch of China Film Co., LTD., and produced by Chiguangren Animation Design (Beijing) Co., LTD., the first original three-dimensional animation "Little Door God" based on the traditional culture of New Year pictures was released and broadcast in Chinese theaters. It is highly concerned about the connection between traditional Chinese culture, especially New Year picture culture and animation industry. In the animated film "Little Door God", character design is the core of the whole story, he plays a very important role in promoting the plot, conveying the theme and measuring the quality of the final work. In the role setting of the animated film "Little Door God", the two main characters of the door God are further artistic creation based on the role of the door God in the New Year paintings, so that the two characters have a particularly obvious national style, and the excellent traditional culture and great artistic elements are permeated into the role setting. The role is no longer limited to the expression of the character set in the play, but also another way to show traditional Chinese elements with artistic techniques. Through this artistic means, Chinese New Year pictures, a traditional artistic means, can be better combined with animation to achieve a perfect integration.

1.2.2. Foreign research status

“Mianzhu New Year Pictures”, one of the works of 2019 China Contemporary Animation Image Mexico Invitational Exhibition, is based on the traditional story of New Year pictures. The story is adapted to show that Qin Qiong and Wei Chi Gong become the door gods to protect Tang Taizong and the night fight ghosts. The images of Tang Taizong, Qin Qiong and Yuchi Gong are directly designed as the images of Mianzhu New Year pictures. With the unique melody, plate style and gongs and drums of Sichuan opera music, the whole animation is full of the sense of picture, rhythm and rhythm, fully displaying the plain and strong local flavor and distinct national regional characteristics of Sichuan Mianzhu New Year Pictures. Through the exhibition of this traditional animation in Mexico, foreign audiences not only have a deeper understanding of traditional Chinese animation, but also have strong characteristics of Chinese opera in the character movements and music design of Mianzhu New Year Pictures, which enables people to have some basic cognition of traditional Chinese opera culture. Moreover, through this animation, People can also understand the origin of the story of our country “door god”. The appearance of Mianzhu New Year Pictures in the 2019 Mexico Animation Image Invitational Exhibition not only elevates the creation status of traditional Chinese animation, but also inherits traditional Chinese culture. This form of artistic exchange deserves encouragement and appreciation.

1.3. Research Framework

(1) In-depth analysis of the current situation, problems and regional characteristics of the cultural development of Jiaonan New Year pictures. It provides theoretical basis for constructing the development mechanism of the integration of Jiaonan New Year picture culture and animation industry in the later period.

(2) Build a development mechanism for the integration of Jiaonan New Year picture culture and animation industry. Based on the analysis of the successful mode of the integration of Jiaonan New Year picture culture and animation industry, according to the local regional characteristics of Jiaonan and the communication characteristics of animation industry, this paper studies the ways, strategies and the establishment of the industrial chain of the integration of Jiaonan New Year picture culture and animation industry.

(3) Research on the guarantee mechanism for the integrated development of Jiaonan New Year picture culture and animation industry. Research on its related policies, funds and human resources.

(4) Practical creation of Jiaonan New Year Pictures cartoon propaganda film. The practical work creation based on the theoretical research in the early stage is an organic combination of theory and practice, which mainly includes three links: preliminary preparation, mid-term production and post-production.

2. Traditional New Year Pictures and Three-Dimensional Animation Integration of the Development of Innovation

2.1. Jiaonan New Year Pictures are presented in 3D form through 3D animation technology

3D animation relies on computer image technology to model in 3D space and simulate realistic scenes, which has the characteristics of authenticity, accuracy and

operability. It is often used in film and television works. For example, the Forbidden City, a Chinese film produced by 3D animation in 2005, is the beginning of the use of restoration technology in modern buildings in China. Later, the Old Summer Palace was the first time in Chinese history to use large-scale 3D simulation animation technology. In addition, architectural planning, product demonstration and many other areas are often involved.

The combination of 3D animation and motion sensing interaction technology we are involved in adopts 3D modeling and makes full use of virtual technology of computer to construct a 3D virtual space, which fully displays the overall appearance, internal structure and surrounding environment of Jiaonan New Year Pictures. Through artistic rendering and modern technology, immersive and interactive effects can be achieved.

2.2. The practical significance of the integration of 3D animation technology and Jiaonan New Year Pictures to the development and inheritance of intangible cultural heritage

The protection and research of Jiaonan New Year pictures in traditional forms such as text, pictures and images are simple and difficult to preserve, which causes great inconvenience to the inheritance of physical methods. The combination of 3D animation technology and Jiaonan New Year Pictures is of great significance to the inheritance and development of sJiaonan New Year Pictures through the development of a display system with historical rendering effects and improved lens language expression.

3. Research Methods and Value of the Integration Development of Traditional New Year Pictures and Three-Dimensional Animation

3.1. Research Ideas

By integrating theories and technical methods of design, painting, art history, local Chronicles and other disciplines, the above disciplines are integrated through three-dimensional animation technology to jointly realize the inheritance and activation of the cultural connotation of Jiaonan New Year Pictures. The realization process is complicated. In the early stage, a large number of art works related to Jiaonan New Year Pictures should be collected and investigated, and relevant historical historical allusions should be mined. Based on the historical events in a New Year picture story, professionals such as animation and computer should carry out building model making, character model making, animation making and other related work according to the information collected in the early stage.

3.2. Research value

From the academic point of view, the art of New Year pictures can be used as a source of inspiration and an inexhaustible driving force for the creation of national animation. Its pure and simple appearance and ingenious and exaggerated form of presentation perfectly fit the animation characters. However, in order to produce more excellent artistic effects, it is necessary to absorb and summarize the profound artistic connotation of New Year pictures and create again with the animation characters as the body.

Jiaonan New Year Picture elements contain a large number of ethnic cultural deposits and unique folk wisdom in the west coast of Qingdao, Shandong Province,

which are the artistic treasures of our local intangible cultural heritage, adhering to the traditional moral model and aesthetic concept with a long history. At the same time, integrating the elements of New Year pictures full of national characteristics into the animation is an important method for Chinese national animation to go international. It not only meets the psychological needs of modern people, but also makes people feel the strong hometown feeling from the animation image, warming the human body and discarding anger. In the increasingly accelerated pace of life, many people choose to watch animation to relieve physical and mental pressure, into the New Year picture elements of the animation modeling can let people enjoy the full of cultural background of the picture, from the animation role modeling to explore the folk culture and art that pure and simple.

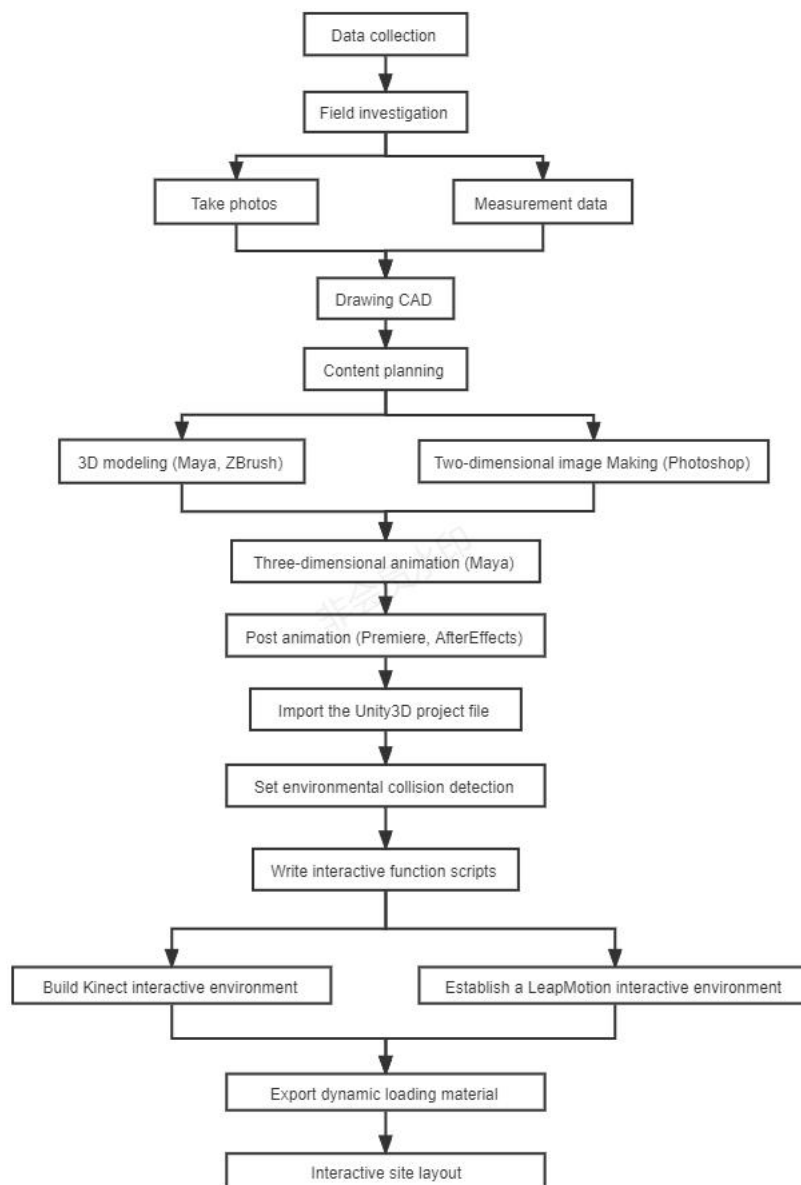


Figure 2. Flowchart of specific fusion ideas.

4. Expected Results of the Integration and Development of Traditional New Year Pictures and Three-Dimensional Animation

Through the innovation and integrated development of Jiaonan New Year pictures and three-dimensional animation, the intangible cultural heritage of the West Coast is protected and inherited. It is mainly reflected in the following aspects:

(1) The public can understand Jiaonan New Year Pictures through multiple channels, extending to intangible cultural heritage and historical relics, strengthening the inheritance and protection of intangible cultural heritage and immovable cultural relics;

(2) In the process of three-dimensional scene modeling, a large number of New Year pictures will be measured and archived. These data have built a database of Jiaonan New Year pictures, provided a large amount of basis for restoration, which is conducive to the accuracy of subsequent restoration and inheritance, and provided technical support for the inheritance and display of intangible cultural heritage in the West Coast;

(3) Realize the three-dimensional display of Jiaonan New Year Pictures, effectively organize the story line through the shot language of animated films, and conduct scene organization and space-time transformation with real-time interactive technology, so as to show the scenes full of humanistic life to experiential users, provide more real environmental experience, and enhance the interaction with intangible cultural heritage;

(4) Experientials and audiences share content through Weibo, wechat, post bar and other platforms, which not only promotes the spread of intangible cultural heritage, but also enriches the communication channels, attracts more people to visit Jiaonan New Year Pictures, and promotes the development of tourism and economy in the West Coast New Area.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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