

The Integration and Development of Traditional Drama and Three-Dimensional Animation

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Abstract:

The combination of traditional opera art and three-dimensional animation, with the opera art after thousands of years of culture to give three-dimensional animation unique “nutrition”, three-dimensional animation as the carrier, to help the revival of traditional opera art. Traditional opera art occupies an important position in Chinese traditional culture and is an important part of Chinese national culture. Chinese drama art not only has a long history, various kinds, but also rich forms and connotations. It is a comprehensive art form integrating music, dance and other elements. In order to further carry forward and develop opera art in the new era, so that this traditional cultural treasure in the new era with a new charm, we can promote the interactive integration of opera art and three-dimensional animation. Based on the convergence of traditional characteristics of opera and three-dimensional animation, this paper promotes the development and inheritance of traditional opera art in the current era, and provides profound historical deposits and rich creative elements for the development of three-dimensional animation, so as to realize the common development of both.

Keywords:

Opera, Three-Dimensional Animation, Integrated Development

1. Industry History and Prospects

As a kind of expression type of animation which appeared in recent decades, 3D animation has entered a period of vigorous development in recent years. As a traditional Chinese culture inherited for thousands of years, opera has a profound heritage. There are still few works related to the three-dimensional animation of opera, most of which are the integration of opera elements, and most of them are short films. In view of the short time since 3D animation appeared, there are few works combined with traditional opera that can be collected at present, so we expanded the scope and expanded 3D animation to animation to explore the market prospects in this aspect. At present, the aspects involved are as follows, opera animation film and television drama, opera book publishing, opera animation advertising, opera animation games, etc.

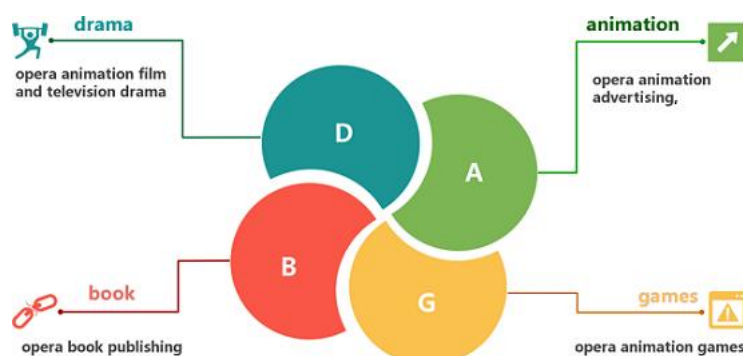


Figure 1. Correlation classification.

1.1. Opera animation film and television drama

Traditional opera is mainly transmitted by television, and the audience market is increasingly narrow. Drama animation is favored by young people because of its vivid content and form. Nowadays, it is mainly based on short online videos, and the combined dramas of opera and animation are mostly folded-operas, including Peking Opera, Yue Opera, Henan opera, Anhui opera, Jin opera, Kunqu Opera, Huangmei Opera, Pingju opera and many other kinds of operas. Animation folded-operas well restore the elements of modeling, stylization, roles, music and so on. Animation folding is a more realistic image presentation of traditional Chinese opera. In recent years, the domestic excellent drama animation works such as “Three fork”, “Celestial match”, “seven kinds of sesame official”, “Wind observation platform” and so on. At present, Chinese opera animation is dominated by short videos on the Internet, which is rare in mainstream media such as TV. In fact, this form of edutainment is more suitable for educational and children's channels to broadcast, and some mature fine drama animation works can also be selected to broadcast, in order to expand the spread of drama culture.

1.2. Opera book publishing

In the Opinions on the Implementation of Opera into Campus issued by the Ministry of Education and the Ministry of Culture, it is proposed that the opera should be presented in the way of animation, and the publishing of opera animation books has become the response trend under the guidance of the call. Opera books are the most effective visual medium for the communication of opera culture, mainly targeting teenagers and “comic fans”, and containing rich symbols of opera elements and story themes. In 2020, the typical opera comic books published on the market are “Pink Ink Baby”, “Opera Picture Books Series”, “Quintessence of Chinese drama picture book”, “Cartoon Pear Garden”, “Beijing Opera Cat's Adventure of Faith” and so on.

1.3. Opera animation advertising

Nowadays, there are various forms of advertising, such as plane, window, propaganda video, TV advertisement, vehicle, building LCD, terminal H5, etc., by using opera IP role and unique singing voice to carry out advertising, fashion, novel and influential. In addition to commercial drama animation advertising, most of the public welfare drama animation is also spread through the form of advertising.

1.4. Opera animation games

Drama animation game belongs to a kind of derived consumption media. Animation game content, costumes and props on the market are outstanding in the style of martial arts, and the target audience is mostly adult groups. A rich repertoire can be selected to integrate animation games, and the singing, reading and action of opera can be integrated into the game. For example, the Peking Opera animation “Sanchachi” is suitable for the development of drama animation mobile game. Now, among the players of the online game Against the Cold, a trend of “watching opera” has become popular. Against the Cold vigorously promotes the excellent traditional Chinese culture. For example, in the game, the beautiful stage “Li Yun Pavilion” is built in the Bianjing glandles of Bianjing City, and wonderful operas are staged regularly, all of which are sung and performed by famous Chinese opera artists.

2. Innovation Point and Characteristic

2.1. Advantages of mass communication of drama animation based on mobile publishin

Mobile terminal is the main way for people to obtain information, so mobile publishing can strengthen the stickiness of opera animation users, and instant, convenient, personalized and interactive is the best way for popular communication of opera animation. The advantages of the mass communication of drama animation based on mobile publishing are as follows:

Make use of the fragmentation of information dissemination to extend the audience’s reading time.

Due to the accelerated pace of work and life in modern society, people's leisure time tends to be fragmented. New media is catering to the needs of the audience for fast pace. In the face of huge and complex information, people often use waiting, rest and other fragments of time to obtain through mobile phones. Drama animation is created by extracting the essence of excellent drama plays. It is short, concise and lasts for a few minutes. Watching drama animation with mobile terminal can be suspended at any time, so that fragmentary browsing tends to be complete.

Meet the audience’s reading personality

Mobile devices such as mobile phones and tablets can grasp and understand the needs of audiences through big data, and accurately release personalized information. Drama animation page has a specific audience group, mobile terminal publishing for the target audience to push drama animation information can greatly improve the communication effect, high-quality service is conducive to further strengthen user stickiness. At present, the types of drama animation are diversified, covering the most common types of Chinese operas, including shadow puppets, cartoons, three-dimensional production and other creative techniques, which are cute, humorous and beautiful, and popular among young people.

The content carried is richer

Traditional Chinese opera animation integrates sound, image and text, and is published through mobile terminals, in line with the characteristics of mass communication. Traditional media, such as television, have no way to feedback information, which is a one-to-one one-way communication. When watching drama animation on mobile terminals, information can be transmitted between audience and audience, and between audience and publisher, which is conducive to the secondary

dissemination of drama culture. The process of discussing and exchanging information and expanding information on drama animation works can also promote more profound research on drama animation works. For some little-known excellent drama animation, instant communication through mobile terminals can further enhance the possibility of promotion. For example, as the representative of the academy drama animation series, the Collection of Drama animation has won many awards, but it is little known because of the lack of commercial publicity. This series of drama animation series arranges and creates the episodes of 9 different operas, such as Peking Opera, Huangmei Opera, Yue Opera, Kunqu Opera, etc., and adds fashion elements to present them in the form of animation. Contents include The Peony Pavilion, Wu Song Fighting the Tiger, Spring Boule Dream, Drunk Concubine, Little Cattle, Couples watching the lamp, Lin Cong Running into the Night, The Legend of the White Snake, the Pair of Flowers, and Taking Tiger Mountain by Intelligence, etc. From this point of view, mobile terminal is a powerful tool for the dissemination of opera culture.

2.2. The trend of mass communication of mobile terminal opera animation

There are various forms of communication of drama animation on public digital platforms, such as drama animation content on mobile terminal video website, drama animation mobile APP, and social software push (such as wechat). The interactive forms of the platform are also more diversified. Audiences can not only discuss and send bullet screens online, but also share through social software by switching ports of various platforms. Compared with PC terminal, it is not only fast and instant, but also more dominant in the interactive process, which increases the audience's sense of experience and makes them more willing to participate in it. In addition, community communication is the frontier of cultural event communication and research that cannot be ignored. The mobile terminal has problems such as plain content, disarray and lack of credibility. Community communication is the front of real fans of drama animation, which can carry out thematic in-depth discussion. The resources of drama animation shared by the group are of higher quality. For more professional audiences, they are more interested in communicating the stories behind the works. Opera animation has the gene of traditional opera culture and the way of expression, which provides high quality content for mobile publishing. It is also an inevitable phenomenon in the process of cultural industry that drama animation spreads through mobile terminals, which conforms to the trend of "humanization" and "compensatory" in media development. Mobile terminal publishing can bring opera lovers a better experience, and new technology will promote the speed and breadth of traditional Chinese culture to the peak. But only through the current mobile reading audience can not fully understand the essence of opera art, this is the future mobile terminal publishing to solve the problem.

2.3. Scientific application of 3D digital technology in 3D animation scenes

For a very excellent 3D animation work, it is not only necessary to have a good story in the whole work, but also the scene performance in 3D animation is very crucial. In the process of scene shaping and expression, it is necessary to coordinate the relevant characters, things and the surrounding environment effectively. Therefore, the comprehensive design of scenes in animation has become a very key production requirement in the development process of animation. However, in the process of traditional animation design and presentation, scene pictures are mostly displayed in a

static environment. Even if the image of animation has some changes in this environment, the environment expressed is still displayed through a static state. In this way, when the audience watches this kind of animation works, they will feel that the whole animation work is not real enough. If 3D digital technology is used in the animation scene, it will promote the whole animation scene to show a dynamic and coordinated effect according to the characters, characters' personalities, task changes and other situations in the animation, so as to make the whole animation visual effect become flexible and authentic.

2.4. Scientific application of 3D digital technology in 3D animation character modeling design

In the process of 3D animation design, animation character modeling can be said to be the most critical content in the whole animation design, and also the main reason to further determine whether the animation film meets the market demand. In 3D animation design, the shaping of animation characters and characters directly affects the plot of the whole animation. Only by further designing the shapes of different characters in the animation can we deliver more superior visual effects to the audience. At this point, 3D digital technology is fully integrated into the modeling design of animated characters. Under the mutual promotion, the role shaping in the whole three-dimensional animation is more authentic and three-dimensional, and the overall modeling and production of animated characters are no longer confined to the traditional two-dimensional plane design and performance. But towards a more realistic artistic effect and direction.

2.5. Scientific application of 3D digital technology in 3D animation character action

In 3D animation, character animation design is the core content of the whole animation design. The transformation of character action, design level and effect have a great impact on the image characteristics shown in the whole animation. In the process of character animation design and performance of 3D animation, 3D digital technology can be controlled through internal bones. Such a special control mode is mainly performed according to different role design requirements, which can show the image of animated characters more comprehensively, and also can promote the design of animated characters consistent with its body structure. For example, during the performance of running movements of tall and thin characters in 3D animation, it is necessary to transform their internal skeletal system so that they can conform to the body characteristics and movement characteristics of tall and thin characters, show the corresponding movements of animated characters, and create an image of tall and thin characters. For the animation image that needs to be adjusted, the animation image can be adjusted according to the key frame of 3D digital technology, so as to do a good job of the real image action process of a character.

3. Related Production or Operation

In addition to the operation mode of animation production, the animation of traditional drama can also carry out relevant advertising push to increase the circle degree and drive the development.

3.1. Opera 3D animation video

As traditional opera is mainly transmitted by television, the audience market is increasingly narrow. Because of its lively content and form, the three-dimensional animation of drama is favored by young groups. Nowadays, the main content of drama animation is short video on the Internet, while the main content of drama animation is short video on the Internet, which is relatively rare in the mainstream media such as TV. As a matter of fact, this form of edutainment is more suitable for educational and children's channels to broadcast, so we choose the very famous Kunqu opera "Peony Pavilion" as a pilot, in order to expand the spread of opera culture.

3.2. IP 3D animated advertising

Nowadays, there are various forms of advertising, such as plane, window, propaganda video, TV advertisement, vehicle, building LCD, terminal H5, etc., by using opera IP role and unique singing voice to carry out advertising, fashion, novel and influential. In addition to commercial drama animation advertising, most of the public welfare drama animation is also spread through the form of advertising.

The promotion of advertising on various platforms can improve the product awareness, increase the product circulation rate, and also drive the development of related products.

4. Conclusions

Opera has a deep artistic foundation, a deep base of the masses, just like a towering tree, although ancient Old, still has a very vigorous vitality. If we want to make this tree leafy and fruitful, we need to be big Boldly pruning and consolidating branches to renew and rejuvenate the reform and innovation work.

Opera is the quintessence of China and an integral part of China's excellent culture. It has profound cultural deposits and mass foundation, which are the foundation and internal factors for the prosperity and development of opera. Whether this art can continue to develop and progress with the progress of The Times, The inconvenient way of transmission and the limitation of the way of acceptance make the traditional art opera suffer an unprecedented impact and gradually fall into a precarious predicament. If the traditional essence opera wants to continue its inheritance, it must make innovation. In other words, it is to adapt the opera to The Times and to the artistic needs of the people in the new era. The combination of modern three-dimensional animation and traditional drama, the collision of the two, in order to give a relatively novel way of communication, the realization of drama in film and television presentation, can attract more people's attention to the traditional culture, this road is still very long, enlarge the foothold, how to integrate Chinese traditional and modern aesthetic, the road is also very long, need generations to explore. We will continue to inherit the treasures handed down from thousands of years in China.

Conflicts of Interest

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

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