

Research on Art Stylization Design Methods in the Early Stage of Animation

Jing Zhu

Jilin Animation Institute, Jilin, 13000

Abstract: In the context of the national policy of promoting the creation of Chinese animation brands, optimizing artistic stylization design is of great practical significance for implementing national policies. On the basis of explaining the importance of art stylization design in the early stage of animation, this paper summarizes four major elements of art stylization design in the early stage of animation, including scene design, shape design, color design and split shot design. At the same time, this paper puts forward the implementation path from four aspects: the design of art stylization in animation scenes, the design of art stylization in character modeling, the design of art stylization in animation colors and the design of art stylization in animation narration, in order to provide theoretical guidance for building Chinese animation brands.

Keywords: Art stylization design; The early stage of animation; Artistic perception; Role modeling

1. Introduction

In August 2022, China issued “the cultural industry development plan for the 14th Five-Year Plan period”, which pointed out that it is necessary to build a number of Chinese animation brands, promote the development of the animation “whole industry chain” and “all ages”, and require the launch of more excellent online literature, variety, film and television, animation, music, sports, game products and digital publishing products. This reflects that the national level has placed animation in an important strategic position. As an important part of animation, art stylization design is the technical support in the animation design process, responsible for the pre-production and style setting of animation, and it can promote the animation works to present beautiful visual effects. In view of this, doing a good job in artistic stylization design in the early stage of animation is not only the important prerequisite for the completion of exquisite animation works, but also an inherent requirement to implement national policies. Therefore, art stylization designers need to take building excellent animation brands as the policy orientation, focus on doing a good job in art stylization design in the early stage of animation, actively promote high-quality innovation in the animation industry, and promote the sustainable development of China’s cultural industry.

2. The importance of art stylization design in the early stages of animation

2.1 Enhance the artistic perception of animated works

Art stylization design plays a crucial role in animation works and can enhance the artistic perception of animation works through artistic techniques. First of all, art stylization designers can have in-depth understanding with animation creators, understand the theme ideas of animation works, and shape them through elements such as modeling, scene shaping, color matching, and light and shadow effects and other elements, and achieve coordination and unification with the theme ideas of animation works, so as to achieve the goal of improving the artistic perception of animation works. Secondly, art stylization designers can use extreme exaggeration and extreme assumption to depict animation characters according to the style and characteristics of animation works, so as to bring good emotional experience to the audience of animation works. In this way, art stylization designers can assist the animation industry to develop diversified cultural and creative products, increase the audience stickiness of animation works, and enhance the artistic perception of animation works. Finally, art stylization designers also integrate traditional Chinese culture into animation works, making animation works more visually and emotionally rich, which effectively promotes the spread of traditional Chinese culture, triggers the emotional resonance of animation works audience, and increases the artistic perception of animation works.

2.2 Enhance the aesthetic tension of animation works

Art stylization design can not only bring the audience a visual feast, but also increase the aesthetic tension of animation through various art design methods. First, art stylization designers can create a visual environment in line with the tone and theme of the animation by carefully matching colors, thus effectively rendering the situational atmosphere and transmitting the theme emotion, and enhancing the aesthetic tension of animation from the visual level. Second, art stylization designers can deeply express the emotions of animated characters by setting composition and layout, using symmetrical or asymmetrical composition and layout, and increase the aesthetic tension of animation from the emotional level. Third, art stylization designers can creatively add animation special effects, color contrast, contemporary popular elements or traditional Chinese cultural elements according to the theme of animation, so as to deepen the audience's impression of animation works, strengthen the narrative ability of animation works, enhance the aesthetic tension of animation from both visual and emotional levels, and bring the audience a unique animation "feast". In summary, art stylized designers can achieve the complete portrayal of characters and the complete presentation of the central idea in animated works through unique art design techniques, ultimately creating animated works with more aesthetic tension.

3. The constituent elements of art stylization design in the early stage of animation

3.1 Scene design

Scene design is one of the important components of the animation design process, which is the basis for the design of animation works. Scene design can set up a reasonable stage for the animation characters, which is of great significance for the complete development of the plot. Scene design includes composition and layout, and its main function is to enhance the narrative function of animation works, show the character characteristics, create emotional atmosphere and promote the development of the story plot.

3.2 Modeling design

Modeling design of animation works refers to the process of creative conception and visual presentation of the appearance of animated characters, creatures, objects and any visual elements, including character appearance, costume and prop design. The modeling design of animation works is quite different from that of movies and TV dramas. Animation works have exaggerated characteristics, and exaggerated body movements and expressions will be added in the process of showing the character's personality.

3.3 Color design

The color design of animation is one of the key elements in the animation design process, which involves the careful selection of the hue, color temperature, saturation and brightness of the entire animation work. Color design can be used to convey emotions, create atmosphere and identify brands. It is mainly used in scene design and character shaping, so as to enhance the visual appeal and artistic value of animation works, and bring profound visual and emotional experience to the audience.

3.4 Split shot design

Split shot design is an important preliminary work in animation design, which can transform the textual descriptions in the script into visual images, providing detailed visual guidance for the shooting and production of animation. Split shot design is usually based on the central idea of the animation work and the director's intention, drawing a series of continuous pictures to display the key scenes and character actions of the animation work, in order to create animation works that meet the creative intention and have visual impact, and ensure a smooth transition from the script to the final animation work.

4. The design method of art stylization in the early stage of animation

4.1 Design of art stylization in animation scenes

The scene is the primary basis of the animation design process, which describes the background of the animation and provides the space environment for the development of the animation plot. Therefore, art stylization design should fit the creation background of animation works, depict the required scenes of animation works, and guide the audience to follow the development of the story plot. First of all, art stylization designers should intuitively express the content of animation works, start from the creation background of animation works, and fully consider the time, place and weather conditions of animation plot, so as to achieve the coordination and unity of story plot and character emotional state. Secondly, art stylization designers should pay attention to the cultural connotation of animation works, enrich scene shaping with theoretical knowledge such as psychology, and achieve emotional empathy with the audience on the basis of visual impact. Finally, art stylization designers need to follow the plot trend closely, drive the scene to express the hidden content of the animation plot, leave enough space for the audience to think, provide emotional value for the audience, and promote the sustainable development of Chinese animation.

4.2 The design of art stylization in character modeling

Character is the key and soul of animation works. Good character modeling can not only highlight the style of animation works, but also leave a deep impression on the audience and enhance the artistic charm of animation works. In view of this, art stylization designers need to pay attention to the aesthetic orientation of the audience, and seize the visual focus of the audience on the basis of the unique personality of the characters. On the one hand, art stylization designers need to take the audience's aesthetic orientation as the guide, shape the costume, shape, figure and props of the characters in a unified manner, transform the shape according to the plot trend, and highlight the unique style contained in the animation works. On the other hand, art stylization designers need to make secondary development and innovation of character modeling on the basis of fitting the audience's aesthetics, stimulate the audience's visual senses while highlighting the animation style, and urge the audience to quickly recognize and deeply remember the character image, so as to promote the sustainable development of Chinese animation.

4.3 The design of art stylization in animation color

Color is the focus of animation works, which is not only related to the visual effect of animation, but also able to convey emotions, strengthen narrative, shape characters and create atmosphere, and enhance the expression of animation works. Therefore, art stylization designers need to use appropriate colors according to the plot to meet the visual needs of the audience. On the one hand, art stylization designers need to follow the audience's way of thinking when designing colors, such as warm colors make people warm, cool colors make people calm, and gray tones make people sad. Therefore, in the process of creating animation, art stylization designers need to cater to the audience's thinking pattern to design colors. On the other hand, art stylization designers should choose colors in line with the plot tone, fit the plot background and plot direction, and strengthen the overall performance of animation works.

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