

The Development of China Animation Industry from the “China School”

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Abstract: Innovation and development is the core force of competition in animation industry, which is of great significance to brand shaping, industry standardisation and even industry survival. The innovation of “China school” is particularly important for the innovative development of Chinese animation industry and the shaping of national brand. This paper attempts to study the innovative development of Chinese animation industry by reviewing the “China school” and innovating the “China school”.

Keywords: Animation; China school; Chinese animation industry; Innovative development

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For China animation industry, many researchers in the industry believe that a return to the “China school” may bring hope. According to the information, there are thousands of ontological studies on the “China school” of animation on the Internet. Researchers try to reshape the glory of the “China school” by analysing it, but because of the specific historical period in which the “China school” is located, the research direction seems to be somewhat overstretched. Therefore, this paper attempts to review the “China school”, re-draft the innovation of the “China school”, the advantages of China animation industry innovation and development of the background and specific measures.

1. The rise of “China school”: the traditional cultural advantages of Chinese animation industry

By the Shanghai Fine Arts Film Studio Qian Jiajun, Li Kewei and other co-directors of the animated film “Why is the crow black”, in 1956 won the seventh Venice International Children’s Film Festival Award, contributing to the birth of the “China school”.^[1] The “China school” is a school of animation. The concept of the “China school” is to take Chinese culture as the foundation of domestic animation production, and to take traditional art forms and styles as the distinctive symbols of domestic animation, which has won many awards in internationally renowned competitions, and also contributed new styles and animation techniques to the development of the world’s animation, and enriched the vocabulary and forms of animation expression. It has also contributed new styles and animation production techniques to the development of world animation and enriched the vocabulary and forms of animation expression.

2. The decline of the “China school”: the development of China animation industry needs self-examination

From the point of view of the external factors of the decline: Firstly, foreign animation works have rapidly occupied the domestic animation market, gradually changing the aesthetic habits and interests of Chinese animation audience. Second, animation technology is backward, the lagging industry model gradually exposed the shortcomings.^[2] From the viewpoint of the internal causes of the decline, firstly, it comes from the limitation of “art film”, although the creation mode of art film has achieved the nationalism of China school, but it also limits the vision. Secondly, the indoctrination of “China school” animation, although highlighting the characteristics

of Chinese culture, but indoctrination is often dominated by the direction of artistic creation, resulting in a rigid plot, suspense cliché, lack of interest, so it is difficult to truly attract the audience.

The birth and development of the “China school” was in a specific social and historical period. Admittedly, the era belonging to the “China school” has already passed, but the road of Chinese animation’s “national self-confidence” needs to be continued. The road of Chinese animation needs to be continued. Under the current economic environment of China, it is not feasible to reproduce the “China school”. The complexity of the problems of the “China school”, whether from a macro perspective or a micro perspective, all links in the animation industry chain should be paid attention to. So we can systematically plan, multi-dimensional review, pragmatic and scientific solution to the “China school” on a variety of issues, to innovate the “China school” as the concept, to reproduce the glory of Chinese animation as the goal, and once again carry forward the five thousand years of Chinese culture.

3. Innovation “China school”: the specific conception of innovation and development of Chinese animation industry

Innovation and development is the core of competition in animation industry, which is of great significance to brand shaping, planning and development, and even survival of the industry, etc. The innovation of “China school” is particularly important to the innovative development of Chinese animation industry and shaping of national brand.

3.1 National policy: formulate policies more suitable for the current basic national conditions to promote the innovative development of the animation industry

Relevant national policies on the development of animation industry have been introduced one after another, and the development prospect of Chinese animation is bright. On 3 December 2015, the General Office of the State Administration of Press, Publication, Radio, Film and Television (SARFT) put forward the Notice on the Support Plan for Hundred Animated Television Films of the Chinese Dream, which states that from 2016 to 2020, the support plan for 100 animated television films focusing on the Chinese Dream will be implemented. On 12 October 2013, the State Administration of Radio, Film and Television (SARFT) issued a notice on the scheduling and filing of programmes for the 2014 television broadcasting channel, which requires that the proportion of animation broadcast on satellite television (broadcasting channel) be increased to 8:00-21:30 per day: 00-21:30 time slot to broadcast at least 30 minutes of programmes related to children and domestic animation. On 19 April 2017, the Ministry of Culture issued the Ministry of Culture’s “13th Five-Year Plan” for the development of the cultural industry in the period of optimising the structure and upgrading, upgrading the level of the animation industry, creating a demonstration park and the In terms of optimising structure and upgrading, enhancing the level of animation industry, creating demonstration parks and “Belt and Road” international cooperation action plan, the Ministry of Culture has guided and promoted the comprehensive layout of China animation industry, which has given a more powerful guarantee for the overall development of China animation industry.

The above policy can be seen, the state gives the whole animation industry strong support and protection, gives the Chinese animation industry development the most effective booster. Chinese animation should actively learn to emulate foreign successful cases, learn from foreign mature animation help policy. For example, France in the management of funds to help enterprises, the use of policy market-oriented approach. Each film adopts independent loan, according to the performance advantages and disadvantages, to determine whether to set up a special account, according to the “set of development standards” for re-allocation, so as to allocate to the enterprise’s next work, this kind of operation can effectively promote the animation industry’s sustainable development.

3.2 Technology development: using new technology to lead the standardised and healthy development of the animation industry

Cloud computing (cloud computing) is one kind of distributed computing, which refers to decomposing the huge data computing processing procedure into countless small procedures through the network “cloud”, and then the animation production process is changed through the system composed of multiple servers. Reduce the production cost, improve the creative efficiency, but also enhance the clarity and realism of the animation screen, creating an unparalleled visual shock effect^[4]. Such a huge cloud computing planning, its practical effect on the animation industry innovation and development has extraordinary significance.

“Big data” usually refers to the huge amount of data sets that are difficult to collect, process and analyse, and also refers to those data that have been stored for a long time in traditional infrastructures, and big data storage is to collect and incorporate these data into computers.^[5] In the era of “Internet +”, the continuous development and growth of big data technology has made the collection of various data from market feedback more convenient and accurate. For the animation industry all over the world, it can greatly enhance the animation creativity to adapt to the target market, and also creates unprecedented opportunities for the development of

China animation industry and make a name for itself in the international market. [6]

Blockchain is a new application model of computer technology such as distributed data storage, peer-to-peer transmission, consensus mechanism, and encryption algorithm. It is essentially a decentralised database that requires all nodes to follow the same protocol, which in turn stipulates that all nodes abide by a consensus algorithm that relies on the algorithm to keep all node data consistent. [7] Therefore, blockchain can realise the copyright management and protection of national comics works by virtue of its data encryption, non-tampering and traceability features.

3.3 Talent cultivation: increase animation talent cultivation and optimise animation talent structure

Along with the brand-new development of China animation industry, the animation market has put forward higher requirements for the basic education of Chinese animation, which mainly includes basic education in colleges and universities and short-term training in the society. At the stage of basic education in colleges and universities, due to China supply-side structural reform, in order to adapt to the future development of the market, the school can unite with the enterprise animation, the industrial animation scriptwriters and producers as external experts, to set up practice courses and participate in the daily teaching, so as to realize the students' zero-distance contact with the animation market; accelerate the process of Chinese-foreign cooperation in schooling, and try to maximize the use of the United States, Japan and other countries' advanced animation teaching resources, so as to improve the The teaching level of China animation profession.

For the whole animation industry production, the talent is undoubtedly the most important, especially for the industry development is still in the early stage of China animation is more important. At this stage, China animation industry has an increasing demand for composite talents, and according to the requirements of China optimisation of animation talent structure, it is necessary to increase the training of composite talents.

3.4 Industry chain: accelerate the development of China animation industrialisation, vigorously develop the animation industry chain

The complete animation industry chain includes: production production - publishing / broadcasting / release - development of derivative products - benefiting from -reproduction production. Some data show that in 2007, the United States, as the most influential country in global animation, had an annual production of animation works and derivatives of up to more than \$5 billion; Japan's animation-related annual turnover exceeded \$9 billion. According to Avery data report, in 2018, China animation industry revenue exceeded the RMB 20 billion mark. The completeness of the industrial chain determines the benign growth of the animation industry.

Conclusion

As the treasure of China national animation, the "China school" has made remarkable achievements on the road of nationalisation exploration, and none of the art films created are rooted in the soil of traditional Chinese art. Admittedly, the formation of the "China school" was in a certain historical period, and this era has already passed, but the "China school" that adapts to the laws of the market and represents the emerging Chinese characteristics may have already arrived.

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