

A Research on the Application of Nationality Elements in Animation Image Device

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Abstract: With the continuous improvement of 3D digital technology in recent years, animation image device as a new form of artistic expression is characterized by strong inclusiveness and openness. The national elements are applied to modern animation image device. And, the national elements are Spread with modern artistic expressions so that the national culture and art conform to the aesthetic trend of the modern public.

Keywords: National Elements; Installation Art; Animation Image Device

1. The Origin and Development of Animation Installation Art

1.1 The origin and development of installation art

The art of installation rose in the 20th century. In 1917, Marcel Duchamp's work "Fountain" came out. This piece featured store-bought urinals for men directly on display. The appearance of this work marks the separation of art from the traditional framework. In the 1960s, installation art was mainly created through transformation, collage, combination, and replacement, which promoted the development of installation art. In the 1970s, some installation artists began to use warehouses, factories, streets, etc. as exhibition places for installation works of art, and they even created works directly on the site. The installation artists in this period broke through traditional art expression. The biggest feature of installation art in the 1980s is that those image elements are widely used, and the theme of creation begins to focus on the natural environment, expressing the relationship between people, art, and the ecological environment. Chinese installation art was gradually recognized in this period. In the 21st century, the avant-garde and conceptual nature of installation art make installation become the creative means of more artists. As a kind of 'Assemblage', installation is opening and diverse so we should look at it from a developmental perspective. In modern society, the intersection between art categories is more and more frequent, and the ways of installation art presentation are more abundant and diverse.

1.2 The combination of installation art and animation images

In foreign countries, images began to be free from the restrictions of the media in the 1960s. The display mode of image art is different from that of traditional painting. It needs a relatively independent display space, and it is connected with the space where it is located so that the audience can experience and participate in the exhibition works. The combination of animation images and their deductive space can make the space and time of animation freer. One example is Stan VanDerBeek's video installation "Movie-Drome" (Figure 1) in 1967. He transformed a barn into a projection space. The diameter of this barn is 10 meters. In this space, slides, hand-drawn animations, etc., a multi-projection method is created by playing movie clips. The audience can walk around freely in this space, sitting, standing, or lying down, and they can be completely immersed in this space to enjoy the works.



Figure 1 Movie-Drome (USA) Stan VanDerBeek, 1967

The 21st century is an era of information diversification, and the traditional single viewing mode is gradually declining. With the development of digitalization media and the change of viewing mode, the development of animation image technology, and the integration of new technological forms. More and more artists like to create through interdisciplinary and multi-media, and animation can be extended to the space beyond images. Modern audiences are more willing to immerse themselves in the public space specially transformed by artists.

Scientific means are involved in art, which promotes the mutual integration between art and art. "Dadaism" and "surge" movements have played an important role in the positive development of contemporary image installation art. Marcel Duchamp broke the boundary between the media carried by art and artistic ideas and changed people's understanding of art. Image art has gradually evolved into a conceptual art form due to the change in the media. For example, NamJune Paik's work in 1965 "Magnet TV" (Figure 2) put an old-fashioned TV on the display platform and placed a horseshoe magnet above the TV. Its magnets interfere with the inside of the TV set and formed some irregular patterns. The abstract pattern on the TV can only be changed by constantly moving the magnet, and the pattern on the TV will stop if no one moves the magnet. From then on, NamJune Paik began to show TV in the form of electronic art, which also had a great influence on the development of later video devices.



Figure 2 "Magnet TV" (USA) White Huainan, 1965

Animation image device has not been given a clear definition in academic circles because this art form integrates many other art categories and has more uncertainties. We can find that this animation image device has changed our traditional way of watching works and feeling impressions when we watch the works of animation image device on the spot. The main reason for the formation of animation image device is the development of technology and the continuous integration with

other arts. Its essence is to enhance the audience's sense of immersion and experience so that viewers can better understand the information to be presented in the works.

2. The Artistic Expression of National Elements in Animation Image Device

The presentation of the animation image device is mainly composed of two parts. One is the content of animation image and the other is the presentation carrier. First of all, creators need to use digital technology to make the content of the animation images according to the theme and creative ideas to be expressed. Through 3D projection facilities, computers, sensors, and other equipment, the image content is presented on a carrier different from the traditional animation such as solid sculptures, static installations, architectural surfaces, special-shaped screens, natural substances, etc. We can find that the production and presentation of animation image device are inseparable from computers and related software and hardware devices. The biggest feature of the animation image device is that the screen is no longer the only carrier of communication, but it greatly expands the space for the presentation of artistic works, breaking through the traditional way of watching animation images. The artistic expression of animation images is more diverse by projecting content on different projection carriers while using 3D projection to project an animation.

2.1 The embodiment of ethnic elements in entity devices

In animation installation works, ethnic elements will be integrated into the animation image content and the physical installation. In recent years, many countries or local governments have also used special effects animation image device to promote regional culture. One example is the large-scale live animation image device Light and Shadow Show with the theme of "Beautiful Jiangning" in Nanjing. The whole project is located in the middle of the landscape lake in the park. The whole shape of the project takes the boat as the main prototype, which is 40 meters long, 20 meters wide, and 14 meters high. LED screens are attached to the front surface of the hull, and a lotus device with a traditional ethnic style is placed in the middle of the front of the ship. A single petal is 3.5 meters long, and the diameter is 1.8m when the petals are closed. It will be closed or opened according to the content when the hologram is shown, and the maximum diameter can be up to 8m. The overall tone is based on gold, which complements the surrounding buildings.

This large-scale animation image device display needs to be carried out in a relatively gloomy environment. The LED screen of the hull will light up, and a water curtain will be sprayed over the hull when night falls. The holographic projection will project animated images on the water curtain and the water curtain will spray continuously, then the image content will also be played. Refracting the image content of water flow many times makes the image extraordinarily beautiful. Moreover, the water flow and the contents of the hull LED screen reflect each other, which combines reality with reality and gives viewers a different impression of the past. The lotus device gradually rises, and the petals also unfold. And, the light which constantly flashes makes the viewer more immersive. From the original intention of creation to the actual display, this project embodies the combination of national style aesthetics and modern science and technology and presents a marvelous visual feast.

2.2 The embodiment of ethnic elements in animation images

The artistry of national style is also reflected in the animation installation work "Black Waves" by the Japanese Team Lab team. The whole work is an animated image device composed of continuous wave images, which combines water elements with modern Japanese paintings. In animation images, 3D special effects technology is used to simulate the line elements into the dynamic effect of waterfall flow, which is equivalent to drawing lines in the wave layer of three-dimensional space and projecting them on multiple walls in the exhibition space. The waves constantly moves in the exhibition hall, and the waterfall flow effect produced by this technical means can make the viewer blend into the space of the work more than the real waterfall effect. The work that uses similar creative methods is a giant animation image devicework "Treading the Waves today" with a total length of about 112 meters displayed in Shanghai Lujiazui Station. The luminous particle effects combine with the lines in traditional paintings to create unprecedented visual effects. Turning the transfer passage into a space where everyone can experience art is to experience an immersive feeling through the people inside the station. The combination of the two greatly improves the artistic expression of the works, enhances the modern public's knowledge and understanding of ethnic art, and permeates national style aesthetics into people's consciousness.

3. The Advantages of Animation Image Device in Expressing National Elements

Traditional animation images are mostly transmitted through watching movies, and the transmission effect will be affected by some factors. For example: where to watch, plot, picture quality, etc. In recent years, although Internet channels have been used for communication, the communication effect has not changed much. The animation image device breaks through the traditional carrier of animation and can be displayed and spread indoors or outdoors, which directly changes people's experience. Different spaces and the diversity of communication media have an impact on the communication effect.

The combination of ethnic elements and animated image devices provides a new perceptual experience for the audience, and viewers cannot watch the works of animated image devices with traditional aesthetic experiences. This new experience can deepen viewers' curiosity about the works, and viewers can explore this aesthetic experience to improve their attention and enhance their immersion experience. The national elements are presented through the animation image device, which makes the ethnic art culture more in line with the aesthetic trend of the modern public and enhances the soft power of national culture.

Conclusion

The combination of national elements and modern art forms is also the development trend of national art in the future, which will infiltrate the national cultural consciousness into modern people's thinking consciousness in a better way. The element expression of our national style is the advantage of Chinese animation image device so that we can create more outstanding works in the future. It is an inevitable mission for the development of all kinds of art to integrate national elements into art forms and better spread them to the modern public. The national style is formed by the long-term accumulation of national culture and a nation's production and life. In the creative process, artists can relive the energy and spirit of national culture, and audiences can be influenced by national culture. Integrating national style into animation image device is not only the communication between national art and modern science and technology but also an important way to promote and develop national culture.

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