

characteristics and trends of short animation Videos from the perspective of we-media Fusion

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Abstract: In the new development situation, with the further development and extension of mobile communication information technology, a variety of application information will continue to appear in the cognitive vision of people in every era. In this era of we-media development, the continuous innovation of animation short video has gradually led the field of animation industry to move forward. The continuous introduction of diversified design concepts breaks traditional patterns and practices, actively ADAPTS to different needs of consumer market and design audience, and finally makes traditional animation design more perfect to meet the common expectations of consumer market and design audience. Through case study and relevant theoretical research, this paper finds that people have higher and higher requirements for short animation videos in the era of fragmentation. High-quality content, beautiful pictures and sophisticated production are needed to better meet people's aesthetic needs and other aspects. Through this study, the competitiveness of short animation videos in mainstream we-media platforms is increased, the development of the animation industry is further promoted, and the advantages of cultural communication are finally formed.

Key words: We media, animated short video

1. Development status of we-media animated short video

1.1 Development of we media

"We Media" was first published in The book "We The Media" by author Dan Gillmor. We media is a modern and universal communication method for the public to release news, create and share life through the "we media" platform. With the continuous development of Internet technology in China, mobile Internet technology is increasingly popular among the public, and a large number of emerging we-media platform apps have emerged. With the increasing number of mobile Internet users, new user demands have emerged for the convenience and fun of news and animation. The emergence of "we media" has also played a certain role in promoting the development of animation, enabling creators to create and release freely without being limited by format and mode, and injecting fresh blood into the development of animation creation.

1.2 Development of animated short videos

The development of short animation video has to mention the rise of flash animation, the earliest personal animation short video is through the Internet to spread flash animation short films, with the rapid development of China's cultural industry Xiang rong, the popularity of two yuan culture and popular, More and more people began to be interested in this kind of cultural works and get the corresponding satisfaction of viewing, driven by this demand, the animation short video industry is growing.

2. Creative advantages and case analysis under We media

2.1 Advantages of creation under we media

Traditional media is based on publishing houses, TV reporters and other state and formal institutions to disseminate information and news to the masses. The development of "we media" enables everyone to become an individual of information dissemination. In animation creation, traditional animations are all transmitted in the form of cartoons created by large companies and animated films shown in theaters, with a single and one-way transmission mode. In the era of "we media", everyone is the main body of communication, so that the general public with creativity in animation has a platform to show themselves. We media as the best way of expression, to create their own portal website and animation IP, to attract audiences and fans to participate in the interaction.

Traditional media is a one-way mode of transmission, from the source to the home, it is difficult to get feedback after the information is transmitted. However, in the era of we-media, the main body of communication has become the general public. In the process of communication, the status of the transmitter and the receiver is equal. He Shankan said in his book *The Network Age: A New Era of Social Development*: "The interactive network information processing, creation and dissemination process is an effective channel of instant reciprocal feedback contact and communication between the information giver and the information receiver, which makes the information activity no longer a simple and uniform single mode."

3. Excellent case analysis in the field of creation of we-media animation short video

On the Tiktok platform, there are many high-quality animation short video creators, of which the most representative animation IP short video number is "milk dragon", its data operation is also a handful in the animation short video, the number of fans reached 22.084 million, the number of likes reached an amazing 190 million.

In terms of creation, the design of "milk dragon" IP uses the Q version of the dinosaur, with a lovely and cute appearance and a round and smooth appearance, the whole is bright yellow, which is a lovely shape commonly used in IP design. This shape has the effect of

attracting the audience's attention and causing the audience's compassion and love; At the same time, the IP element of dinosaurs is also deeply loved by children, accurately grasping the aesthetic direction of young people and children.

In the picture production, all the use of 3D modeling technology smudging, with the help of 3D modeling, so that the picture quality is clear, more vivid in the scene characters; With the blessing of this technology, the creator's painting production time is saved, and the animation picture quality and animation production efficiency are improved, among which the IP image model can be reused greatly reducing the production cost.

In the commercial realization, the performance of "milk dragon" is also quite excellent, and the major toy manufacturers launched the "milk dragon" slow rebound series pinch music a fire throughout the whole network, in each region when the major boutique stores will appear "milk dragon" key penders, throw pillows, toys and other products are loved by the majority of consumers. Create online and offline can realize the commercial development; And now "milk dragon" is also ready to enter the film industry, for its film is under intense preparation, showing its commercial value.

4. Features and advantages of short animation video creation

4.1 Features of short animation video creation

4.1.1 Innovation of content story

In recent years, many domestic short animation films are based on myths and legends, historical stories and other main story scripts. However, in the history of Chinese animation films, these themes have been remade countless times, and some of them just copy the story plot, which the audience is already aware of. For this problem, how to solve the innovation of Chinese animation storylines has become the main problem.

In terms of the innovation of script stories, short animation videos can be roughly divided into three points. The first point is to make new adaptations of old stories such as myths and legends in Chinese traditional culture to change the stereotypical narrative mode. On the basis of ancient stories, old characters are used to tell new stories, and new interpretations of stories are carried out. The second point: innovation in the way of display, every domestic animation is the embodiment of Chinese culture, in the scene, props, characters have the characteristics of traditional Chinese culture, according to the creative practice, we can divide the traditional culture in the domestic animation film display way into three levels: Ornamental, practical and implication, and each level more or less carries a certain imagination and cultural heritage. In terms of appreciation, this is the lowest level of presentation, which means that the traditional cultural elements displayed in the film are pleasing to the eye, but do not play a role or have a negative effect. The third point is to make changes in the way of emotional guidance, to impress the audience through various lyrical means while showing the traditional culture. Once the audience is moved, they will project more attention and thinking, and they are more likely to accept the traditional culture presented in the film.

4.1.2 Personalized design of image IP

In the book "New Outlet of Explosive IP -- The Second Dimension Economy under the Mobile Internet", Liu Zhi, a well-known media personality, wrote, "As long as it can restore the imagination of animation and reflect the aesthetic taste of animation, it is the second dimension." In the eyes of practitioners, two-element IP is more abstract and grand, and is extended to "cultural products that can be developed in multiple dimensions". Animation short video IP want to succeed in the circle, in the shape design must carry out deep design considerations, in the short video a successful IP should have the image of the people and in the story plot to move people's hearts. IP animated short video on the role of the setting put forward higher requirements, an IP image without slot is not a good IP image.

4.1.3 Integration and development of digital media technology

The biggest contribution of digital media in short animation video is the application of 3D modeling technology. Traditional animation requires tedious hand-painting frame by frame, but with the addition of 3D modeling technology, designers can quickly produce the desired scene and role dynamics. The application of 3D modeling technology greatly improves the work efficiency of creators, leaving more time to focus on the fine story plot and the beauty of the picture, and greatly improving the quality of animation.

The development of digital media has also brought immersive viewing experience to short animated videos. For example, the recent rise of Tiktok's 360-degree surround screen makes people feel as if they are in an animated scene while watching a video. The application of this virtual reality technology can better attract the audience's attention and make animation works more deeply felt. At the same time, with the development of digital media, short animated videos also have new innovative development in terms of interaction. In station B, there is the function of watching video selection. With the development of the plot, the different choices of each multiple choice question of the audience will affect the development of the final plot, which well realizes the interaction between the audience and short animated videos.

4.2 Advantages of short animation video

4.2.1 Advantages of historical background

In this era of short videos, the development of short animation videos is also changing with each new day. From the perspective of the platform, Tiktok has been focusing on increasing the production of multiple categories of short animation plays, including short animation plays, and cooperating with traditional film and television companies and MCN sub-circuit in depth. At the same time, the "Light Animation Plan" was launched in 2019. In July 2023, Kuaishou launched the newly upgraded "Morning light short animation" plan to support the animation IP transformation into short videos, which shows that the platform also has a greater support and promotion for animation short videos. Judging from the policy evolution in the field of China's animation production, the policy evolution process of China's animation

production is mainly consistent with our country's support process for the animation industry. Animation is a kind of cultural continuation as well as a cultural expression. Without the country's good cultural deposits, there would be no impetus for the development of the animation industry. The 14th Five-Year Plan for the Development of Cultural Industry gives certain guidance to China's animation production industry from the aspects of industry standard promotion, product supply and product quality improvement. It can be seen that the government's supporting policies for the animation industry have been gradually improved, and the market environment of the animation industry has also been greatly improved.

4.2.2 Advantages of contemporary technology development

With the progress of society, the development of Internet technology, the development of 3D animation has gradually replaced hand-drawn animation. 3D animation technology can produce a large number of visual effects that cannot be achieved by hand painting, including background, scene, special effects, etc., and make characters more lifelike. For example, the 3D technology used in Disney's "Frozen" makes Elsa's hair distinct. The texture of clothes is clearly visible, which makes the film more visual impact and attractive to the audience. In terms of vision, the post-production of new technology and 3D application can create more realistic scenes and characters, and more detailed production; In this technology, the technical cost and labor cost are greatly shortened, the burden of the animation team is reduced, and high-quality animation short videos are produced.

5. Analysis of the creation trend and development of short animation videos

5.1 The creation trend shows diversification and vigorous development

At present, the increase of animation short video IP in the short video platform of Douyin is gradually increasing. In the 2022 content startup TOP100 list, there are many short video animation IP companies on the list; At the seventh China New Media Summit, there are as many as 7 short video animation IP won the award of the most commercially valuable animation IP in 2022, and the founder of the company behind the well-known short video animation IP also took the stage to share and introduce. The creation of short animation video has added new ways, such as cross-border integration and innovation, integration and development with film, game, and other emerging industries, and broadened more application scenarios of animation.

5.2 Digital media has become a necessary trend in the future development of short animation videos

With the continuous development of science and technology, the technology of animation production is also improving. In the future, animation production will pay more attention to details and the degree of fidelity of the picture, while it will also make extensive use of virtual reality, augmented reality and other technologies to bring more immersive viewing experience to the audience. 3D creation is gradually replacing hand-drawn creation, which allows creators to improve the creation efficiency and reduce the creation cost, and increase the picture precision and integrity of short animation videos. Digital media has injected a new creation trend into short animation videos. Special effects and model rendering are used in the animation scenes to make the pictures more vivid and realistic, with visual effects that cannot be achieved by hand painting technology.

The emergence of virtual reality technology also makes the viewing experience of animation works more real and immersive. Through the use of VR devices, viewers can enter the virtual animation world, interact with characters and experience unimaginable scenes. For example, the 360-degree surround video recently launched by Douyin is also widely used in recent short animated videos. When people enjoy watching videos, they feel as if they are in the picture and have different visual experience effects.

6. Summary

Short video has become the main channel of information dissemination at present, and its application field is constantly expanding. Digital media art is being used more and more in the field of short video. The development of short animation video is becoming more and more perfect, and the government and major platforms have more and more policies and subsidies for short animation video, which has played a role in promoting the creation of short animation video. It is hoped that China's short animation video can more convey China's traditional culture and national beliefs, and contribute to the short animation video industry.

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