



# Education and Research on Animation Creation Based on Northeast Regional Culture

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## ARTICLE INFO

### Article history

Received: 20 July 2020

Revised: 27 July 2020

Accepted: 24 October 2020

Published Online: 31 October 2020

### Keywords:

Regional culture

Animation creation

Animation education

## ABSTRACT

With the rapid development of the Internet era, the way people get information is also changing. The way to obtain information becomes more convenient and efficient, so the effective utilization of mobile digital terminals can spread information more widely and quickly. Using animation as a medium to express cultural information through the Internet has become an important means of regional cultural communication. As creators and producers of animation determine the quality of animation, how to cultivate such talents has become an issue worth thinking deeply in the process of animation education. Therefore, this paper attempts to explore how to create animation based on the northeast regional culture and in line with the current social aesthetic awareness and development trend in the process of animation education and teaching.

## 1. The Creation Trend of Cartoon Combined with Regional Culture Is Formed

Animation has a long history in China, but the industrialization of Chinese animation is only more than ten years. With the development of science and technology and the Internet, new media animation has typical characteristics of cross-industry, cross-field and cross-discipline<sup>[1]</sup>. Recently, animation in the international community, including animated feature films, short films, art films, creative advertising, more and more add regional ethnic elements. For example, we know the movie <Coco>, which was inspired by The Brazilian day of The dead, and The Irish Christian animated short film “The

Secret of Kells>”, etc. The expression forms of animated films are also diversified in style, and the expression content is based on the national culture of various places. It is also a kind of understanding and expression of regional culture, and the ideological connotation expressed is also more and more direct and close to life. This proves that the understanding and application of regional culture have been widely concerned and recognized. At the same time, more and more Chinese elements are applied in the international community. Chinese directors and Chinese-language films begin to appear, which proves that with the development of the world, more and more people have come to know Chinese culture, changed their original prejudice about China, and obtained international recogni-

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tion, which has far-reaching significance.

Throughout the development of Chinese history and culture, the national culture in northeast China has obvious regional characteristics and features. Development and research of northeast regional ethnic culture means such as how to use animation to express and spread is feasible, and the internal can increase the degree of the people's national self-confidence, impact on the national culture heritage protection, foreign can strengthen spreading Chinese excellent traditional culture in northeast China, including our spirit of craftsmen, our excellent handicrafts, etc.<sup>[8]</sup>. Taking the Qing Dynasty established by the Manchu in China as an example, it contains many artistic contents such as clothing, costumes, handicrafts and folklore<sup>[2]</sup>. Therefore, taking the cultural study of northeast China as an example has extensive reference significance for cultural communication and expression by means of animation media.

## 2. The Transmission and Expression of Information and the Emotional Identity of the Audience

With the development of information technology, the new media with network technology as the core has gradually developed and expanded, and people's access to information has also changed in addition to the requirements of basic entertainment, animation quality has also gradually produced requirements<sup>[3]</sup>. As a means of transmission with dynamic picture effect, animation can convey information to a certain extent even in the case of silent films. This can help people to shorten the time to receive information and increase the amount of information in the limited time. As a distributor of animation production, it is no doubt a way to gain higher income, so animation as a communication medium is widely used. Data show that from 2015 to 2019, the overall scale of China's online animation market is increasing year by year, with an annual growth rate of up to 149%. In 2019, the scale of China's online animation market is close to 2.68 billion yuan, with a year-on-year growth of 95.6%<sup>[4]</sup>. This data shows that both the front end of animation production and distribution and the end of the audience have reached a consensus on the generation and acceptance of animation as a new medium.

In the case of the market demand for animation, we imagine that if we try to add the interpretation of traditional aesthetics in the animation production process, and add the embodiment of humanistic spirit into the story plot narration<sup>[5]</sup>. Visualized visual expression and indirect metaphor audience can better intuitively feel the

information conveyed through animation, thus generating corresponding emotional projection and identification. By using such means of communication as animation media, it achieves the function of intuitive information transmission, and at the same time continues the lyric characteristics of animation.

What we need to do is to deeply study the ethnic culture and intangible cultural heritage resources in northeast China. Identify appropriate expressions such as paper cutting, shadow puppetry and ink painting, and assist appropriate forms of expression such as 3D, 2D and hand-painted watercolor. Take the national culture as the core to establish the symbol characteristic and the symbolic mark which accords with the tradition. Taking <The Secret of Kells> as an example, it is a good reflection of religious culture. People who do not know this kind of culture can not only appreciate the animation, but also understand and be curious about The Irish culture so that they want to know more about The Irish culture, which is a good inheritance of national culture. Like this, in the form of animation creation in China is also in constant to try and explore, in the early days of the Chinese animation has emerged a lot of high quality animation, the national culture of China they had good symbolization of summary, in the face of these unique significance and depth of the movie, let people can not help but produce a lot of lenovo. Take Uproar in Heaven as an example. Whether or not Chinese people understand the unique symbolic meaning of uproar in Heaven, they can see the profound meaning of animation from different levels

## 3. How to Develop the Application of Animation to Northeast Regional Culture in Education and Teaching

As a product of the "Internet +" era, film is a more popular image art form. Different from the traditional image art, the research and analysis of its definition, classification, various popular elements, communication channels, ideal time and other aspects are relatively dependent on the big data base in the era of digital network<sup>[3]</sup>. Therefore, data analysis is needed before applying this idea to educational practice.

In The Annual Development Report of Chinese Cultural Industries in 2013, it has been pointed out that the state has launched the policy of strengthening the country with culture and encourages the integration of culture and science and technology. The integration of culture and science and technology has become the hot spot and highlight of the policy. The article mentioned the creativity,

appeal, and expression and communication power of art<sup>[6]</sup>. Therefore, the research on the use of animation to spread Northeast culture accords with both the industry development trend and the national policy orientation<sup>[7]</sup>.

Therefore, more and more people find that animation technology and their own fields can be combined to achieve a higher transmission effect. For example, early childhood education, language teaching, historical process deduction, scientific experiment operation process display and so on can be used in education and teaching. In school animation professional development for the cultivation of the students don't want to get to just stay in the technical aspects of animation, it requires that we start thinking about how to in the process of animation teaching not only focus on the cultivation of the technical level, more should also be considered through the technique of expression to improve potential on the cultivation of students

A strong youth means a strong country. Strengthening the study of national culture in the youth period is the cornerstone for increasing cultural inheritance in China's future. Meanwhile, as animation majors, their understanding of culture and artistic expression will influence more people. If we want to teach a culture to students, it is better to say that a culture will subtly influence students. First of all, a project can be set up for students to conduct research on northeast culture in groups. What is culture and what is northeast culture, just clothes and ornaments or ancient stories handed down? We can guide students in a directional way to get their own answers in the process of research. Of course, all the answers obtained here can be correct. Therefore, the next and important part is the guidance of teachers. At this stage, more than one teacher with self-cultivation and experience is required to explain to students. Guide students to correctly look at and understand the questions they have investigated, and do more case analysis. Only in this stage of profound understanding of the true meaning of culture can we think how to express this feeling. Of course, this kind of literary accomplishment can not be seen in a short time, but we should realize that this form of cultivation has a subtle influence on students' future.

Therefore, in order to solve the problem of cultural communication in animation teaching, corresponding subjects should be set up and gradually solved in the process of the completion of the subject. The last thing to consider is how to express ideas when you have them. This requires animation related techniques to solve, including but not limited to, color, composition, lens, and many other technical factors. Similarly, learning a skill does not

mean mastering a skill<sup>[9]</sup>. No matter what kind of teaching methods or innovation we adopt, the essence should not be forgotten and the tradition should not be lost. To lay a good foundation and practice basic skills is the premise to go higher and further.

#### 4. The Expectation of the Application of Animation Communication Culture in Teaching in Northeast China

In the future animation teaching process, how to improve students' aesthetic consciousness, artistic accomplishment and core technical competitiveness will be our key training direction and thinking. Faced with how to solve this problem, we are constantly trying different methods to improve teaching efficiency. For example, in the first grade to consolidate the basic knowledge, at the same time to enhance the students' literary cultivation and learn the research content of national culture. Students need to know that the creation of characters is not only about drawing images, but more about making characters tell stories. A character with a story is contagious. When students enter the second grade, they can try to create their own stories and characters, so as to find appropriate ways to express their own stories. It is also very important for them to personally experience the deeper expression beyond the picture. Through such training, students will finally find their own unique way of language expression, and at the same time, with their usual understanding of national culture research, they will be able to create their own era of characteristic animation<sup>[10]</sup>.

It is hoped that through these efforts, more students with high-quality core competitiveness in animation and art industry can be cultivated in the future. Through their efforts from generation to generation, they will eventually inherit and carry forward the beautiful culture and spirit of China.

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