

Animation Design Transformation Driven by Digital Media Art

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Abstract: Due to the rapid growth of information technology (IT), digital media technology is very important today, which involves all aspects of life. Animation has now become a cultural expression, and it also has an indispensable influence and function on animation design and digital media art, which will drive animation design to a broader development space. From the perspective of economy and science and technology, animation industry has also played a driving role in science and technology, and made use of the rapidly developing emerging science and technology. This article mainly analyzes the basic concepts of animation design and digital media art; Then, the transformation of animation design driven by digital media art is discussed. It is hoped that this research can provide some help for the practitioners in various animation design industries, and make the animation industry in China move towards the road of digital high-tech creation.

1. Introduction

With the growth of the times and social progress, China has made breakthrough progress in all major industries of market economy, and network IT is in a state of rapid development [1]. In people's life and work, digital media technology is everywhere, and people can see it everywhere. Moreover, in digital media art and animation design, people can feel the changes of the times brought about by technological progress [2]. Animation not only belongs to children, but also many well-made animation works with rich cultural connotations are worth watching and tasting by more people. However, at this stage, the single, boring and rigid animation works can no longer meet people's growing aesthetic level and spiritual pursuit. Therefore, in the post-processing of digital media, it is need to combine IT and IT to integrate digital media resources, so as to achieve better results [3]. Digital media technology has a very far-reaching impact on the field of animation design, which is not only reflected in the economic benefits of the market, but also goes deep into all aspects of people's lives. Therefore, it is an inevitable trend to be able to reasonably integrate with digital media art in the field of animation.

At present, animation has become a cultural expression of modern life, affecting people's lives [4]. Animation art works not only reflect the economic, political and cultural growth of the times, but also can feel the current stage of technological development through the design level of animation works. At present, the relationship between digital media art and animation design is getting closer and closer, and animation design is also based on digital media technology [5]. The direction of animation design needs the change of social environment, and perfect animation design must be supported by digital media art. Animation industry belongs to the core category of modern industry in China, and the design thinking and achievements of animation designers often have some elements related to the times [6]. Therefore, in the current state of digital media art occupying the mainstream of the times, the animation design industry will also be influenced by digital media art to a certain extent [7]. The integration of digital media art into animation design can make the traditional animation design mode subversive and realize the interactivity and efficiency of animation design. Based on this, this article first analyzes the basic concepts of animation design and digital media art; Then it discusses the animation design transformation driven by digital media art. In order to provide some help for practitioners in various animation design industries.

2. Animation Design

The predecessor of animation design is painting. When people make static animation “move” through IT, animation design behavior is completed. In the post-processing of the animation design of the animation designer's model, regarding the character design and scene arrangement, the characters and scenes in the animation should be truly reflected according to the principles of physics. In addition, new elements should be added to the animation to make the animation more interesting [8]. In the traditional animation design mode, designers will adopt the form of hand painting, and the whole process from animation design to animation modification is very difficult. In addition, in the stage of traditional animation design, many designers have innovative ideas and want the audience to enjoy a wonderful picture by watching animation, which can leave a deep impression on the audience. However, it is difficult to break through the calm style of traditional animation design in the actual process. At present, the animation field has occupied an important position in people's daily entertainment life. However, animation works need the technical support and assistance of digital media art to ensure the integrity of animation works. As a new art form, animation design bears a brand-new artistic structure conception. In the stage of animation design, adding digital media art is also an important artistic expression. Digital media art can broaden the design ideas of animation design and create conditions for the further growth of animation design industry.

3. Digital Media Art

With the continuous growth of the times, IT has undertaken most of the work of social and economic development and played an important role in the market economy system. Digital media art technology is to realize the transformation from the application of IT to media by means of IT in many disciplines, and to provide better and richer entertainment services for human daily life. The works of art that use digital technology to sort out and process information and use IT to spread can be called digital media art [9]. Traditional media technology has been greatly impacted in this situation, and digital media, a more integrated and diversified form, has completely replaced traditional media technology. The core of digital media art is the perfect combination of art and technology to present more perfect works to people. The rapid growth of digital technology has promoted the growth of digital media art to some extent. In practical application, digital media art forms are combined in various forms to form a new cultural form. For traditional art design, digital media art obviously has more advantages. More and more animation design software has been made, and animation design has also been reformed and improved.

The coverage area and communication space of digital media art are very extensive. Digital media art has many advantages, such as openness, interaction and so on. The combination of these advantages makes the expressions of digital media art more diverse and rich, and at the same time, various expressions can be combined and interspersed with each other. Compared with other digital media design, animation design is more complicated. Because animation design needs to consider the switching between characters and scenes in virtual space, and the design of various scenes is fluent, which requires animation designers to have rich artistic imagination and strong design skills. Relevant staff can design and complete excellent works of art by combining various forms, and better enhance people's enthusiasm and subjective will to watch animated works in daily entertainment activities. Generally speaking, animation design can not be separated from digital media art as technical support, and animation design can be presented to people more perfectly on the basis of digital media art.

4. Animation Design Transformation Driven by Digital Media Art

4.1 Digital Media Art Promotes the Growth of Animation Design

Under the digital media art design, animation design is booming, and it is constantly applied in various industries, opening up new fields. Animation design will bring a brand-new development

model to all kinds of industries, so that it can be carried out from a diversified perspective and complete a more perfect animation scene in the basic design conditions. In the traditional animation design, designers draw pictures by hand, and use manual painting to complete the changes between graphics. If changes occur, they need to be modified on the basis of the original drawings. Therefore, in the stage of making an animated film and movie, the traditional mode takes a lot of time and the workload of the staff. The appearance of digital media art has made a comprehensive improvement on this way. Animation design adopts digital media art technology, and replaces the traditional animation design with manual painting by using information science technology. This not only reduces the work difficulty of designers and the difficulty of making and modifying animation works, but also effectively reduces the consumption of human and material resources and improves work efficiency. Moreover, for some designers who have creative passion for animation and like animation, digital media art has also had a positive impact on it. That is, digital media art can change the way of creation, so that they can have more time to draw their favorite animation themes and play their practical value in the industry. The composition of digital media art design is shown in Figure 1.

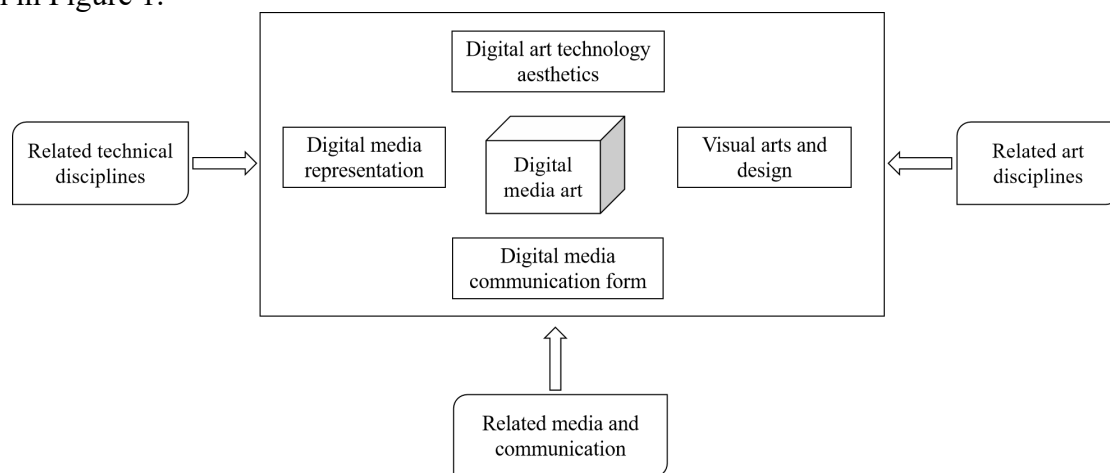


Fig.1 Composition of Digital Media Art Design

Traditional animation design pays more attention to designers' drawing ability and technology, while digital media art pays more attention to designers' design concept and direction. With the artistic blessing of digital media, animation works can constantly challenge themselves and present the beautiful images in imagination to a greater extent. Generally speaking, with the support of digital media art, animation design can set off the expressions and images of characters more vividly and flexibly, and make the audience more fond of animation products created under the new mode, which greatly broadens the development path of animation design industry and promotes the growth of animation design industry.

4.2 Add Animation Design Situation

With the deepening of the application of animation design forms and digital media art, the diversification and modernization of animation design forms are promoted, and the artistic taste of works is more distinctive. Digital media technology can combine images and sounds perfectly, changing the traditional animation design mode, and the animation design has also changed from a single image to a variety of pictures. The traditional design of animation is mainly hand painting, and the manuscript is scanned into the computer for integration. The appearance of digital media just makes up for this shortcoming in traditional animation design, and the manuscript can be modified and colored directly through computer drawing. The tiny part can enlarge the picture by multiple times and refine the details; The overall design ideas and concepts of the work can be fully reflected on the digital media art platform. This makes the final works more professional, and at the same time, it can attract more designers to participate in the animation design. Nowadays, on the basis of digital media technology, animation design is moving towards diversification. Digital media art can use its unique artistic composition structure to provide more application elements for

animation design field, and then make animation designers have more choices in the production process. Different types of animation design materials, through high-tech processing and digital media art rendering, create unexpected animation effects and enhance the artistic appeal of animation design. Moreover, many modern elements and artistic elements are effectively integrated into animation design with the help of digital media technology, which increases the artistic aesthetics and unique charm of animation design, is more easily accepted by modern society and audiences, and better shows the charm of animation design.

4.3 Enrich the Dynamic Effect and Innovation of Animation Design

With the improvement of information level and the increasingly rich spiritual and cultural connotation of people, people have higher requirements for the design content and artistic aesthetics of animation works. When the digital media art is born, the development perspective of animation design industry is also updated, that is, when the working hours are shortened, the core of competition in the design field will directly advance from efficiency to quality and innovation. Therefore, the current animation design industry has gradually begun to focus on innovation, and strive to regain the competitive position of the industry through innovation. Digital media art is a reform in the history of human art, which gives new life and new forms to artistic creation, artistic rendering and popularization. The animation design based on digital media art increases the dynamic effect in line with the modern trend, making the animation works more interesting and rich; By means of digital media art, the connotation of animation works will be further enriched, and animation design works will be given stronger and richer dynamic effect and innovation. Digital media art can make use of animation and more high-tech graphic conversion, so that the audience can have a stimulating feeling in the stage of watching, and even feel immersive. See Figure 2 for common elements of digital media animation design.

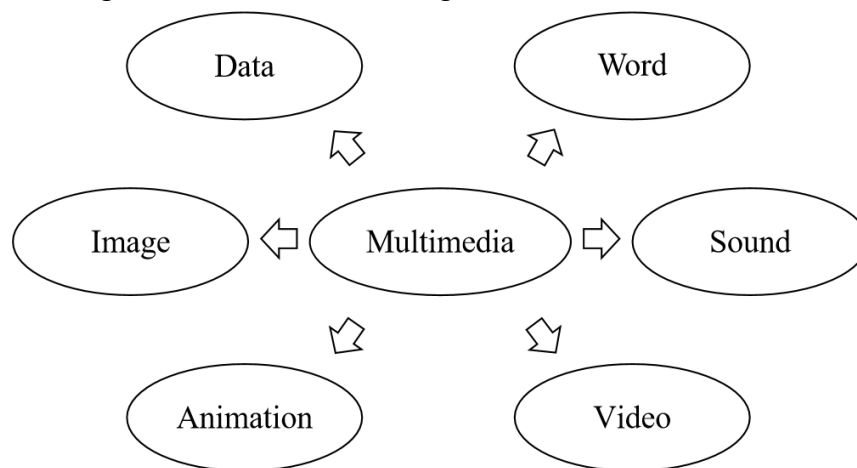


Fig.2 Common Elements of Digital Media Animation Design

Digital media art has brought designers a broader imagination and design space, and creators can imagine more complex pictures and plots without worrying about the extremely high requirements for painting technology in traditional animation. In addition, digital media art provides diverse artistic materials for animation design according to its unique artistic combination structure, so that animation designers can choose and match according to actual needs in the design process. The animation design based on digital media art makes the characters vivid and fuller, and many films also use digital media technology for animation design in the production process. Therefore, the animation design supported by digital media art is more in line with the high requirements of modern society for the artistic aesthetics of animation works.

5. Conclusions

The rapid growth of digital technology has promoted the growth of digital media art to a certain extent, and animation design has also been reformed and improved. Digital technology is a key

technical means in the growth of digital media art and animation design. The animation industry has also gained more development opportunities and brand-new vitality by using digital media art. In this article, the basic concepts of animation design and digital media art are briefly analyzed, and the transformation of animation design driven by digital media art is discussed. With the progress of the times, the application of digital media art technology in animation design works can greatly enrich the content form and artistic connotation of animation works, promote the deep growth of animation design field, and enrich the dynamic effect and innovation of animation design. Moreover, the integration of digital media art into animation design has made more young people give priority to animation products, promoted the growth of animation design, enriched and diversified animation design forms, made animation design have obvious artistic characteristics, and achieved more and more perfect design effects. On the basis of digital media technology, animation design is thinking about diversification. The animation design based on digital media art makes the characters vivid and fuller. I hope that in the future animation design, digital media art can play a better application effect and strengthen its influence, paving the way for the future growth of digital media art in animation design.

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