

Liaoning Red Culture Animation Product Design and Communication Practice

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Abstract: Red culture plays an important role in cultivating core socialist values and realizing the great rejuvenation of the Chinese nation. Liaoning red culture is profound, the spirit of the resistance, the spirit of the liberation war, the spirit of resisting the United States and aiding the DPRK, the spirit of Lei Feng are passed on from generation to generation. Liaoning Institute of Science and Technology Innovation and entrepreneurship projects "early mind" move "—— Liaoning red culture animation product design communication studio" mining Liaoning red culture connotation, for the youth red culture, with "content is king", innovative art form and transmission carrier, design and production series of red animation works, with teenagers ideological and moral construction, ideological training and socialist core values as the goal, achieve social benefits and economic benefits.

1. Introduction

Red culture is the sum of all kinds of material and spiritual wealth jointly created by the people under the leadership of the guidance of Marxism in the practice of the new democratic revolution, socialist revolution and construction, and reform. The party's 20th annual report pointed out that, "we should make good use of red resources, carry out intensive publicity and education on core socialist values, deepen education in patriotism, collectivism and socialism, and focus on training new people to shoulder the great responsibility of national rejuvenation." Red culture plays an important role in cultivating core socialist values and realizing the great rejuvenation of the Chinese nation. Red cultural resources are an effective carrier to carry out moral education. Every revolutionary relic, every precious cultural relic, every traditional lesson is a fresh teaching material, reflecting the revolutionary ancestors' lofty ideals, firm faith, patriotic sentiment of the light [1].

2. Spread the significance of Liaoning red culture

Liaoning, as the origin of the War of Resistance against Japanese Aggression, the turning point of the war of liberation, the material of the national anthem of New China, the birthplace of the war, the industry of the Republic and the birthplace of Lei Feng spirit, has rich red cultural resources. Liaoning red culture carries the lofty ideals and beliefs of Chinese Communists, contains excellent

moral qualities such as risking one's life, hard work and hard struggle, and is the source of strength for young people to set up lofty ideals and beliefs [2]. The red culture of "six places" in Liaoning is the precious wealth of the Party and the people, which has highlighted great significance in educating people. Further excavate the connotation of Liaoning red culture, innovate art forms and communication carriers, and help the young people in the new era to form a correct world outlook, outlook on life and values, so as to inherit the red gene and continue the spiritual blood.

3. "First mind" Move"—Liaoning Red Culture Animation Product Design and Communication Studio" project introduction

"First Mind 'Move"—Liaoning Red Culture Animation Product Design and Communication Studio" is the 2023 College Student Innovation and Entrepreneurship Training Program project of Liaoning University of Science and Technology. Liaoning province has a profound red culture. The spirit of resistance, the spirit of liberation war, the spirit of resisting the United States and aiding the DPRK, and the spirit of Lei Feng have been passed on from generation to generation here. In order to make good use of red resources, carry forward red traditions and inherit red genes[3], this project is aimed at spreading Liaoning red culture to young people, excavating the connotation of Liaoning red culture, designing and producing a series of red animation works with "content as the king", closely meeting the ideological and cultural needs of young people, innovating art forms and communication carriers, aiming at the ideological and moral construction, ideological cultivation and socialist core values cultivation of young people. Through the ideological spirit contained in a series of Liaoning red culture animation works, young people feel the great sacrifices made by revolutionary martyrs for national liberation and national independence, set up the ambition of studying hard and serving the motherland, and shoulder the lofty mission of continuing red blood and inheriting red genes.

4. Project implementation

4.1. Questionnaire of "Youth's cognition and demand for Liaoning Red Culture"

In order to deeply understand the current teenagers' attention, awareness and demand for Liaoning Red culture, the project team designed the questionnaire of "teenagers' cognition and demand for Liaoning Red culture". During January to February 2023, members of the project team distributed questionnaires to people aged 6-30 in many primary schools, middle schools, universities, enterprises and institutions in Liaoning Province. A total of 500 questionnaires were distributed and 467 were recovered.

According to the survey results, teenagers have not paid much attention, understanding and awareness of Liaoning red culture at present. For example, in the questionnaire, "Do you take the initiative to pay attention to Liaoning red culture", in "Do you know Liaoning red culture", "only 3% chose" very understanding", 21% chose" general understanding", 72%" not know much "and 4%" completely ignorant ". And from " What is your need for red culture communication?"In a survey results, we can see that teenagers have a high demand for Liaoning red culture. The contrast between low awareness and high demand makes the project team realize the necessity of Liaoning red culture communication.

How to let the youth group attention, understand the Liaoning anti-japan union, LiaoShen battle, Korean, lei feng's spirit of Liaoning red culture, feeling the spirit of Liaoning red culture, and can take the initiative to learn Liaoning red culture, consciously do Liaoning red culture heritage, is the project team of questionnaire survey analysis after the first thinking. A search of "Liaoning", "red culture", "animation" and "CNKI" found that although there are many related studies on Liaoning

red culture on the Internet, there is almost no literature involving Liaoning red culture animation works. On this basis, the project members, after brainstorming, agreed that the red animation can convey the red spirit imperceptibly through typical historical stories and vivid animation images, and influence the teenagers in the form of education, so as to train qualified socialist successors [4]. Therefore, the project team decided to spread the red culture of Liaoning Province in the form of animation favored by teenagers.

4.2. Liaoning red culture animation product design practice

The project team takes Liaoning red culture as the vision of communication, and the project team has an accurate insight into the current cultural and psychological needs of teenagers, and adopts animation, which is popular with young people, to design and produce animation products in the form of series of films. Since this project is in the initial stage, it temporarily selects "Liaoning Anti-Japanese Alliance", "Liaoshen Campaign", "Anti-American Aid and Aid Korea" and "Diary of Lei Feng" from the "six places" red culture of Liaoning to form four series. It is expected that each series will contain 5-8 small red animations with a length of 3-4 minutes, which fits the characteristics of the current fast-paced lifestyle and fragmented information age.

4.2.1. story script creation

Members collected information around the four themes of "Liaoning Resistance Alliance", "Liaoshen Campaign", "Fight against the United States and Aid Korea" and "Lei Feng Diary", and focused on those poorly known figures and events. For example, when it comes to the Northeast Anti-Japanese Union, most people will think of Yang Jingyu, Zhao Shangzhi, Zhao Yiman, and other famous heroes, and there are many heroes who are not well known by people, such as Tang Juwu, Li Zhaolin, Miao Kesxiu and so on. For example, Liang Shiyong, a special hero in the Battle of Jinzhou, used the last seven seconds of his life to fight for the opportunity to attack again. These heroes shed their heads and blood for the victory of the revolution. Their firm faith and heroic deeds are also the precious spiritual wealth of the Chinese people, so the project members believe that it is particularly meaningful to carry forward and spread their spirit and deeds.

After determining this creative purpose, the members drafted the title according to the collected information, detailed the story plot, and initially wrote the text manuscript. After discussion and modification, then write the shot script according to the script, which pays special attention to the text description to have a strong sense of picture, so as to facilitate the subsequent cartoon drawing work.

4.2.2. The story is decomposed

Based on the shot script, the project members conceive and describe each scene map, including characters, environment, plot, events and other elements. Take "the last seven seconds" as an example, "Scene 1" needs to draw the Liaoshen Campaign memorial hall, the narrator, the students, the blasting cylinder residue in the display case, etc. In the winter of 1946, in the same line, the picture gradually changed to Liang Shiyong turning back, showing a very happy expression. The main characters are Liang Shiyong, Huogang people, PLA officers and soldiers, etc., and draw relevant scenes and dialogue pictures one by one.

4.2.3. Complete picture drawing

The main task of this stage is painting. First, draw a sketch with a pencil, then modify and perfect it repeatedly, and then color it again. Taking the "last seven seconds" as an example, the first

scene includes the Liaoshen Campaign Memorial Hall, the narrator's explanation, the students' reaction, the close-up of the display case, the blasting cylinder fragments in the display case, etc. In scene 2, there are mainly the gang in 1946, where the people talked with Liang Shiyong, and Liang Shiyong talked with the superiors. The characters drawn mainly include the people, Liang Shiyong, superiors, etc. The ultimate goal of painting is to make a video, so each scene is drawn with multiple pictures to cooperate with the behavior and action of the characters.

4.2.4. Make animated videos

In this stage, we will screen, repair, improve and dynamically transform the previously drawn images. In the process of sorting out, it was found that many pictures were completed by the division of labor, so the style was not unified. In view of this problem, the members use hand-painted board and other equipment to carefully modify the lens picture, so that the picture style to achieve a unified effect.

Then there is the dynamic conversion of the static picture, namely the video production. In order to make the work have a sense of film, the form of the pilot film at the beginning, fascinating and with a sense of advanced. Next, with several frames of material pictures and sound of film and TV series, combined with the original pictures and dubbing produced by the project team, a pilot film of tens of seconds is placed to the beginning, and then the name of the film is introduced. The whole operation process makes the video very shocking.

4.2.5. Add the post-production dubbing

Students whose sound characteristics fit the character were invited to voice the video. The project members required the dubbing students according to the story script, video picture and overall design. After repeated rehearsals, the timbre, sound quality, volume and even feeling fully meet the requirements of the character setting.

4.3. Practice of Liaoning Red animation Communication

With the promotion of animation product design and production of animation products, the project has entered the stage of communication practice.

4.3.1. Network communication

The use of new media technology, linkage "two micro end a shake", with the help of a powerful Internet to form a communication offensive. Create the studio official account, open the studio microblog, TikTok number, etc., and carry out online publicity and promotion in the early stage of the project. After a certain audience attention, release the trailer and feature film produced by the project team to try, and the paid viewing and advertising placement can be implemented in the later stage. In the process of spreading the red culture of Liaoning province network, let the young people review the red history of Liaoning province, understand the stories of Liaoning Communists, and deeply bury the red seeds in their hearts in the infiltration of knowledge and action.[5] At the same time, paid viewing and advertising placement can also bring certain economic benefits to the studio, supporting the subsequent video design and production and the normal operation of the future studio.

4.3.2. Field publicity

Project members go to large, middle and primary schools to conduct field publicity, and cooperate with interested schools. In June 2023, the project team applied for the "Internet +"

Competition of Liaoning Province and participated in the activity of "Youth Red Dream Building Tour". Members of the project team went to the middle and primary schools of Benxi High-tech Industrial Development Zone to publicize Liaoning red culture, to improve the understanding of primary and middle school students' red culture in the six regions of Liaoning. In some classes of Benxi No.10 Middle School and some classes of Benxi Senior High School, the "last seven seconds" and other animation videos produced by the project team members aroused warm response from the students and aroused their interest in Liaoning red culture. Communicate with relevant responsible personnel of the school, cooperate through joint activities and regular publicity, expand the influence of the project, and prepare for the promotion of red animation products. The red culture knowledge competition will be held on the campus of Liaoning University of Science and Technology, and the lottery with prizes is adopted to attract many college students to actively participate, actively pay attention to the public account and microblog, to further understand the red animation products.

5. Conclusions

As a new art form and communication carrier, red animation makes red culture promoted and spread in a more lively, vivid and vivid way, and has incomparable advantages in the process of red culture communication. Liaoning college of science and technology in 2023 college students 'innovation entrepreneurship training program "early mind" move'—— Liaoning red culture animation product design communication studio" by making original animation works spread Liaoning red culture, enhance youth red culture confidence, the red culture accumulation into youth group inner value orientation and cultural spirit.

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