

Panel A4

Sala Emiciclo

National Experiences in Animation I: the Far East



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The Hope of Chinese Animation

China is an ancient country with long civilization and history, it occupied the leading position of the world in many fields. Chinese animation is a collection of literature, art, new media, film art comprehensive discipline. The charm of the animation enable it to have a myriad of audiences. With the development of technology, the quality of animation is also ascending.

Today animation has gained a good reputation on the international market, the definition of animation is constantly refreshed by animation from various countries especially the Disney Dreamworks animated film in the United States. We can see all kinds of cartoons on screens, people's pursuit has shifted from technology to the content and form of expression of the film itself.

But in China, animation has only on the most superficial technology, content is not interesting enough, and even vulgar. Why is this? Chinese animation is not without glory, *Three monks*, *The great heaven* and so on many unique animated with good content, but where is the problem?

One of the most important reasons in Chinese animation industry: Education. There are some obvious problems, from my point of view:

First, exams do not fit the real use. Many college students in the exam did not know what animation is, just for the sake of earning a good university to make strategy. Often in the school, found no interest, so most people won't be engaged in animation industry after graduation.

Second, the teaching content does not cater to demand of the market, at the university of course many bells and whistles, students can't create their own stuff out of their thoughts independently, or not to be familiar with the animation process, as a result, many students who want to make contribution in animation field can't even find a job.

Third one is on a derivative result, because many companies can't find qualified students they want, so some professional technical schools began to cultivate specialized training to animation company pitchman, but these students only know the very basic animation processes and more importantly, the cultural knowledge, they are lacking it.

Fourth, China is on learning phase, the animation education is also in the learning phase, faculty, teaching resources is also a big problem.

Of course, this is not only the problem of the animation education, but also has a lot to with the immature animation industry chain. So according to these problems, I put forward my ideas and suggestions.

First of all, to cultivate the students' interest, let them know what is the movie, the charm of animation. Let students attracted to animation, like the animation specialty, so as to ensure that in the future decades can also be interesting to promote the animation industry. Second, many different areas of talent cultivation, not only need to do animation, animation industry and surrounding the animation industry, marketing, animation import and export as well as the animation education and so on, according to different specialties, cultivate professional skills, not in the market. Third, and I ask you animation people with help, China is at a learning stage. We should learn from each other, make progress together, we should promote each other the opportunity to learn a lot, use more resources to study good animation technology. With Chinese cultural characteristics of the Chinese school of animation creation. Also, we can push the progress of the entire animation.

We divided into two points, simply to say the education of animation

First one: the degree of performance control and rhythm grasp

The challenge lies in the animation scale, small scale make the audience feel stiff and rigid, large scale will seem too exaggerated. How to make performance convey aesthetics feelings and reflects the characters' qualities and the motion rhythm in plot. First, we should distinguish the difference between the film and the animation during the education, let the students understand the unique in animation and animation performances. Schools should provide open space for students to maximize the performance of animation and imitate classic animation story, and then create a new form of performance, use their own way to reproduce the story. Only through facial expressions and gestures to express a variety of emotions. And lead the students to visit the animators working environment and process with each other.

Second one: Chinese style performance

For example, Chinese animation performances have not been put much weight. The action is rigid, the expression is exaggerated stiff, usually there are delicate emotional expression. Some good films will copy Europe's animation, using Chinese cultural plot with western style expressions. How strange this combination is? I think the animation performance education to start from the people and the plot itself. Like Chinese classical animation *Three monks* and *Havoc in heaven*, they add traditional opera elements. With background music, the protagonist to meet their performance.

The exaggeration of the animation performance is not to exaggerate the action, but to enlarge the features of the character. Chinese have a lot of traditional cultural performances, drama, opera, shadow play, even the form of paper-cut are valuable resources that can be used in animation. We let students learn and imitate the traditional culture of the performance of the form to compare the performance of European and American animation style, respectively, with two different styles of interpretation of the reproduction of the classic animation. Compare various form and blend Chinese style with foreign style.

Biography

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Hello, everyone, my name is Qian Zhang, and I am from China. Now I am a first-year master student in Tianjin University studying Animation. I got my bachelor degree of Animation from Tianjin University too. I like movies, including all kinds of different styles of animation films, and I have been overwhelmed by those foreign sophisticated animation technologies which really give me a strong impetus to study abroad. My undergraduate graduation project was to make a different form of several frames and 2-Dimension animation in which I designed different plots including the relationship between a father and a daughter, traditional Chinese medicine and news to represent Chinese culture. During the process I 've also accumulated a lot of animation skills and experience, for example, the design of the characters, especially the combination of use, and so on. This is a valuable experience, also for later can lay foundation for my further study in this field.

I think one of the most important reasons of success for other countries' animation is that they can combine their culture and their own aesthetic into their film and create a distinct style. Therefore, only blend our country's unique culture symbols into the animation can we make Chinese animation features. I really hope we make a new batch of pitchman, set or plot according with Chinese traditional culture of animated cartoon. I will also pay a lot of attention on the combination of Chinese folk art and animation, such as paper cutting, shadow play, woodcarving, various forms of artistic style, not only can it enrich animation form, but also blend Chinese traditional culture in animation. The rich subject matter and form of the animation at the same time, also can inherit and carry forward the traditional culture.

I really love movie, and I hope to get a chance to learn about it with foreign friends, finally, my sincerely blessing, happy New Year!