Based on the Aesthetics of Film and Television: Animation Scene Design

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Abstract: Since the rise of China's economy, the pace of technological development has accelerated, and the entertainment industry has achieved significant success. With the continuous development of digitalization, people have gradually paid attention to the development of animation. The scenes, plots, and characters in animation have a mutually supportive relationship, and they influence each other. The character positioning and plot development in animation are foreshadowed by the scene design. As the scene design plays its role, the audience can better observe the changes in the emotions of the animated characters and the positioning of the time and space dimensions of the animation plot. China has a profound national cultural heritage, and incorporating ethnic elements in animation scenes can better express the ethnic color to the fullest.

Keywords: Film and Television Aesthetics; Animation; Scene Design

1. Introduction

Compared with other countries, the development of animation production in China is still relatively short, and its competitive strength and industry influence are far from those of developed countries. In recent years, with the development of technology and economy, the production level of Chinese animation has achieved a qualitative leap. However, when looking at the overall animation works, the entertainment and artistic values contained in them are still insufficient, and they have not yet reached the practical significance required by the progress of spiritual civilization. Relatively speaking, there is still a certain degree of backwardness, waiting for further research and expansion.

2. The Significance of Scene Design in Animation Production

Scene design in animation production is indeed an artistic expression form. Although it is not a real painting art creation and has limited space for free play, it can contribute to the animation production process and lay a solid foundation. Animation scenes not only include individual shots and landscapes but can also link multiple shots and create a timeline. They play a crucial role in the narration of the entire plot, the development of the story, and the shaping of characters. To make animation outstanding, not only does it require rich character design, but it also needs perfect scene design to enhance the expressiveness of the animation, set off the characters, and render the atmosphere. Therefore, scene design is of great significance to animation production. The following will analyze its significance.

2.1 The significance of scene design for animation characters

In film animation works, there is an inseparable connection between characters and scenes. Scene design is based on characters, and the expression of characters' psychology and behavior is based on scene design. The scene can play a metaphorical role, subtly shaping the characters' image and personality, and then presenting it to the audience. It is evident that the premise of scene design for character personality shaping is the audience's psychology. Considering the psychological needs of the audience and the shaping of character personalities, to further pursue the fullness of animation characters, animation scene design often highlights characteristics by endowing various natural elements such as architecture, mountains and rivers, sky, animals, and plants with unique features. This enables the audience to understand the characters' personalities and social status more easily, fully demonstrating the role of expressing emotions through scenes and setting off the subject. For example, in the classic animated film "The Lion King," the scene suddenly

changes when Simba is about to appear. The dense, lush forest and towering mountains set off Simba's appearance better, instantly presenting Simba's image in the animation plot, which is clearly a resolute and domineering king.

2.2 The significance of scene design for animation plot

Generally speaking, the essential components of an animation plot are the occurrence of the story, the development of the story, the conflict of contradictions, and the climax. The premise of scene design is the development of the plot, and designing around the plot's development can provide the most reasonable time and spatial dimensions for the entire animation work. After fully utilizing the metaphorical function of the scene, the ups and downs of the plot become more attractive. For example, American Disney series animation works rely on scene design to set off the plot, and the scenes they present are mostly characterized by simplicity and grandeur, making the artistic effect of animation works more appealing. In contrast, Japanese animation film production focuses on the delicate expression of scene design and the depiction of details. Representative works include Hayao Miyazaki's "Spirited Away," which features unique Japanese elements, such as the medicine bath sign and red corridor pillars in the animation scene. These scenes set the atmosphere of the plot well and facilitate the progress of Chihiro's mysterious journey, playing a good role in promoting the plot.

3. Applying Chinese National Culture in Scene Design

Since the founding of the People's Republic of China, the country's animation industry has embarked on its development journey. Initially, Chinese animation heavily borrowed from American animation. However, Chinese animators later found their unique characteristics and abandoned American influence, focusing on incorporating China's unique national elements in various aspects of animation. This period can be considered as the golden age of Chinese animation, showcasing various characteristics in different aspects, such as theme, cultural connotation, expression, and humor.

3.1 Endowing Animation with Special Meaning

The rich cultural resources of China provide abundant inspiration for animation creation. By incorporating magical realism in animated scenes, the atmosphere of the story can be enhanced, and the emotions of the audience can be better engaged. This leads to a fuller development of the story and more three-dimensional characters. In addition, the incorporation of national elements in the scenes can be reflected in various aspects such as architecture, clothing, and hairstyles, helping to define the animation's style and assist in the portrayal of the characters. For example, in the animated film "Monkey King: Hero is Back," the scene design and changes in the appearance of Nezha, Tota Heavenly King, and others not only elevate the visual effects but also indirectly depict the characters' personalities. Overall, the inclusion of national elements in scene design can effectively promote the animation.

3.2 The Display of National Elements in Scenes

In high-quality Chinese animated works, national elements are often prominently displayed, making the audience deeply appreciate the cultural experience. This can be observed in the movie "Nezha: Birth of the Demon Child." The animation's scenes can be roughly divided into three categories: the world of gods, the world of humans, and the world of paintings.

First, in the human world, national elements are incorporated into various aspects of the characters' lives. Most of Nezha's growth, life, and battles take place in Chentang Pass, which serves as the main setting. The scene design focuses on depicting the bustling streets, with detailed portrayals of bluestone roads, street-side stalls, and street vendors reminiscent of the famous painting "Along the River During the Qingming Festival." Similar to the painting, the design of houses, streets, windows, and doors in the human world scenes features distinct national styles, such as lattice windows, wooden doors, bluestone roads, and flying eaves.

In the divine world, scenes are designed to showcase the vast and mysterious space with layers of soft, rich clouds, creating an ethereal atmosphere. This is similar to how the character Taichi Zhenren appears infrequently and unpredictably.

Lastly, in the world of paintings, due to Nezha's identity and his parents' restrictions, Nezha turns to "The Rivers and Mountains Scroll." In this world, the space is free to create and modify, as long as one has the "Pointing Jiangshan Brush." The painted world features landscapes such as mountains and waterfalls, displaying national elements and reminding the audience of the legendary Shenbi Ma Liang. From Nezha's perspective, the world inside "The Rivers and Mountains Scroll" is a carefree playground, full of national elements like the brush and scroll, presenting a unique national charm to the audience.

3.3 Disseminating National Aesthetic Values

By incorporating national elements into the animation scene design, the aesthetic values of China's national culture can be vividly displayed. In terms of disseminating aesthetic values, the primary target audience includes people from different cultural backgrounds, i.e., international viewers. Animation, as a medium, can effectively convey culture and aesthetics. Audiences from different cultural backgrounds can learn about Chinese culture through animation. In this era of cultural diversity, the globalization of Chinese animation is an inevitable development trend, and the dissemination of China's national aesthetic values is of great significance.

4. Conclusion

Although China's animation production and development history is relatively short, and its competitiveness and industry influence are not as strong as those of developed countries, China's animation industry has made better progress in recent years with the development of technology and economy. Through research and analysis, it can be concluded that Chinese national elements are rich in meaning, and there is no need to simply copy other countries. The scene design of Chinese animation can achieve better development by incorporating national elements.

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