

Inheriting Anhui red culture is committed to digital animation creation research

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Abstract: The integration of Anhui red culture resources and digital animation creation research aims to excavate the multiple meanings in Anhui red culture resources and transform them into artistic language for expression, so as to improve the communication effect of Anhui red culture. Based on the vision of the protection and inheritance of cultural heritage, combined with the characteristics of Anhui red culture and art, in-depth mining of cultural elements, the use of digital animation technology to reshape its artistic form and expression techniques, to give Anhui red cultural elements a new visual presentation way, to find a set of modern digital animation technology to create Anhui red animation new ideas.

Key words: Anhui red culture; Digital animation; Short film creation

In the new era of great cultural prosperity and development, carrying forward the spiritual pedigree of Chinese Communists with the great Party building spirit as its source and effectively using red resources are the key to implementing the thought of socialism with Chinese characteristics in a new era. In recent years, “red” has always accompanied China’s cultural development, and various patriot-themed film and television works have been highly praised. As an emerging art and cultural media, digital animation has become a good channel to carry forward red culture. Red animation effectively transmits ideology and positive values, especially in 2021, the 100th anniversary of the founding of the Communist Party of China, and animated short films around the theme of “telling Party history stories” have become a highlight of online communication. From the development trend of the animation market, Anhui red animation needs to be further expanded in terms of dimension and depth, and the integration of digital animation and Anhui red culture will bring broader prospects for development.

1. Characteristics and advantages of Anhui red culture resources

Anhui is an important base where the Party led the people to win the revolutionary War during the Revolutionary War. Its rich and diversified red cultural resources enjoy a high reputation in China. Anhui red cultural resources contain rich revolutionary history, heroes and touching stories, etc. These precious spiritual wealth are of great value to the development of modern society.

As an area where the New Fourth Army was active in the Anti-Japanese War, Anhui was an important battlefield where the army of Liu and Deng stood thousands of miles close to the Dabie Mountains, the Huaihai Campaign and the Crossing River Campaign, etc. Many red historical relics are still preserved today. In the period of the New Democratic Revolution, Anhui was the area where Marxism and party organizations were established earlier. It became an important founding site of the Chinese Workers’ and Peasants’ Red Army and the center of the Hubei-Henan-Wan Soviet Area, where the Red Fourth Front Army was born and assembled. In the process of socialist revolution and construction, Anhui was the core area of “governing Huai River”, and the Pishihang water conservancy project was built. During the period of reform and opening up, Anhui was the birthplace of rural reform and tax reform. Xiaogang Village took the lead in implementing “big contract work” to solve the problem of food and clothing for farmers. At present, all sectors of society are actively carrying forward, inheriting and disseminating China’s excellent traditional culture, transforming it into the national spirit and national cultural gene. Anhui’s numerous red resources have confirmed its unique revolutionary history and become an important carrier for the development of red animation works with Anhui characteristics.

2. Feasibility and necessity of red culture dissemination and digital animation fusion

Red culture should be based on the starting point of The Times, use diversified ways of cultural expression and modern technical means to seize the market, and reduce the superficial sloganistic propaganda. Digital animation is an important carrier to reflect cultural confidence. It is necessary to strike a balance between serious themes and entertainment of animation, and reach the cultural spirit of the audience in a vivid and credible way, so as to achieve the perfect integration of the characteristics of the era of animation and the spiritual connotation of red culture.

It is the current trend of cultural development to use digital animation technology to inherit and recreate Anhui red cultural resources. As a dynamic image medium, animation has unique advantages in communication, imperceptibly affecting the target audience. Scientific use of the above features can make animation an indispensable force in the dissemination and education of red culture. The new generation is the main consumer group of animation, and animating the historical stories of the Red Revolution will make it easier to capture the target audience and better promote and spread red culture. Make use of red culture and animation economy to form a joint force, expand its communication channels, create a dominant brand of red animation, and build a red animation industry chain with regional characteristics.

3. Reconstruction of Anhui red culture in digital animation creation

Reconstruct Anhui red culture in digital animation creation, create animation theme around red culture, rely on the spirit of “Dabie

Mountain”, “Red Boat” and “Wangjiaba”, and integrate the core value of red culture into animation creation. The use of digital technology to reproduce and reproduce historical figures, buildings, landscapes and various historical war scenes, etc., to guide the audience through time and space, immersive experience of history.

3.1 Activate Anhui red gene to promote humanized theme transformation.

The battles, stories and dramas in Anhui Red culture do not reflect the local spirit and values. The creation of red animation scripts requires in-depth study of a large amount of relevant historical knowledge and background, a correct understanding of revolutionary history, and the promotion of positive energy. Starting from the revolution, find out its spiritual connotation, carry out deeper historical research, inject the red gene and revolutionary spirit into the creation of digital animation, and give it a new era significance.

Animation scripts should tell the story of the Red Revolution from multiple narrative perspectives, creatively adapt, innovate and activate revolutionary stories and heroes, etc., and fit in with the concepts and aesthetics of contemporary audiences. Starting from the perspective and emotions of small characters, some small plots should be created to enhance the story, and integrate the real history and revolutionary ruins. The subject matter of the work should reflect the characteristics of humanity and respect the emotional narration of real experiences, so that it can be closer to the audience and trigger emotional resonance. The development of animation plots should respect the archetypes of life in The Times, interpret revolutionary history with new audio-visual forms, while inheriting the national spirit of self-improvement and vigorous development. Anhui local cultural elements provide direction and inspiration for digital animation creation, enrich the creation theme, style and form, promote the innovation of animation content and form, and make the objects and images carried and expressed by animation have a strong cultural color.

3.2 Reshape the image of Anhui red heroes and optimize the realistic role modeling.

In red animation, the shaping of hero characters is the key to creation, and the characterization and individuation of character images directly affect the recognition of works. Extract the typical from many revolutionary historical prototypes, and use symbols to express the role image and the spiritual connotation of the role, so as to enhance the audience’s visual memory points. When shaping the characters, it is necessary to respect the authenticity of history and dig deeply into the stories behind them. Use realistic style to depict characters, moderately simplify reality, pay attention to freehand modeling, make the character image more full and three-dimensional. Hero role shaping should start from the historical background of the characters, dig out the personality details contained in the small characters, so that the shaped red animation characters are more prominent characteristics and close to life. Before designing the image, we must first determine the style characteristics of the character image according to the design concept, and repeatedly refine and refine the appearance, clothing, facial features and expressions of the character, so as to collect the original materials needed for the design and modeling of the relevant role. Secondly, from the aspect of appearance and character characteristics, differentiated personality shaping, and strive to avoid excessive beautification or perfect stylization; Thirdly, the use of plastic arts to draw the sketch or outline of cartoon characters, re-examine and process, and create a more representative and appealing hero role image. While showing its revolutionary heroism, it should also integrate the ideological concepts of the new era to create a more empathic cartoon character image, and pass on the red spirit.

3.3 Integrate Anhui regional elements to create visual scene modeling.

The setting of animation scenes usually represents the visual positioning of a certain time and space, so that people can have more understanding of the historical background, era style and national culture and other characteristics of the event. The red sites such as the site of the southern Anhui Incident, the anti-Japanese base area of Wanjiang, and the former site of the military headquarters of the New Fourth Army are chosen as the basis for creation, reflecting the sense of historical times and creating “reality”. The scene design should reflect the detailed texture of the environmental structure in an all-round way, restore the real landscape of the war and the tone of the environmental atmosphere, and enhance the atmosphere of the story’s emotional color, so that people have a sense of representation. Whether in terms of layout or modeling design, it will play a decisive role in the overall style of animation, setting off and reproducing the vivid and fresh hero character image.

From the perspective of visual style, it is necessary to comprehensively study the red cultural elements in different historical stages of Anhui, including details such as shape, color and structure, and strive to maintain the balance between tradition and innovation. Various scenes, props and shapes constitute a variety of cultural symbols, conveying different cultural information. For the natural environment, we should pay special attention to the setting of specific years, regions, vegetation and seasons, and the setting of perspective, tone and light effect should conform to the natural and true performance of the plot as much as possible. In red animation, pay attention to the internal connection between the scene and the connotation of the animation, and highlight the unique and unique red cultural value.

3.4 Develop Anhui original red animation music and endow the atmosphere with auditory symbols

It is necessary to increase the investment in the original animation music, to clearly understand that the animation music is for the animation service, to carry out the creation of original music related to the plot around the animation. In the creation process, music is given a certain meaning, from the music can be perceived the development trend of the story plot and the atmosphere of the story. The background music of the red theme animation should reflect the distinct regional characteristics and the characteristics of The Times. Anhui folk songs and folk songs, which are characterized by the coexistence and compatibility of the northern and southern styles, can be adapted or applied to the red animation, while the animation soundtrack and dubbing with the color of The Times are an important way to have a greater impact on the audience. Widely sung animated songs are the best means to promote the red culture. In addition, the use of dialects with regional symbols in the personalized dialogue of cartoon characters can make the works more suitable for Anhui’s cultural characteristics. Combining

the customs and local customs of different regions in Anhui and the current popular network language, different versions of dialect dubbing are produced, so as to make the animation characters more real and full, and at the same time, the audience can have a strong sense of substitution.

4. Digital animation inheritance and communication innovation path of Anhui red culture

4.1 With the help of new media, expand the publicity channels of red animation

Strengthen the integration of media resources, build a red culture communication system, and enhance the soft power of national culture. Red animation provides users with information and entertainment services through a variety of media such as mobile media and interactive network TV, crossing the boundaries of communication time and space to accurately communicate the target audience. In order to improve the effectiveness of information dissemination and provide more high-quality spiritual and cultural products for the audience, especially the youth group, it is necessary to analyze and feedback information in a timely manner and improve the means and methods of information dissemination. Online video creation platforms such as Douyin, Bilibili, XiaoHongshu and wechat public accounts, which are popular among young people, are used to produce propaganda short videos to improve the effectiveness of information dissemination and meet the needs of young people. At the same time, offline activities such as animation exhibitions and red animation festivals will be organized to expand the influence of young people. Comprehensively consider the content, form and media means of cultural communication, integrate media resources, establish a red culture communication system, and expand the breadth and depth of communication.

4.2 Develop derivative products of red culture and creativity

It is necessary to raise the cultural and creative derivative products developed around Anhui red culture to the pillar of Anhui cultural industry. Extract unique elements and spiritual values from Anhui red culture, combine the natural scenery and customs of Anhui charm with modern innovative and creative design concepts, and customize the cultural and creative derivative products with outstanding personality and rich red heritage.

To build a red animation brand and inject strong cultural awareness. Create Anhui red animation IP, share IP authorization model, promote the linkage between IP and the whole industry, carry out multi-category cross-industry authorization cooperation, integrate with red tourism, enhance the sense of interactive experience, and meet the diversified needs of consumers. Establish a sales channel system of red animation derivatives in line with Anhui characteristics, combine the content of the work with the form of animation, meet the needs of the audience, and win the market competition. Carefully refine the red culture, create a good brand, and attract the public to participate in market competition. Build a spiritual product system of "red culture", promote the construction of "Red cultural and creative" series brands and industrial projects, establish original animation brands, and explore a comprehensive and radiant complete animation brand and marketing system with its core. Actively promote the healthy development of Anhui original animation, contribute to the promotion of Anhui regional red culture, promote the development of modern red economy and spiritual civilization.

4.3 Create red animation industry chain with Anhui characteristics

With the help of TV, Internet and other media platforms, expand the influence of red animation characters, and authorize agents to develop derivative products, expand clothing, toys, food and other industries, and achieve more market packaging and value transformation. IP will rely on the influence of Anhui red culture, online and offline play a huge drainage effect. It will develop cultural and creative industries such as mobile games, AR experience, red industrial park, IP themed format store, theme park and toy surrounding, set up Long March book bar, red education and training center, etc., create a number of red new formats with distinctive characteristics, and promote the development of Anhui cultural tourism, cultural and creative industry and real economy. To realize the mutual promotion of Anhui red culture communication and animation industry, the deep combination of red culture and local economy, the organic integration of red culture education, red animation entertainment and local red tourism economy, forming a high value-added, green and environmentally friendly red animation industry chain, and becoming a new engine to promote the high-quality development of Anhui's economy and society.

Epilogue

At present, China's red culture consumption is undergoing a major transformation, developing towards high-quality, diversified and multi-level direction. In order to inherit and carry forward the red cultural heritage, we must inherit and carry forward its unique value and spirit, and dig deeply. Red animation, in the form of digital narrative, plays an important role in the continuation of the red spirit, bears the heavy responsibility of demonstrating the country's soft power, and is a powerful tool to carry forward the red culture and spread the red spirit. The overall development of red animation shows a spiraling trend, rooted in the cultural ecosystem in the form of open development, creating works with a sense of historical responsibility and characteristics of the new era, and awakening more public awareness. The development of Anhui red animation has not only promoted the prosperity of red culture, but also promoted the spread of positive energy such as local folk art and party and government current affairs culture. Anhui animation can only continuously innovate, actively explore the artistic charm of red culture, integrate into The Times, and realize the perfect combination of The Times and red culture. Only in the future digital animation can it play a greater role, assume the positive propaganda and education function of revolutionary history, and accelerate the leap-forward development of a culturally strong province.

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