

Inherit the excellent traditional Chinese culture, vigorously develop the two-dimensional computer hand-drawn animation in higher vocational colleges and universities

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Abstract: This topic is under the guidance of modern educational concepts, with the actual production of two-dimensional animation in today's colleges and universities of different methods as a starting point, in-depth analysis of the reasons and future development direction. Today's higher vocational colleges and universities animation production technology majors are enrolled in the cultural course students, generally no art foundation, and the production of two-dimensional animation can not be separated from the ability to draw, so we need to increase the cultivation of drawing ability. Most of the animation majors in undergraduate colleges and universities use hand-drawing to produce 2D animation, while most of the animation production technology majors in higher vocational colleges and universities produce simple AN animation. No matter what form of students, eventually need to produce animation short film to end the course to graduate, during which can also produce hand-drawn animation picture book. Art students are also derived from cultural students, the key is the leadership of the decision-making and the level of professional teachers, and can not be generalized. We should give full play to their own specialties and characteristics of the excellent national traditional culture, deep processing and wide excavation, so as to produce excellent works, which is exactly where the goal of our animation teacher teaching.

Keywords: Animation, Chinese Excellent Traditional Culture, Higher Education Institutions, 2D Computerized Hand Drawing

I. Introduction

At this stage, China's economy is developing at a high speed, people have more and more rich material conditions, and then they need rich spiritual food. As the third largest video work besides movie and TV, animation has become an indispensable spiritual entertainment demand in people's daily life, and has a pivotal position. According to statistics, as of December 27, 2022, the box office of the mainland movie market has

broken ten million animation movies, a total of 27, with a total box office of 3.49 billion. Domestic animation movie is still the main character in the market. According to statistics, there are 17 domestic movies with box office breaking 10 million in 2022, with a total box office of 2.182 billion. Regardless of the number of animated movies that broke ten million, or the overall box office production, domestic animated movies have obvious advantages. It can be seen that domestic animation has occupied a more and more important position, how to produce excellent animation works, is the primary problem in the current animation people urgently need to solve. Chinese excellent traditional culture is the crystallization of wisdom and essence of Chinese civilization, we should fully explore the Chinese excellent traditional culture, better combined with animation, to produce excellent animation works. For example, the animation short collection "China Strange Tan" produced by Shanghai Fine Arts Film Studio in conjunction with B station closed. According to statistics, the animation was played 310 million times on the B station. With its interesting storyline, exquisite painting style and the Chinese philosophy in it, China's Strange Tans has realized a double harvest of heat and word of mouth, and become a veritable explosive national cartoon in the opening year of 2023. The reason for this is that "China's Strange Tans" not only lays out a collection of "Strange Tans" stories with great aesthetic charm and Chinese imagination, but also opens up a new path for the creation and dissemination of domestic animation in the past and the future. Not long ago, at a seminar on the network animated film "China's Strange Tans" hosted by the Department of Network Audiovisual Programs Administration of the State Administration of Radio and Television (SARFT) and the China Television Arts Council (CTAC), Feng Shengyong, Director of the Department of Network Audiovisual Programs Administration of the SARFT, said, "We have a rich mine of themes of excellent traditional Chinese culture and China's fiery reality. We have a rich mine of Chinese excellent traditional culture and China's fiery reality, and we should strive to 'open the rich mine in a fine way', and we should hold the attitude of being responsible for history and the future for every work, enhance the historical initiative, maintain the patience of creation, and strive to be the first-class when we do it". In this eight animation short film, there are six two-dimensional hand-drawn computer animation, two three-dimensional animation, so it can be seen, two-dimensional hand-drawn computer animation has great potential.

Nowadays, the production of 2D animation mainly includes 2D traditional hand-drawn animation, animation paper animation, Animate animation (hereafter referred to as AN animation) and computer hand-drawn animation. Two-dimensional traditional hand-drawn animation using celluloid is the main means of producing animated films in the early days, the production of fine, is painted by watercolor paint to celluloid, and then by the camera to record the recording of one by one and the formation of a coherent picture, for example, our memory of Snow White, Dunker, Seven Dragon Balls and Pandemonium in the sky and so on are produced through the method of celluloid, but because of its inherent shortcomings and is gradually being eliminated by the community, for example, celluloid can not let direct sunlight because it is not allowed to shoot because it is not suitable for direct sunlight. For example, celluloid can't be exposed to direct sunlight because it's afraid of ultraviolet rays, it's inconvenient to store, it can't be exposed to direct contact between sheets of celluloid so that the pigments may soften and stick because of higher temperatures and the damage is almost irreparable, celluloid is flammable and

burns easily, and the pigments on the celluloid can't be dipped in water, and dipping it in water makes it mushy. With the advent of the computer age, the production of two-dimensional animation can be sublimated, we use animation paper to draw animation through the use of animation paper on the copy table, which has become the mainstream in a certain period of time, can be scanned into the computer beforehand hand-drawn original animation, the computer to help complete the modification of modeling, movement, coloring, voice-over, compositing, etc. work. More convenient, but there are also irremovable defects, such as animation paper from trees will cause a certain amount of pollution and damage to the environment, preservation and transportation is inconvenient, the painting skills require high. Today's animation production industry, is from the traditional animation production methods to the computer animation direction, this is the computer information society to the arrival of the general trend. Such as the use of AN production animation is convenient and fast, small files, bright picture, complementary action, the production cycle is short, but there are irreparable shortcomings, such as can not be hand-drawn coloring, no sense of painting, lack of artistry, not enough sense of aesthetics, resulting in a low picture effect. With the popularization of hand drawing board and computer, people have been more and more using computer hand drawing method to produce two-dimensional animation. Through the hand drawing board in the computer or in the digital screen directly drawing, has become the mainstream of the production of hand-drawn animation, has an extremely important position. Although the painting skill is demanding but the picture effect is remarkable, such as a few years ago the popular animated film "Big Fish Begonia" has gained hundreds of millions of box office revenue, the film quality is high and the picture is beautiful and appealing, focusing on students with strong drawing ability, it is worthwhile for us to further promote the continuation of this. The training of drawing ability should be the main goal of 2D animation direction students, art foundation is good for the future engaged in the profession has an important significance, and employment with a wide range of multi-selective.

Our country does not lack of good subject matter, not to mention the lack of strong drawing talent, how to produce a Chinese excellent traditional culture of national comics works, out of Asia, facing the world, is a difficult task, more worthy of further study.

II. Statement of the Problem

Nowadays, most of the higher vocational colleges and universities specializing in animation production technology to produce two-dimensional animation is still mainly used AN animation production, although it has the characteristics of small files, complementary animation, color contrast and so on, but so far it still has not solved the problem of hand-drawn coloring, can only be filled with color, no painting, no art, lack of aesthetics, and the overall quality is low. And some teachers are not graduated from professional courses, but also can only teach simple AN animation, unable to teach two-dimensional computer hand-drawn animation.

III. Existence Value

Theoretical value. General Secretary Xi Jinping said in May 2022 at the 39th collective study session of the Political Bureau of the CPC Central Committee that it is necessary to insist on abiding by the right and innovating, to promote the compatibility of the Chinese excellent traditional culture with the socialist society, to

display the unique spiritual identity of the Chinese nation, and to better construct the Chinese spirit, Chinese values, and Chinese power. Excellent traditional Chinese culture is the root and soul of the Chinese nation. Inheriting and promoting Chinese excellent traditional culture under the conditions of the new era, we should adhere to the scientific attitude, insist on the use of the past for the present and the use of the foreign for the Chinese, and dialectically take and give, and push forward the new, and promote the creative transformation and innovative development of Chinese excellent traditional culture with high quality. Animation, as an extremely important consumer product in today's daily life, has been attracting more and more people's attention and love, and it is worthwhile to further study the ways and means of in-depth integration of culture and animation.

Practical application value: According to the statistics of the Ministry of Education, at present, 447 universities have set up animation majors, and 2688 colleges and universities (including private) have opened faculties and departments involving animation majors, whose base is not insignificant, and every year tens of thousands of students graduated from animation, animation production technology, film and television animation majors, but they can't find the corresponding jobs. The actual situation is that China's animation industry has a huge talent gap, various factors have led to the university talent training system and enterprise demand is difficult to match, so that the domestic animation industry talent demand and supply of the imbalance between. For colleges and universities, the ultimate goal of the students is employment, the best way back is the counterpart employment, in its specialty can be further; For enterprises, can be recruited to the satisfaction of the excellent counterpart of the graduates is its long-term development of the power and source. The two should be in close contact, strengthen the school-enterprise cooperation, so that colleges and universities and enterprises to achieve a win-win situation. And how to improve the animation level of school students, is in front of the current animation people urgently need to solve the primary problem, on the direction of two-dimensional animation, we should fully explore the excellent traditional Chinese culture, vigorously develop the computer hand-drawn animation, in order to improve the professionalism and inheritance.

IV. Problems to be solved and significance of this study

This study intends to solve the problem that the animation production technology majors in higher vocational colleges and universities produce 2D animation mostly using AN animation for teaching, and we should change the status quo by extensively exploring the excellent traditional Chinese culture and teaching by using 2D hand-drawing. The core of education is teaching, and the goal of teaching is the counterpart employment. Animation profession due to the strong requirements of professional practice, more need for enterprise industrialized production process and level. The focus of the proposed breakthrough is to teach cultural students in higher vocational colleges and universities to produce two-dimensional computer hand-drawn animation with excellent national traditional culture, a long way to go. The difficulties at this stage mainly include: from the aspect of software, the students recruited for the animation production technology specialty in higher vocational colleges and universities are cultural students, most of whom have no art foundation. It is necessary to start from the new semester to open the basic courses such as sketching, animation sketching, color and so on. And the time for students to study in higher vocational colleges and universities is usually less than 2.5

years, and there is not much time left after removing the professional courses, so they can only have a certain level of drawing through the brief study in one semester, but most of the students are not enough to draw excellent hand-drawn works in the future when they are studying professionally. For example, in the original drawing setting, animation modeling design, animation motion law, sub-shot script design, two-dimensional animation creation and production courses, the short board will appear. At this time, we can only change to teach AN software to produce two-dimensional coloring animation, although it has a small file, bright picture, fill in the modulation action is convenient, short production cycle and so on, but still has obvious shortcomings, for example, can not be a stroke of hand-drawn coloring, the lack of artistry, lack of aesthetics, lack of a sense of painting, low quality, fill in the interval between the action of the mechanical dull and difficult to have vitality and vitality of a lack of attraction. In the long run, in the future two-dimensional animation production AN animation will be eliminated, computer hand-drawn animation will become the mainstream. From the hardware aspect, the computer room is sufficient, but lack of hand-drawing board. Students buy their own hand-drawing boards, due to different brands and models resulting in the inability to carry out a complete teaching in the same computer room, can only bring homework tasks back to the dormitory to draw on their own computers, and can not provide effective guidance. Therefore, when we teach animation production technology students in higher vocational colleges and universities, first of all, we need to achieve a unity at the level of leadership and teachers, that is, cultural students can also produce excellent 2D computer hand-drawn works, of course, it is better if we can recruit art students. Secondly, strong support should be given to the equipment, such as the provision of computer rooms, equipped with the same brand of digital boards, so as to achieve the unity and synchronization of painting in teaching.

V. Research Idea

Nowadays, the animation production industry is mainly divided into two-dimensional animation and three-dimensional animation direction, supplemented by ink animation, stop-motion animation, paper-cut animation and experimental animation. In terms of two-dimensional animation direction, most of the television broadcast is AN animation, the main reason is that the demand is large, the production of simple cycle is short; and theater animation two-dimensional direction is the world of hand-drawn computer animation, the main reason is that the theater to play the animation of higher quality and level requirements and the need for movie tickets, pay more attention to the quality of the picture and the viewing experience and the film's reputation, AN animation is difficult to meet this requirement, so the computer has a broad market prospect. Hand-drawn animation has a broad market prospect. Undergraduate animation majors and senior animation production technology majors offer most of the same courses, the difference is small, and the training direction is not the same, so we can not treat them differently, and the animation production technology majors in higher vocational colleges and universities are also able to cultivate excellent students, the key lies in the leadership of the decision-making and the level of teachers. Culture is the soul of a country and a nation. When culture is flourishing, the nation is flourishing, and when culture is strong, the nation is strong. Chinese excellent traditional culture has a long history, with more than five thousand years of accumulation, is our country, the nation has a strong vitality, creativity and cohesion of the

source. Anhui excellent traditional culture is an important part of the excellent traditional Chinese culture, it is not only a long history, heavy precipitation, rich and colorful, but also significant features, the realm of the grand, far-reaching, we should fully explore and rational use, so as to ultimately produce excellent two-dimensional computer hand-drawn works with the traditional culture of the Chinese nation.

VI. Research method

In daily teaching, the applicant himself mainly teaches drawing courses, such as sketching, animation sketching, animation modeling design, PS, original drawing setting, animation motion law, sub-shot script design, 2D animation creation and production. From basic courses to professional courses, the applicant has been leading for more than ten years, and has a certain orientation on the positioning, articulation and grasp of basic and professional courses. When teaching specifically, the applicant first theoretically explains, watches excellent works, draws and demonstrates, and finally lets the students create two-dimensional animation short films in groups to end the class, so as to cultivate the students' observation ability, modeling ability, creation ability, aesthetic ability and animation production ability. In their spare time, students can be led to animation companies, dubbing companies for field trips and exchanges, to the Anhui Provincial Art Museum to feel the aesthetics of painting, and invite animation gurus to give lectures and exchanges at the school, which further enhances their strength and broadens their horizons.

VII. Conclusion

How to produce high-quality and excellent works is a real problem that needs to be solved urgently in front of today's animators. Our country has a long history and a long national culture, so we should fully explore the excellent traditional national culture, transform and innovate it, and create unique and excellent national cultural works. Our project team members are young and energetic professional teachers, there are two PhD students, one of them is studying in QS world ranking top 200 universities, published a number of core journals, such as "Film Literature", "Film Criticism", "Fine Arts", "Shanghai Textile Science and Technology", presided over and participated in dozens of national and provincial level projects, guided students to participate in professional competitions and competitions won more than two hundred, published more than patents. We have also published more than two hundred patents. It can be seen that the members of our project team have rich teaching experience, practical ability and project experience, and we believe that we will be able to complete this research successfully.

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