

Animation Promotes the New Mission of Art in the New Era

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Abstract

The 19th national congress of the CPC clearly proposed that socialism with Chinese characteristics has entered a new era. The new era has given us a new mission to promote the prosperity of socialist culture. The prosperity of animation culture is part of the prosperity of culture. The traditional jia hu bone flute art of central plains is applied to the animation classroom teaching, and the animation presentation mode is used to let students understand the era of jia hu bone flute art, explore and summarize the new mission of art in the new era and the new effective expression mode, so as to integrate art into classroom teaching and promote talent cultivation.

Keywords

Art mission; Art education; Animation teaching.

1. The Expression of Art in the New Era

1.1. The New Mission of Art in the New Era

Art is a cultural phenomenon and a form of expression of culture. Art is an important connotation and component of culture. Therefore, in the new era, art has a new mission to help promote the prosperity of socialist culture. The report of the 19th national congress of the communist party of China (CPC) issued a general mobilization order to the nation's art workers, blowing the horn for the great prosperity and development of Chinese art in the new era.

Realizing the Chinese dream of the great renewal of the Chinese nation is a great cause. Great business requires great spirit. To realize this great cause, literature and art play an irreplaceable role. Facing the new era, new journey and new changes, it is a new realm of art to meet people's demand for spiritual life through art.

1.2. The Current Situation of the Development of Policies and Measures in the New Era

General secretary xi jinping stressed at the symposium on literature and art that party committees at all levels should include literature and art in their important agenda, carry out the party's policies on literature and art, and steer the development of literature and art in the right direction. Provinces (autonomous regions and municipalities directly under the central government) have introduced measures to support artistic creation, talent training, and subsidies for public performances, so that more artists can devote themselves to artistic creation without worries.

The cultivation of new era art starts from higher education, and interprets the new mission and new realm of new era art from the perspective of small things. It has been searched through cnic, and there is relatively little research and discussion at the present stage, so there is a large space for research.

2. The Characteristics of Animation

As a popular way of entertainment or education, and more as a means of communication, animation has its own way of expression. In seconds and minutes can tell an event or even a

person's life. In addition to presenting more images, animation is more able to promote history and culture. The most distinctive feature is that many cases are represented by pictures, which exclude complicated and redundant shots to directly convey what they want to express and can be reflected in a very abstract way. The original static picture, with the capture of the picture, one by one, the use of the visual retention principle, looks like in motion. The same is true of stunt movies, which turn static pictures into moving animations. The movements of cattle in the cave paintings of Lascaux, viewed in sequence, reflect the living conditions in ancient times. Even a one-second movement represents the thoughts of the animator.

2.1. Time

What the author writes here "time" is to point to subject matter content. For animation, the creation of "time" is very important. What is "time" creation? Released in 2016, *Big Fish and Begonia* was a dark horse at the box office at the time, gaining public recognition. Its background includes part of the scene design, from Zhuangzi's "free and easy tour", "there is a fish in the north, whose name is kun. The size of the kun, I do not know its thousands of miles; Change into a bird, its name is peng." Chinese culture is extensive and profound. The essence is extracted from the blood of ancestors and the works produced are enduring. This is the role of "time" in animation creation. Released in July 2019, *The Demon Child of Nezha* was scored at 9.7 in cat's eye within a week of its release, earning over 100 million yuan at the box office, making it a dark horse at the box office. People are discussing that the peak era of Chinese animation is coming, and its theme is also derived from the fairy tale in romance of the gods, a novel of gods and demons in the Ming dynasty. In addition to the above, many animated films, such as *Monkey King: Hero is Back* and *White Snake*, etc., which are highly rated and well known by the public, are based on traditional Chinese culture and art.

2.2. Balance

Here I write "balance" refers to the fusion of animation elements. Animation is simple compared with film. For people who often watch animations, comfortable and handsome movements are not the pose and speed of the characters, but the timing of the characters and the pace between the movements. Hayao Miyazaki's animations *Ponyo* and *My Neighbor Totoro* have a good sense of timing. The characters' flying scenes, unexpected actions, instant expressions, combined with the background of the Japanese era at that time, are all played to the fullest. In addition, it is easy to integrate with music, which also adds to the works. Appeal to the visual and auditory arts, the self-evident pleasure natural. Surrounding the story, the characters, the context, the natural phenomena, the time, and the music that echoes them, show the producer's sense of life. This means of expression is animation.

Therefore, time and balance are two characteristics of animation.

3. Problems Existing in Art Inheritance and Expression in the New Era

3.1 how to understand the profound connotation of "new mission and new realm of art in the new era" in the new era, we should first make clear the new mission proposed by the new social development state for the development of art. Then when the social development enters a new state, what dynamic response should art make?

3.2 Literature and art in the new era have acquired new roles. In the new era, how to use art as a carrier of culture to carry forward Chinese traditional culture and realize the new mission of art in 3.3 different provinces, how to use their own advantages, through artistic expression techniques to meet the people's spiritual yearning for a better life, feeling the new realm of art?

4. The Animation Classroom to Promote the Implementation of the New Era of Art Strategies

4.1. Traditional Culture + Animation Art

The story behind the traditional culture can be presented through the art form of animation. The culture and art of the central plains are extensive and profound, which is one of the important birthplaces of the Chinese civilization and the Chinese nation. Henan province has been responding to the party's call to pass on and carry forward the excellent traditional culture of the central plains through artistic expression. The jiahu bone flute art in wuyang county, henan province has rewritten the whole history of Chinese music history and attracted extensive attention from the academic circles at home and abroad. The bone flute of the early period of jiahu appeared 9000 years ago, and it can already play the tones composed of the pentatonic scale and the four-tone scale, which proves that the pentatonic scale really originated far away in the central plains, which has profound historical significance and more important artistic value. "National treasure" presents the past life of jiahu ancient flute in the form of a stage play. As an animation professional teacher, let the students in class in the form of animation reproduce the incarnations of henan wuyang Gu Hu bone flute art legend, analyzing the value of the art students not only learn the animation skills at the same time, also to the central plains to the inheritance and carry forward the traditional culture, to promote the prosperity of culture and satisfy people's need to contribute an own strength.

In the animation content creation process, is divided into two parts. In the class, the author firstly analyzes the legend of jiahu bone flute art in wuyang, henan province, the era and significance of the existence of jiahu bone flute. Investigate students' artistic cognition, so that more students can know the excellent traditional culture of the central plains and the traditional bone flute art of the central plains. To understand the spiritual connotation of bone flute art; Innovative design thinking. The organic combination of art and design can meet people's living needs, inspire people's spiritual perception behind the art of bone flute, and jointly achieve cultural prosperity. Let the students know how to use art as the carrier of culture in the new era, carry forward the excellent traditional Chinese culture, realize the new mission of art in the new era, and achieve cultural confidence.

Secondly, it analyzes the legend of jiahu bone flute art in this life. Henan art center is a perfect combination of ancient central plains culture and modern architectural art. The glittering and translucent decorative column in the middle is made by the designer according to the bone flute of jia hu, the first Chinese flute unearthed in henan 8,700 years ago. The central plains culture and modern architectural art are organically combined to carry forward the central plains traditional culture. Let students know how different provinces should use their own advantages to meet people's spiritual needs for a better life through artistic expression.

4.2. Animation Art +VR/AR Design

Finally, the animation works of jia hu gu di can increase VR/AR technology, improve the artistry of the works, and increase the science and technology. It can be integrated into the actual objects of jia hu gu di, and let people enjoy it in a new way of expression, so as to stimulate people's new understanding of the art of jia hu gu di, so as to meet the spiritual needs of the people in the constantly developing era. The new mission of the art in the new era and the manifestation and characteristics of the new realm are based on the traditional jiahu bone flute culture and art of the central plains, which is innovatively applied to the animation classroom teaching of college students, and the current mission and future vision of the bone flute art of jiahu are inherited and carried forward.

To sum up, as a carrier of culture, art in the new era promotes the new mission of cultural prosperity and perceives people's spiritual demand for culture and art in the new era through

the presentation of animation. In addition to deepening the reform and improving the policy, it is necessary to start from the foundation of animation education for college students, train the animation art and design education for college students, and achieve the vivid situation of constantly producing high-quality products and talents.

5. The Summary

Through the expressive force of animation, promote traditional culture. Understand the profound connotation of "art in the new era", make clear that the new social development state puts forward new requirements for the development of art, and make efforts to fulfill the new mission of art. Let modern people can feel the ancient culture and modern art blend of breath, continue to meet the people's spiritual needs for a better life, serve the people, to achieve a new realm of art. Based on my own working experience, I analyzed and studied the animation art in Henan province in the way of fulfilling the new mission in the new era, and summarized the feasible plan to realize the new mission and new realm of art in the new era, so as to see the big picture from the small and promote the development of art in the new era.

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