The Integration and Application of Animation Script Creation and Modern Concept

Gang Liu \(^1\) and Yuqiong Zhang\(^1\)

\(^1\)School of Arts, Anhui Xinhua University, Hefei230088, Anhui Province, China

*Corresponding author e-mail:liugang0558@qq.com

Abstract. Successful animation works of art are closely connected with the script creation in the early stage of production. The purpose of animation script creation is to lay a solid theoretical foundation for animation works of art, and to summarize the basic concepts and skills of animation writers. Through innovative and exploratory research on the integration of animation script creation and modern concept, the cultural connotation and audience popularity of animation works of art can be improved to inject new impetus into animation works of art.

Keywords: Animation Script, Modern Concept, Fusion Application

1. Overview of animation script creation

A popular and high-quality film and television animation is of great importance in beautiful picture, smooth playing and good sense of rhythm. However, it does not play a decisive role. It is not only necessary to insert beautiful melody and compact rhythm into the rhythm, but also need to have themes to attract the audience. The production of animation works of art can be divided into three parts, including pre planning, mid production and post synthesis. Among these three parts, the most important part is pre planning, and the core is the creation of animation script, which often determines the success or failure of an animation. Script is the basis of movie and TV series. Animation script creation is the soul of animation creation. It determines the success or failure of animation. A good script can attract more people. The development of animation has experienced a long process from the emergence of no one to the transformation of many different animation art styles.

In today's era, science and technology are constantly improving, animation also tends to be more futuristic with the development of science and technology, and animation script creation is gradually diversified and enriched, and constantly combined with modern advanced science and technology. With the combination of traditional Chinese culture and modern fresh ideas, the richness of themes also brings great benefits to animation. With the continuous renewal of themes, animation is also shown in various forms, so animation is gradually improved and perfected in script creation.
2. Key points of animation script creation

In the process of animation script creation, it is necessary to clarify the theme of the story and unfold the plot around a relatively concentrated contradiction and event conflict. The creation of animation script must master the four parts of the beginning, development, climax and end of the story. Use animation to tell stories and emphasize the framework and characteristics of stories, so that you can have a strong sense of rhythm and story design. At the same time, we should pay special attention to the cohesion and readability of the animation script. The plot is an important factor affecting the quantity of the script. A good story is derived from the arrangement of the plot and the reasonable construction of the plot [1]. When creating the animation story, we should consider the connection between the later stage and the animation production lens, so as to avoid the appearance of the picture lens which is too difficult to implement. The role of animation is the soul of a play and even the whole work. The role is the main content of the animation script to express and describe, and it is also an important part of the animation art modeling. The shaping of the role image determines whether the soul of the script has performance, and the shaping of the image occupies a very important position in the animation script. Animation character performance runs through the whole process of animation creation. The quality of character image description in animation script directly affects the shape and character of characters in animation creation. In the creation of animation art, the character is endowed with human nature by means of condensing, refining and exaggerating, which is more dramatic, imaginative and distinctive than the real person in real life.

3. Skills of animation script creation

The basic requirement of animation script is that the creator needs to master the adaptation method of animation script and the unique language expression of animation script. In today's context, most of the animation scripts are lack of originality. They either copy mechanically or seek innovation. Instead, they ignore the deep connotation of the animation scripts and excessively pursue the commercial value, resulting in the final animation works cannot be based on the animation itself. It may give people a sense of freshness at the beginning, but it can't be explored when watching carefully. This kind of animation really loses the original intention of the animation script. Therefore, in the creation of animation script, we should master the basic requirements of animation script creation, its creation rules and script language types and skills [2], think from the perspective of literature, the basic content of animation script includes characters, stories, themes, language styles, etc.

3.1 Characters

In the creation of narrative animation script, we should pay special attention to the shaping of characters, and test whether a work is successful or not. Character shaping is the most important factor. A representative character shaping plays an important role in the success or failure of animation, and these successful characters become the labels of animation itself. The script of animation generally requires that the story frame is simple and easy to understand, which can express the core idea of the whole script quickly, and the distinct character temperament becomes the soul to promote the development of the plot. For example, in Crayon Shin, the 5-year-old yehara shin, who has a unique idea, imitates the dynamic light wave and loves to dance in the grass skirt, or in goldfish on the cliff, who secretly left home but was willing to remove the mana to become a human face fish in order to Zong Jie [3]. It may be a long time later, their stories may be slowly forgotten by the audience, but
their characters are still deeply remembered by the audience, which is the uniqueness of the characters.

3.2 Story
Story is a kind of literary genre. In the process of describing the development of events, it emphasizes the ups and downs of the development of the story plot, which can quickly emphasize or elaborate its values and express them through the written words, while the wonderful story plot is the most important factor to attract the audience[4]. Therefore, when considering the animation story plot, it can be ingenious and some excellent ones with impulse The combination of dramatic realistic ideas or excellent traditional culture. Or based on the correct development direction of the story to exaggerate the fantasy, making the animation story itself more ups and downs, eye-catching, gripping.

3.3 Theme
If the description of the characters and the conception of the story are the most important elements in the script, then the theme of an animation with the importance of soul exists. All works of art will have their own works. Human beings are good at thinking. Everyone's ideas can be regarded as the theme of a work, without any constraints of framework and theme. Therefore, when creating animation works, first of all, we need to set a valuable and profound theme. With the theme, later creation will be as smooth as flowing water The style and connotation of the work is an important form of the theme content.

3.4 Language style and writing skills
To create a good animation script, we must make clear the language style in the script and skillfully use writing skills. Animation is an audio-visual art, which is mainly expressed to the audience in the form of pictures. Before these images are generated, they are expressed by words, so the expression of words is very important. As the cornerstone of a script, script text is an indispensable part of the script. Without a script, there would be no script, no character structure, and no story would be continued. Each type of script creation has its own value and method. Combined with the differences of its creation, it can give full play to the characteristics of imagination and exaggeration to add it into the script, so that the audience can get the feeling that the screen can not provide.

4. How to integrate the creation of animation script with modern ideas
In today's era of big data, script creation is based on real life nature, but also inseparable from modern concepts and values. In the process of animation script creation, the historical legends and stories in various regions are reproduced and adapted in combination with modern cultural concepts. Combined with the relaxed and lively forms of animation, through the reproduction and adaptation of historical legends and stories, promote and promote regional history and culture and traditional virtues. Story adaptation is divided into faithful adaptation, partial adaptation, subversive adaptation and condensed adaptation [5].

The adaptation of animation script can be combined with the modern concept of the new era, and its skill lies in that it can be adapted through the following points:

Add new characters to enrich the plot: according to the investigation and analysis of the audience groups, we can understand their favorite characters, but this feeling can not affect the theme, and plays a helping role in the growth of the protagonist. Embellishment works can be supporting roles, acting as relatively weak role types in the script[6].
Changing the background of the original story: through changing the background, we can give people different visual experience, and give the original characters and stories new charm and connotation.

Some techniques can be reasonably integrated: because of the particularity of animation itself, some ideas and exaggerations can be added in the adaptation of the animation script, which makes the animation have a stronger visual impact and strong appeal.

Create a pure and aesthetic animation atmosphere: when adapting some dark and dull works, you can remove them, add some relatively aesthetic and upward pictures, change and optimize the overall atmosphere of the animation itself, and at the same time, make modern dramatic adjustment from several aspects such as the theme connotation of the characters to create a relatively pure and beautiful atmosphere.

The dramatic arrangement and adjustment of the story structure: under the development of the times, the dramatization of the story structure has been needed by the public. When the script is adapted, the audience has lost the significance of exploration as always according to the development context of the original story clue, so the traditional story loses the significance and purpose of watching[7].

A good story is the beginning of everything. Animation creation needs script as the soul carrier. What we need to do is to understand the audience's current needs for animation works, and to summarize and analyze the survey results, so that it can fully integrate with modern concepts. At present, there are many problems in domestic animation, such as the emphasis on the picture, the emphasis on the plot, the emphasis on the technology and the emphasis on the thought. Through the implementation of the creation and reform measures of College animation, we can improve the level of national animation awareness, and use direct and rapid cultural communication methods, so that the vast majority of parents, teenagers and other groups are affected by the soft power of domestic animation. At the same time, in the process of script creation, students can improve their professional level and quality by combining with modern ideas.

5. Conclusion
In different times, people's aesthetic appreciation of art is different. With the continuous development of diversified culture, different artistic pursuits also come into being. The new media era brings us convenience and diversity. In order to develop our animation works, we must closely integrate with modern concepts to achieve continuous development. In the vast ocean of mainstream creation, there must be some shortcomings. Therefore, we should strengthen the understanding and application of modern concepts to help improve the overall quality of Chinese animation script creation, and promote the development of Chinese culture with characteristics[8]. We should try our best to improve our professional quality and constantly integrate with the modern concept of development. Script is the foundation of animation creation. The development process and rhythm of animation are the art of animation creation. People are not only pursuing the climax of the story, but also laying the flat stone. A good script and a good animation creation are inseparable from each other.

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