Animation Based Narrative Strategy and Shaping of Image
Animation-based Narrative Strategy and Image Shaping in the Information Age

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Abstract. Today’s society is an Internet age, information technology is becoming more and more developed, and the development of animation is becoming more and more high-tech. Narration and image shaping are two indispensable and important forms of expression in animation, which are capable of increasing the story based characteristics and drama richness and enhancing the quality and development of animation. It is of high research value. This paper analyzes the artistic expression effect in its animation design and shooting from the perspective of narrative strategy and image shaping, and thus proposing reasonable measures on improvement.

Keywords: Animation, Narrative Strategy, Image Shaping, the Arts Style

Preface
Animation is a kind of comprehensive art integrating painting, film, music, photography, literature, digital media, etc. With the gradual improvement of the shooting mode, the artistic expression form and style of animation are also gradually undergoing changes. As two indispensable factors in animation creation, narrative strategy and image shaping exert directly effect on the overall quality of animation.

1. Design of Art Style
An important form of manifestation of animation is art style that is the soul of an animation. Different art styles of animation also lead to different effects of animation. Therefore, the perfect integration of design of art style and animation narration and image shaping embodied the cultural characteristics of Chinese animation [1].

1.1. Integration of Design of Art Style and Narrative Strategy
In the process of using art style design, animation will be designed to elaborate the animation story in combination with China's cultural characteristics and the needs for animation plots, which not only enriches the content of the animation, but also the consistency of the animation is improved, making it easier for the audience to understand and watch. In the process of design of art style, contents on Chinese culture, history, animation industry and personal fantasy will be taken into consideration for
art style design, which showcases Chinese traditional culture and increases the scientific nature of scene design of animation to bring different visual perception to the audience [2].

1.2. Integration of Artistic Style Design and Image Shaping
The creation of cartoon characters in various countries is endowed with distinct cultural characteristics, which is directly related to the cultural environment of each country. In the process of the image-shaping of animation characters in China, the image-shaping will be made in accordance with the requirements on the plot, personal character and preference of the audience to make the characters to conform to the requirements on development of animation plots and the aesthetic demands of the audience. The aesthetics and task modeling are integrated to enrich the factors in animation making, which proves to be of excellent effect in expression.

2. Role Performance in Animation
The core of animation is role performance that not only reflects the characteristics personality of animation characters, but also embodies the overall quality of animation, making the content expressed by animation more profound [3]. Role performance in animation can be interpreted in three aspects. One is the accuracy of performance. Animation characters should be accurately portrayed and developed in accordance with the development plots. The animators should, in accordance with the characteristics of the characters and in virtue of their expertise and life experience, accurately portray the animation characters, which can not only accurately display the characters, but also the artistic nature can be increased to the characters. As a result, the artistic expression of the animation can be improved. Secondly, the originality of the role play. Every animation character needs to be elaborately shaped by the animator to ensure that each character enjoys diverse with the purpose to increase the audience's impression of the character. Therefore, animators can create characters according to the needs of the development of animation plots, the development of the animation industry and the preferences of the audience, so as to make the animation characters are endowed with unique characteristics and enrich the plots of the animation and improve the overall quality of the animation. Thirdly, the optimum performance. Animators should have a om-depth portray of the characters in accordance with the requirements on animation in the process of character shaping to accurately grasp the characteristics of the characters. Besides, the in-depth portray of characteristics of personality of characters in animation can be achieved by adopting different modes of manifestation to add soul to the characters to makes the animation is more interesting, as a result, the demand of the audience in watching can be satisfied [4].

Priority in creativity in character performance. Directors and animators should proceed from the creativity in the process of design of animation character performance to improve the consistency of the animation, and the pattern of manifestation of animation characters will be made different in approach but equally satisfactory in result with human beings. Character performance can not only be used for animation narrative and emotional expression, the audiences’ understanding of the plot of the animation can also be enhanced. Therefore, the overall expression effect of the animation is improved.

First of all, the directors and animators should do well in the preparatory work before the work in design of animation characters is conducted. Besides, investigation should be conducted in animation plots, development of animation industry and preferences of audience to have a general master of the design of animation character performance with the purpose to lay a sound foundation to the smooth implementation of design in animation character performance [5].Secondly, in order to improve the overall artistic expression effect of the animation, the directors and animators can reasonably allocate the mutual relations according to the requirements of the performance design of the animation characters. The directors and animators can have an in-depth portray of the character characteristics according to their different understanding of the characters, so as to enrich the image of the animation characters.

Meanwhile, the directors should coordinate the communication among animators in a good manner. As to different expertise and personal characteristics, the animators have their unique perceptions for
the characters, so the directors should do a good job in coordinating the animators in accordance with the personal characteristics of the animators in adoption of the character performance, which will be conducive to offer them favorable living environment and the working efficiency of the animators can be improved. Besides, it is beneficial for animators to have exchanges in expertise and thoughts for mutual improvement. Finally, directors and animators should advance the implementation of the work in post-production according to the requirements on the characters performance, and analyze the causes of deficiency of different animation character performance, and put forward the solutions based on the development status of the animation market in China to improve the animation characters in post-production. Therefore, the hierarchy of the characters is improved and the character performance will fully demonstrate the contents and thought reflected in the animation and the aesthetic demands of audience are satisfied. Finally, the effect of art performance of animation is improved accordingly [6].

3. Montage Based Narrative
Montage based narrative refers to the display of the plot development in the way of explaining the plot and displaying the events, so as to guide the audience to understand the plot and enhance the interestingness of the story. The application of montage based narration in animation can help animators to rationalize the color collocation of animation and increase the overall meaning of animation. At the same time, the montage base narrative can be used for montage in expression mode of objective events according to the development of the animation plots, which increases the performance effect of the animation and enhances the appeal of the animation.

Montage based narrative plays an important role in color setting in animation. Color is an important way for narration in animation. In the process of narration, animators can use montage base narrative to rationally match colors and promote the development of animation plots. In the process of adopting the montage based narrative technique, animators should pay attention to the collocation of the animation scenes and characters’ movements. Besides, colors and scenes should be integrated to do a good job in overworking the colors of the animation, so as to bring more intuitive feelings to the audience and enhance the appeal of the animation [7].

Secondly, the montage based narrative plays an important role in light. Animators can integrate the montage base narrative with the use of light, and light can be integrated with the characterization, thought expression and emotion expression, which can not only be used to properly handle the time and space of light, increase the artistry of the animation, but also the extension of the animation can be increased, so as to better express the contents and ideas embodied in the animation. Therefore, animators can combine montage narrative and light based on the requirements on narrative and image-shaping of the animation to ensure the continuity of the plot. Therefore, the overall generalization ability of the animation can be improved, which is conducive to the comprehension of the audience for animation contents.

Finally, the integration of montage narrative and close-up shot [8].Close-up feature is an important way for animation to depict character details and display character. It can convey a large amount of information to the audience through instant contents and bring them different perceptions. Therefore, animators can integrate montage based narrative with close-up shot to have a good job in film editing in character expression, action and the plots. The animators can perfectly integrate the montage abased narrative technique and close-up shot based on the adoption of montage based narrative technique in films and characteristics of animation to enable the audience have different perceptions and bring different visual manifestations to audience [9].

At the same time, montage abased narrative technique can also be applied in animation for scenario space, and connection of events occurred in different time and at different space should be properly handled to bring audience different concept of time. Besides, the audience will be enabled to have a in-depth perception of the connection of events occurred in different time and at different spaces to improve the hierarchy of animation. Moreover, the audience will be guided for consideration and it will be conducive for audience to scientifically control their emotions and the appeal of the animation to audience will be increased. Besides, the intense atmosphere among the animation plots will be
enhanced for in-depth depiction of animation plots, thus highlighting the theme of animation. Animators can repeatedly use montage narrative technique for animation narration and image shaping, which can deepen the theme of animation and improve the integrity of animation [10].

Conclusion
In conclusion, since each animation enjoys its own uniqueness, animators can, proceeding from consistency and artistic expression effect, analyze the effect of style design of arts, animation character performance and montage abased narrative on animation based narrative and image-shaping in the process of animation based narrative strategy and image-shaping and select proper methods for animation production. It can satisfies the needs of animation plots in display and the conception in animation narrative can be improved to enhance the consistency of animation works and the artistic tension of animation works can be enhanced. As a result, the resonance to animation among the audience can be aroused, which is beneficial for the further development of animation industry.

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