Research on Color Design in Interactive Animation Design of Multiculturalism in the Information Age

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Abstract: Interactive animation design, as a branch of the animation field, has received much attention in recent years. From web pages to personal operating systems, more and more interactive designs are emerging in people's lives. As an important part of the interactive animation design field, rich color design will surely enter the designer's vision in the field of interactive animation design. In this paper, the multi-culture of information age integrates the basic concepts and characteristics of interactive animation, and illustrates the visual turn of interactive animation aesthetic objects with specific cases. Combined with the technical and cultural characteristics of interactive animation, this paper expounds interactive animation. Virtual interaction. Animates the aesthetic experience and bring it to the participants. A more realistic immersive experience that analyzes the use of color design in interactive animation design.

1. Introduction

The emergence of any kind of art form cannot be separated from its growing environment and its dependence on science and technology. Interactive animation is no exception. Interactive animation is an emerging form of digital animation with the emergence and development of computer technology and network interaction technology. Interactivity is its basic feature [1-2]. When viewing the interactive animation, the audience can not only interact with the scenes and characters in the animation through some interactive devices, but also can directly participate in the development of the animation plot in the animation, or even use their own perspectives, interests and wishes. Control the direction of the animation plot [3-4]. This means that users can choose and set the information source to meet the audience's desire to decide the development of animation. Thus, the interaction in the interactive animation is free and flexible. The interactive function allows the viewer to change from the "other" outside the animation to the "participant" and "master", which not only subverts the artistic aesthetics of traditional animation, but also in terms of aesthetic objects, aesthetic experience and aesthetic significance. A new change has been made.

People's perception of color and the feeling of inner psychology are objective and do not shift from human will. This creates a visual psychological phenomenon. From a physics point of view, the color of the color itself is independent, and the temperature does not rise or fall due to changes in its color [5-6]. But different colors have different stimuli for the retina. Colors with long wavelengths tend to make people feel warm, and vice versa. Human social activities are more or less dominated by the color of thinking. In the subconscious, color design affects each person's psychological state, and on the other hand, the social and cultural ideology, emotion, and non-subjective feeling of the color user are displayed.
2. Current interactive animation design

A true interactive animation is always in a state of no stereotype. It is always open and positive, and it changes the fixed state of traditional animation. Platform builders of interactive animations embody the will of the participants to be independent and free by creating novel, lively, and connected links. In the interactive animation, the aesthetic subject uses the virtual reality device and the virtual reality technology to create a more realistic spiritual enjoyment environment, so that they can be fully embedded in the environment to realize the interactive activities between the person and the virtual scene. Participants' life value orientation, life trajectory at a simple level, life state at the real level, and life ideals can all be directly involved in virtual communication. If the viewer of traditional animation is a passive recipient, a silent viewer, a solemn appreciator, and an artistic appreciation with a gracious attitude, then the interactive animated audience is an active participant, a casual game. He played in a virtual and interactive time and space with a playful rather than a solemn, demonstrative non-wasteful attitude. Although the material body of the aesthetic subject is not present, its spiritual body internalizes the information obtained in the virtual interaction into the inner world of the aesthetic subject, realizing the integration of the author, the work and the viewer, and making the interactive aesthetic subjects The sense of distance disappears, resulting in a more realistic immersive experience.

Interactive animation design, as a category in animation design, is also called multimedia interactive design. With the popularity of computer technology, multimedia animation has rapidly spread as a new form of animation in the form of audiovisual experiences. As a product of the mutual development of technology and the Internet, interactive animation is based on the digital age, combining modern elements such as network, speech programming, and animation design, bringing people a smooth experience of combining audiovisual and operation.

3. Research on the application of color design in interactive animation design

1) Types of interactive animation design

The generalized interactive animation design is mostly interactive website advertisement or functional human-computer interaction software based on operation platform. It can also be understood as a modern medium for advertising, designed to optimize and shorten the strangeness between users and products.

Common types of interactive animation design include:

1) Website class interactive animation design

This type is mostly a small dynamic advertisement of FLASH type, which guides website visitors to a third-party network promotion platform by means of hyperlinks or human-computer interaction.

2) Inductive interactive animation design

This type of interaction design relies on computer-aided technology and character dynamic capture and virtual reality imaging technology. The interactive design content can be changed according to the dynamics of the characters captured by the related device.

3) Human-computer interactive interactive animation design

This type of interaction design uses the way of operating software to interact with the user. Common interaction designs include: electronic newspaper touch reader, interactive advertising coupon issuer, client guidance software, and the like.

2) Research on color design in interactive animation design

In the interactive animation design, the composition of color is roughly divided into five major blocks: background color, theme color, sub-body color, connection color and auxiliary color. In the interactive animation design, the colors of the five blocks are unified and coordinated with each other, and interact with the theme color of the interactive animation to coexist. The theme color is the “big tune” that the designer sets for the entire interactive animation at the beginning of the design, and is the “compass” that determines the color direction of the interactive animation. It plays an important role in the use of color in interactive animation design.

Red color design: Red is reminiscent of the sun, the fire gives people a sense of enthusiasm, and brings a wealth of positive energy, often used in festive holiday atmosphere and conference
ceremonies. Red is mostly mapped to heat in human brain thinking. In the interactive animation design, the red background will bring the whole interaction design to the viewer to bring warmth, which can stimulate the positive and self-confidence of people's subconscious, and bring people enthusiasm and warmth and technology. Red as the main color of the interaction design can bring visual impact, which can attract the operator to pay attention to the interaction subject first, and also can achieve the role of warning.

Yellow color design: Yellow has a strong color of thinking in China. Yellow is the special color of the imperial royal family in ancient China. Because of the same color as gold, yellow often symbolizes wealth and nobleness. In interactive design, yellow is used in the color of jewelry, securities, and luxury goods. The yellow secondary body or the matching auxiliary color will give a noble feeling. However, in modern society, yellow is used to represent the warning or signal light alternation process. Therefore, yellow will bring instability to the subconscious. If too much is used in interactive animation design, it will cause unrealistic feeling to the user.

Blue color design: blue is the color of water and sky in life, giving a feeling of tranquility and grandeur. In the human brain consciousness, water or days have low-temperature visual associations, such as summer swimming pools, ice, deep space, and so on. Purple color design: From the interactive color, the reddish purple often reveals noble and gorgeous, showing more rights and mystery. The luxury of purple is often favored by more women in the subconscious. Therefore, the purple color is mostly used in the interaction design with the female as the main body. Green color design: Green is the most common color in nature, and the recovery of everything in the spring sun gives people a sense of vitality. Therefore, green gives people a sense of nature, life, health and safety in the subconscious. Orange color design: Orange is often reminiscent of the large harvest of wheat in the fall that is both exciting and energetic. Therefore, orange is often used in the interactive design of the catering industry, which can stimulate the appetite of the subconscious. Black color design, in the color of interactive design, the choice of black needs to be treated with caution, not suitable for large-area applications.

4. Color design analysis of interactive animation design in classic case
(1) Analysis of interactive animation application

Figure 1 is a dynamic screenshot of a website interactive animation design. It can be seen from the picture that the overall design of the main color is light blue, accompanied by high purity attributes. The auxiliary color is white, and the side effect color is black gray. The overall interactive animation advertisement is based on the transition of the blue and white background, and the related promotion products adopt the flashing performance method to enter and exit the screen.

Figure 1 Interactive animation design dynamic screenshot

(2) Analysis of interactive animation color design process

From the color design point of view, the blue color has a strong sense of science and technology, while the light blue color gives more cool and elegant feeling, while the high-purity attribute value and the gray and white auxiliary colors interact with each other. Hui Ying, not only brings a relaxed and clean interface style, but also has a full sense of calm. The black color, which is an auxiliary color, absorbs the partial irritating sensation of the blue color, so that the overall color tone has both a visual
impact and a stable sense of calmness.

(3) The gains and losses of interactive animation color design

The interactive animation design uses the blue background as the main background, and the bright and aligning products are promoted. The black and gray color brings people the potential feeling of inner technology and brings the emerging technology experience to the viewers. sense. The color of the interactive animation design must match the theme color of the interactive subject.

5. Conclusions

The development of modern interactive technology has changed the extension and connotation of animation art, some components have disappeared, some have constructed a new existence with new components, and some are in an uncertain state. From the perspective of philosophical ontology, it is of great significance to observe the color design in interactive animation art, to analyze the new aesthetic structure in the aesthetic context of the Internet age, and to summarize the aesthetic characteristics of interactive art. In interactive animation design, designers should consider these new changes into the overall aesthetic field.

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