

Innovative research on the animation image under the background of regional characteristics

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Abstract: *Huizhou wood carving is a bright pearl of the Chinese folk wood carving art in the Ming and Qing Dynasties, and it is an important part of the fine traditional Chinese culture. This topic takes the connotation and characteristics of the characters in Huizhou wood carving as the starting point, analyzes the strong Hui cultural characteristics of its characters, combines the traditional Chinese cultural elements in the design of animation characters, and creates an animation image that meets the aesthetic needs of contemporary people. The analysis of the feasibility of inheriting Huizhou wood carving characters in the modern local animation character design shows that the dissemination of traditional Chinese culture in the animation works complies with the requirements of national policies and animation creation, and conforms to the trend of The Times. In view of this, the combination of Huizhou wood carving characters and animation design provides rich creative resources for the development of original animation, and its purpose is to help us to build a local Anhui animation brand with "Chinese style and popular with the masses". Will be in the new period of Chinese original animation rooted in the soil of traditional culture, strengthen the animation product audience identity of the national culture, make animation works carrier and go abroad, win the recognition of the world audience, is also for the Huizhou wood carving this regional excellent traditional culture heritage protection and reuse.*

Keywords: *Regional characteristics; Huizhou wood carving figure; Animation image; make innovations*

1. Preface

Wood carving has a long history in China. As one of the three sculptures of Huizhou Province, it occupies a major position in the decoration and carving of Huizhou residential buildings, and has vivid art forms and regional characteristics with rich regional characteristics. Among the Huizhou wood carving works, characters, stories and legends are the most concerned themes of Huizhou wood carving, which are roughly summarized in the following seven aspects: king of benevolence, filial piety, loyalty, integrity, reading, fortune and glory, myth, religion, and human true feelings. Huizhou figure wood carving image pays attention to realism, appears in pairs and vivid images, different forms, fully show the characteristics of traditional Chinese etiquette education, fully display the image artistic characteristics and cultural connotation has a certain research value.

At present, the domestic animation industry presents a trend of interdisciplinary and cross-perspective research. Relevant policies and measures issued by the state. More than 20 provinces and cities have supported animation as the focus of the development of emerging cultural and creative industries, and Anhui has also included it in the "12th Five-Year" major projects. As a key part of animation, animation image is also a promoter in the dissemination of animation. Looking back, there are many original Chinese animation, but there are relatively few national unique classic animation images.

As a key part of animation, animation image is the soul representative of the whole animation. Its role is not only the modeling setting in animation creation, but also the promoter in animation communication. The support frame of animation in the grassroots must need animation image to support, so animation image is very important for animation, In order to create more excellent animation image, collect material vast, but review the classic Chinese animation image, many Chinese original animation, but let you at a glance that this is belong to the national unique animation image is few, so through research of Huizhou wood carving characters, absorb elements of folk art, the development of Huizhou wood carving characters and innovation, find belong to the national unique animation image.

2. Historical traceability of Huizhou wood carving

The generation of Huizhou wood carvings dates back to the 14th century to the beginning of the 20th century. At that time, Huizhou had overlapping mountains, rugged valleys and surrounded by valleys, known as the mountain county. Because of the convenient materials and rich materials, the Huizhou wood carvings in Huizhou area can be seen in every household, in the Huizhou ancient town with unique style and exquisite carving, Trust opens a residence, will be attracted by the exquisite carving technology. The rich resources cannot make the continuous development of Huizhou wood carving, but more importantly, the economic support. Affected by the terrain of Huizhou, the forest had more forests and less arable land. At that time, due to more and more migrants, people could not be self-sufficient. Trust opens a residence, will be attracted by the exquisite carving technology. The rich resources cannot make the continuous development of Huizhou wood carving, but more importantly, the economic support. Affected by the terrain of Huizhou, the forest had more forests and less arable land. At that time, due to more and more migrants, people could not be self-sufficient. Huizhou advocates Confucianism, and Jia and good Confucianism is the unique characteristic of Huizhou merchants. The development of Huizhou economy has also promoted Huizhou culture. Huizhou, which advocates Confucianism. You can see daily life, business and official methods respected by Confucian morality everywhere, which further promotes the generation and development of Huizhou culture and Huizhou craft. There are many themes related to Confucian ideology and culture, such as filial piety, younger brother, loyalty, forgiveness, ritual, knowledge, courage, and gong are all in the works of Huizhou wood carving. Therefore, Huizhou wood carving not only reflects the value of ornamental use, but also reflects the value of cultural dissemination and enlightenment, which also shows the value of Huizhou people's pursuit of moral ethics and life.

3. Analysis of the artistic characteristics of the characters of Huizhou

Most of the wood carving characters in Huizhou are composed by the story, so the basic form of many people is the most common in a picture. The basic form of the pattern of single person and two person is different from multiple people. For the characteristics of the composition, we are divided into one person, two person and multiple person. Among the wood carving figures in Huizhou, the composition of single-person patterns is mainly themed on a single character, and the characters are mostly located in the middle of the picture, highlighting the theme. In the spatial layout of the characters, the single composition will be in the golden focus of the picture, the central point of the viewer. In the double composition, because it is two characters, the composition will not always focus, will be arranged according to the needs of the plot and the harmony of the picture composition. In the figure sculpture, the body proportion is the overall expression form of the figure sculpture. The characters are various. Each character has its own style characteristics, and the body characteristics are an obvious feature of the style characteristics. The art works of Huizhou wood carving are carved in doors and Windows, moon beams, floor panels, bed frame panels and other places, which can play little space, but the most characters to carve are dozens in one picture, The facial and clothing details of the characters can also be shown in detail. In wood carving, what the works of carving artists often have to do is the vivid works. The characters are carved into this unrealistic proportional form, so that the artists can more accurately carve the facial form of the characters and convey the facial expression and expression of the characters.

As a precious historical relic, the Huizhou wood carving is an important part of the folk craft. As a folk craft with a long history, the Huizhou wood carving figures have their own symbolic signs. As a Ran Ran star, the animation character image is constantly innovating in this era of rapid development, looking for various art forms, and integrating them to form its own unique symbolic language. Both have characters at the same time, but the two artistic modeling principles, linear language expression, their own unique program language, their own unique charm in color collocation and the different tools used in the two production have an untouchable generation gap, but they also have the same artistic touch. Modeling principle is particularly important in all art. Good works have their own modeling principles, and Huizhou wood carving figures and animation characters have their own modeling principles. The modeling principle of Huizhou wood carving figures follows the principle of image modeling, which simplifies the characters, extracts the basic outline of the characters, and depicts the personality characteristics of the characters themselves, with the characteristics of both god and shape.

4. The Application of Huizhou character wood carving elements in Animation Image

Animation is a means of cultural communication under the new media situation, and it is also an art

form. As an important part of the animation character modeling, the animation costume directly reflects the artistic aesthetic appreciation of the character modeling, but also indirectly shows the time background and character characteristics of the characters. As an important symbol of emblem culture, Huizhou wood carving combs the costumes of Huizhou wood carving characters by analyzing the causes of Huizhou wood carving, providing a complete and systematic treasure house of materials for the costume modeling of the animation characters, giving full play to the own value of Huizhou character wood carving, and providing useful reference value for the inheritance and innovation of the traditional Chinese clothing. Clothing in the animation modeling is not only decoration, it is also used as a distinction in the animation.

5. Conclusion

China's unique cultural and artistic resources are one of the inspiration sources of Chinese animation creation. Huizhou wood carving is not only a folk art and crafts, but also a treasure of integrating the traditional Chinese culture, the Chinese folk art and the traditional Chinese thought. This paper slowly excavates from the starting point of Huizhou wood carving, carries out the soul collision with modern animation, and creates different sparks. The following research conclusion is drawn: As an intangible cultural heritage, Huizhou wood carving not only has outstanding achievements in technological attainments, but also has quite rich cultural connotation. Huizhou wood carving is wandering in the long river of Chinese history, immersed in a long history, but also with rich folk literature attainments. The literary heritage of Huizhou wood carving figures is reflected in the themes of character wood carving, including classic allusions, historical celebrity stories, classic operas, myths and legends, etc. These literary allusions are the treasure house of animation creation resources. Through the integration and reference of these cultural resources and the integration of animation, original animation with strong traditional cultural heritage and modern aesthetic vision, created animation works under the theme integrated with traditional culture can better reflect the value of the works. For example, the theme of Mulan produced by Disney Company is a cartoon movie in Chinese literature that her father joined the army. Therefore, every country and region has its own culture. These classic literary histories are the soul of our creation. We should continue to find, explore and integrate, in order to create classics belonging to our own nation. The value of Huizhou wood carving is also reflected in the modeling aesthetics. The comparison between the shape of animation characters and the shape of Huizhou wood carving characters, sort out the differences and similarities between the two, better integrate the two, create the works with original Chinese animation works, and it is feasible to combine the Huizhou wood carving characters and animation characters. The combination of the traditional elements of Huizhou wood carving characters and the animation image, this new attempt has created new resources for the development of original animation. It is also the cultural inheritance and transmission of Huizhou wood carving characters, that is, a collision and exchange of old and new culture, and the affirmation of the connotation and artistic aesthetic value of Huizhou wood carving culture. Huizhou wood characters image as a new star in the development of animation, is not ignored, with Huizhou wood characters and animation design image and modern people necessary articles of daily necessities, is the best development of animation image, through animation image of Huizhou wood carving characters again, is the spread of Huizhou wood culture and reuse.

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