

Wuxi Rail Transit Public Service Publicity Film: Research on MG Animation Creation in the Context of Integrated Media

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Abstract: *With the rapid progress of science and technology, the form of image expression has become more diversified, and MG animation is therefore more and more favored by artists. Using flat style graphics and text movement, MG Animation presents content and conveys information with unique style and simplicity. MG animation is created with a minimalist production method and movement of picture elements. It integrates the minimalist concept of "less is more" into the public service promotion, which meets the aesthetic needs of the audience. This paper takes the creation and research of MG animation for public welfare publicity as the theme, takes the civilized propaganda animation of Wuxi Metro as an example, and explores the production method of the propaganda animation of Wuxi rail transit. This study will have a driving effect on the research of theme types of MG animation and the development of social public welfare undertakings.*

Keywords: *integrated media, MG Animation, public service publicity*

1. Introduction

Integrated media is the comprehensive integration of new media and traditional media resources, complementary advantages, to achieve a new media mode, to obtain the maximum communication effect. In the context of the era of integrated media, MG animation, with its characteristics of novelty, simplicity and large amount of information, has largely met people's demand for information and also become a new mode of communication required by today's society [1].

MG animation stands for motion graphics and is a new form of animation. It is to make flat information dynamic and give it new expressive force and vitality. MG animation style is concise, clear logic, rich information, diversified forms easy to attract audience's attention, can provide rich imagination space. At the same time, MG cartoons have rich rhythm and short production time, which can ensure the timeliness of hot topics and is easier to be recognized by the audience. At present, MG animation is widely used in radio and television, film MV, advertising design and other fields [2].

In recent years, public service publicity animation works in the form of MG animation have emerged one after another, but the quality is uneven, mainly for the following reasons. First, the way of expression is simple, pan-entertainment, media innovation is insufficient, and the works lack cultural connotation. Second, the differences in age, education and preferences of the audience affect the selectivity and adaptability of MG animations for public service publicity. Third, the market environment of MG animation application for public service publicity is uneven, the policy is imperfect, and the communication impact is low. It cannot be promoted and disseminated in many areas and cannot reflect the interaction. In short, there are still many problems in MG animation for public service publicity, which need to be solved in order to further develop the development of public service publicity in MG animation.

2. Methodology

2.1 MG animation design principles

Vivid narrative mode. Vividness refers to the entertaining expression of transforming abstract invisible and untouchable things into concrete, visible and tangible things through personification,

metaphor and other rhetorical devices. The purpose of public service publicity is to pass on positive energy and promote the formation of a good social atmosphere. The cheerful and vivid elements in the cartoon allow the audience to learn the knowledge of safety and civilization imperceptibly while relaxing. It is more acceptable to the public than a dry slogan-style propaganda. Public interest publicity plays a role in social education. Its fundamental purpose is to spread knowledge and improve the civilized quality of the whole people. Everyone has different levels of education, and their ability to accept is quite different, so it is particularly important for public interest publicity to show vivid images.

Instant dissemination of information. Immediacy refers to the effective and rapid response of things to external information in a given time environment. Traditional public service publicity is integrated into people's vision through columns, lectures, activities and brochures to publicize and educate safety knowledge and improve people's cultural literacy in various forms of expression. The immediacy of MG animation, disseminated through various media, penetrates the knowledge of safety and civilization into all aspects of people's lives. A good cartoon tells an ordinary touching story that can arouse some emotional resonance and satisfy people's physical and mental needs. The quality of animation material depends on its cultural value, story and fun. The choice of subject matter is the key factor to determine the success or failure of animation, which plays an important role in animation production. Excellent animation subject matter can make the film more valuable to watch.

Concise expression content. Conciseness means that the complex information picture in the brain that needs to be processed becomes easy to understand, saving time and energy. In the early 20th century, the famous architect Bandero believes that the design concept of "less is more" is the core idea of minimalism, that is, eliminate complexity and simplify. The proposal of this concept has been recognized by the majority of designers, and it is applied to the current fast-paced life, which is the yearning of people to return to the simplicity. The novel and concise visual expression form is the characteristic of MG animation in visual application. The flat style transforms the main form of video into a pure basic structure with a simple and exaggerated texture, which enhances the rendering ability of the picture. In modern life, the design of complex decoration can be seen everywhere. In contrast, the simple style of MG animation is more in line with people's aesthetic needs and gives people an intuitive feeling, which is easy for people to accept and understand.

2.2 Visual language of MG animation design

Positive use of color. In MG animation, color is a very important visual element. Positive use of color can not only create a beautiful atmosphere, but also enrich the picture, more conducive to the expression of true emotions. The visual representation of MG animation refers to the transmission of complex information to the outside world in a relatively simple plane way by focusing on non-narrative and non-abstract visual representation based on the rules of graphic design. Therefore, color is extremely important for MG animation. Color is the main medium of visual communication. Designers can communicate with the outside world or express their emotions through the use of color. MG animation not only uses colorful colors, but also mixes colors with high saturation in the picture, which can bring visual impact and pleasure to people, cause central nervous excitation, and thus form a deep memory and understanding of the picture in the brain. MG animation is better at the combination of concrete and abstract, using simple color blocks and strong color matching to attract the audience.

Vivid graphics application. Dynamic graphics design is the process of information graphics and dynamic processing of graphics. The purpose is to transform the design information possessed by the design object into various graphic elements, so that the audience can have a deep understanding of the graphic elements and clearly convey the connotation. With the development of MG animation technology, a variety of new media have appeared one after another, especially the way people receive information has changed a lot. The emergence of new media has replaced the traditional broadcast and paper media, making people's acceptance of information more diversified, and can complete the transmission and reception of information in a variety of ways without the limitation of time and space. It can be seen that the appearance of MG animation has changed people's views on media to a certain extent. Most people like MG animation this mode of graphic communication when receiving information, enjoying the convenience and vivid images it brings.

Realistic scene expression. Due to the rapid development of computer technology, related digital media technology has been comprehensively innovated, greatly promoting the development of animation. On the whole, science and art are integrated in the changes of The Times, people's creativity has been greatly improved in the development of science and technology, the quality of film and television works has been greatly improved, people can see completely different forms of expression

from every Angle. The production team did a lot of investigation and collection work in the early stage, and finally promoted the cartoon that the audience saw the real scene. The application of realistic style can highlight the role of the scene, enhance the audience's sense of identity to the animation, and improve the efficiency of animation production.

3. Application of MG Animation design in the context of integrated media

3.1 Shaping the image of urban public welfare

For the creators, the images presented by public welfare animation, its shaping power and communication power, will give the audience a deep impression. The cartoon character "Fubao" is adapted from a typical clay figure in Wuxi -- Fu. Huishan Clay figure is a kind of colored clay figure, which originated in the Ming Dynasty and developed in the Qing Dynasty. It has a history of more than 400 years. Afu is a very familiar image of Wuxi citizens, and has long become the symbol of Wuxi culture, choose Fubao as the protagonist, its obvious regional characteristics can win the high recognition of Wuxi local audience. It can be seen that animated characters of public welfare images play a very important role in the selection and modeling of images. It should not only highlight the new idea, but also cater to the aesthetic taste of the public. At the same time, it also has profound cultural connotation of the theme. As for the broadcast effect of the animation, the role of the character in publicity cannot be ignored, so that it can become the public welfare image spokesperson of Wuxi Metro (Figure. 1).



Figure 1: Wuxi Public Welfare Spokesperson Fubao

3.2 Reproducing the real traffic scene

Scene is one of the core content of MG Animation. What kind of scenes to choose, how to make the audience resonate and reflect the concept of public welfare are the contents that creators need to dig deeper. Because the production team did a lot of investigation and collection work in the early stage, the final cartoon publicity, the audience can see the real Wuxi metro Line 1 subway and station landscape, wide corridors, bright underground facilities are reflected in the cartoon. Wuxi Rail Transit Civilized Public Service Publicity Film is the core chapter of the subway propaganda series. The plot of the cartoon is selected close to the lives of citizens, and it is created based on the real scenes of interviews and investigations. For example, the uncivilized behavior of passengers eating breakfast in the subway brought a lot of inconvenience to other passengers and was fined 200 yuan. Passengers in the subway smoking, spitting, grabbing seats, loud talk and other uncivilized behavior and adverse consequences. These stories may happen to us every day, and in them we can see the epitome of various uncivilized behaviors and the recognition and attention of corresponding norms. Based on the protagonist's experience in taking the subway, this paper puts forward the basic moral code that the public should abide by when taking the subway, and emphasizes the concept of civilized publicity and public service (Figure. 2). The application of realistic style can play an important role in the publicity of subway in the construction of municipal engineering, enhance the audience's sense of identity to cartoons, and improve the production efficiency of cartoons.



Figure 2: The Publicity Video of Wuxi Rail Transit Civilized Public Service

3.3 Create exaggerated action design

In the action design of the promotional animation, many cartoon elements are used, so that the exaggerated performance of the role and the production of the scene are very cleverly combined, and the use of comedy techniques such as exaggeration, association, contrast, to enhance the comedy effect of the action. Such exaggerated design is not only interesting, but also can be understood and accepted by the audience. In addition, it can make people remember. The purpose of public service publicity is to convey positive energy and promote the formation of good social customs. The happy elements in the animation increase the relaxed mood of passengers in the monotonous subway journey, but also imperceptible transmission of subway safety and civilization knowledge. This way is more popular and accepted by the public than dull slogan-style propaganda. For example, a drunkard illegally tries to jump the "hurdle" and gets stuck in the lock, unable to get out. Imagine the audience giggling at the sight of a passenger who doesn't mind smoking in the carriage and ends up lighting his hair on fire. The funny plot finally perfectly shows the element of happiness in front of the public, and the public will think of their usual faults and realize the importance of abiding by norms.

4. Conclusion

The arrival of the era of convergence media provides a large number of channels for the dissemination of information. With the unique advantages of MG Animation, the combination of the two can achieve mutual benefit and bring a strong sensory impact to the audience while promoting the development of both sides. The public welfare cartoons represented by the public welfare publicity film of Wuxi rail transit civilization will certainly make new breakthroughs in creativity and performance, and play a positive role in the construction of civic morality and good social atmosphere. In the promotion animation of Wuxi Subway, due to the particularity of the subject matter, the production team incorporated unique original content in the selection of scenes and the design of animation actions, forming a unique style of brightness, simplicity and fashion. Under the background of the era of integrated media, making full use of MG animation publicity as a means of cultural publicity has a promoting role and research value to promote the construction and development of spiritual civilization and standardize civilized behavior in our country.

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