

## **“Free Animation” in the New Media Era**

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**Abstract:** The word “animation”, originated from the work Animate, means “life-giving”, “activating”. In general, it activates the inactive objects to become active, this is called animation. Animation is a beautiful concept, it enables the static things to move, the nonvital things to have vitality. It gives us infinite imaginations and hope, it is born to be free.

### **The Development of Animation**

There is a long history of animation development. Since civilization, according to various image records, it already shows the desire of human’s subconsciousness to express the object movement and time course. Already proved by science, visual impression can be kept in human eyes for 0.1 second. If two visuals having the gap below 0.1s, then the second visual impression already appears before the first one is gone. Those two visuals will be combined together and forms the Visual Retention Phenomenon. The publication <Persistence of Vision with Regard to Moving Objects> by Peter Roget in 1842 raises a viewpoint that, visual stimulation can stay on retinas for some time after initial appearance. Because of this, when difference stimulations continuously and rapidly appear, the stimulation signals on retinas will overlap, the visual then becomes sequential. The above concept is the essential of animation, as well as movie. For animation and movie’s development, although there are some overlaps in technical and mechanical level, like both are film exposed and usually projected on screens, their aesthetic views are different. Animation is more freestyle and aggressive.

By the continuous research and hardware from numerous artists, animation art starts to prosper and becomes a common movie type. This unique and comprehensive art embeds drawing, photographing, music, styling, etc, and varies in its representation. From the creative conception perspective, it absorbs the delicate art of pure drawing and the common culture of cartoon. It contains both avantgarde spirit and common culture which is the most attractive part of animation.

US is the origin where animations forms product, scale and industry. The US modern animation originator, Walter Disney, set call of art as its first goal in Disney studio. Later along with the setup of studio system, which is full of intention and challenge in the first research and development phase, becomes finalized. It focuses on the audiences’ taste of fun realistic style. He successfully changed animation from single artist solo to group work, and embedded drawing, photographing, music, styling, etc. to an integrated art. Walter Disney’s contribution to the animation industry is not just producing one animation movie after another. His talent is to make the creation process of animation movie systemic, and the successors furthermore develop a complete set of high efficiency creation process.

### **Animation in the New Media Era**

After World War I in Europe, various ideas came out. Movie creators concerned how to reform movie. They tried the new aesthetic conception over technique development. The whirlwind of the abstract art movement set apart of realistic film and impressionist films. The development of montage theory and its overlapping, dissolving, and the trending to the imbalanced composition, have huge

impact to visual art, including animation movie creation. In Europe animation movie is the original material for experiment. The relationship among movie music, motion image and sound effects is explored to the extreme. Independent producers, advertising animators and small studios in Europe have emerged and developed a special aesthetic style.

With the development of times, digital technology, digital media and Internet grow quickly. Interactive media is becoming more mature today to bring great opportunities to the development of animation, no matter from film to television, or to the Internet and mobile communications, have brought animation the power to cross the tradition. Flash animation, 3D animation, holographic animation, game animation, mobile animation and other new forms of animation emerge, and become the mainstream cultural form in different countries and regions. Animated forms of expression in the media age can be simply categorized into four: traditional animation, which is based on broadcasting on traditional media like movie and television; new media animation, which relies on Internet and mobile media; game animation, which develops along with the game industry, and itself is an essential part of game; new media art animation, which has the nature of experiment and combines modern multimedia interactive techniques.

### **Freedom of Animation**

It seems that the polarization characteristics of animation in the development process are obvious nowadays. The cartoons, led by the United States and Japan, represent the characteristics of common culture and occupy most of the market share. American animation contains innocent visual effects, clear and easy-to-understand humor, and well-organized technical performance, constitute a strong independent animation style. They rarely criticize human failure, social conditions, or psychological entanglements, leaving world events to politicians and writers. As long as these films follow the popularity of the masses, the form and content need not be too complex, the film's moral view is very simple, and good will defeat evil. On the long-term development path, a mature mechanism is established. Especially in the digital era, the utilization of high tech, the clear separation of operation, the market-oriented business model become mainstream. Instead the cartoon in Europe is a feature representing the avant-garde spirit of animation art, focusing on artistically expressing personal feeling. It carries on thoughts, discussing social issues, thinking of human living status, and representing the uniqueness of diversity. Business's lack of success determines the state of its minority, and keep the original freestyle of animation by individual or workshop-style production.

Every year in June, animation artists and fans gather at Annecy, east side of Paris to participate the Annecy International Animation Film Festival, also know as Animation Oscar. This festival was founded in 1960 and is the top-level international animation award ceremony. It plays a key role in animation industry and is the leader for animation festival for a long time. Its competence and level in performing and improving animation art (in a variety of artistic expressions), make it a central venue for a gathering of professionals in the animation industry around the world. This festival is too important to be missed by any animation professionals. Fly paper planes is the traditional program of the festival. Paper planes fly all over the sky of Annecy. In today's flood of commercial cartoons, the flying paper planes we seem to see long-lost free animation.

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