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Analysis of the Relationship and Application of Film and Animation and Digital Media Art

Chenghan Ke[1,a,*]

[1]*School of Journalism and Communication, Minjiang University, Fujian, China*
a. 2411@mju.edu.cn
**corresponding author*

Abstract: Digital media has emerged as an innovative form that will disseminate information through new channels and facilitate the transformation of traditional mass communication into digital. The link between digital media and animation in movies and television shows is the primary topic of this essay. The study goes into additional detail about the significance of digital media in film and animation production by examining the relationship between the two. Animation in movies and on television frequently uses digital media technologies, such as computer graphics, augmented reality, virtual reality, and so forth. This paper concludes that there is a mutually beneficial relationship between the two. A thorough examination of their interrelationship will not only aid in comprehending the mutual influence between digital media art and film and animation, as well as the respective development trends of both, but it will also serve as a priceless resource for future innovation and advancement in both fields. In the new media era, it suggests that in the future, science, technology, and art will be increasingly closely entwined and that this will support the growth of the cultural sector.

Keywords: Digital media, virtual reality technology, artistic aesthetics

1. Introduction

From the present point of view, digital media has become a new type of media form, which will transmit information through new communication channels, thus promoting the transformation of traditional means of mass communication in the direction of digitization; film and television, as one of the most important carriers of communication, will also be involved in this process with greater strength. This study focuses on exploring the links and interactions between “Digital Media Art” (DMA) and “Film and Animation” (F&A), in order to better understand and utilize the developmental laws and characteristics of both, thereby providing new ideas and directions for the development of the media field. At the same time, the research in this paper will also enrich and expand the research scope of DMA and F&A, and promote the theoretical research and practical application of these two fields. This research is very meaningful to improve the quality and level of the creation of DMA and F&A, DMA and F&A are the current hot direction in the field of media, and through the in-depth study of the interrelationship between the two, it can provide a new way of thinking and innovative direction for the industrial development of DMA and F&A. This study focuses on the specific aspects of the mutual influence between DMA and F&A, exploring the mutual influence between the two. The benefit of literature analysis is that it makes research easier and avoids repetition. It is capable of performing a thorough analysis of the problem's current state and likely future course, making the

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most of already acquired knowledge, experience, and scientific research findings, expanding research concepts, bolstering the theoretical underpinnings of research, and enhancing the originality of research topics.

2. Outlined

The ultimate research objective of this study is to explore in greater depth the intrinsic connection and interaction between DMA and F&A. In order to achieve the objectives, an exploration of the origins, development, and impact of DMA was undertaken, delving into the interrelationship between DMA and F&A. Combined with examples, an analysis of the application of DMA in F&A, and the expression of F&A in DMA.

2.1. Current Status of Development

DMA has spanned a number of fields, including design, painting, sculpture, music, film, and more. DMA cannot be developed and created without various advanced technologies, such as virtual reality technology and augmented display technology [1]. The content and forms created using DMA are more diversified, and will also improve people's aesthetic concepts to a certain extent. This industry, which has great financial value, spans a wide range of disciplines, including game creation and advertising. Digital animation and film production is a creative approach to producing animation and film works using computer technology. Complex animation effects and high-quality film and television production effects can be easily achieved through digital technology. Filmmaking and digital animation have uses in entertainment, instruction, and advertising.

2.2. Visual Animation

Film and video animation have gotten more attention and respect as a result of the ongoing development of technology and cultural variety in a number of different industries [2]. Numerous technological advances have been made in this area recently, including the continuous advancement of CG, VR, and AR technology. The technology is widely used in several application scenarios and is becoming more common in international cooperation. Personalization, innovation, variety, and inclusivity are traits that make it simpler to respond to the market's ongoing changes.

In recent years, the F&A industry has achieved significant technological breakthroughs. On the one hand, the enhanced performance of computer hardware provides more powerful support for F&A production, thus making complex rendering and computation feasible. On the other hand, the ongoing development of F&A software encourages production process optimization, raising the overall standard and effectiveness of animation. A more immersive viewing experience has been made possible by the introduction of new technologies like Virtual Reality (VR) and Augmented Reality (AR).

3. Relationship

3.1. Case Studies

The first thing to point out is that DMA has provided the impetus for upgrading the animation art and design platform. In modern animation art design, the computer operation platform is the main creative tool, for example, in the work of "The Lion King", the fine drawing is done through computer software to complete the drawing and adjustment. This technique boosts the design quality of animation works while also increasing the production efficiency of animation. DMA has introduced a fresh method for exhibiting the animation medium [3]. Complex tasks like color selection, drawing, and photographing are frequently carried out manually in the conventional animation development

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process. This not only increases the workload but also does not have the desired effect. However, in today's DMA, these tasks can be accomplished in large numbers by computers and software, making the expression of color effects, mechanical movements, and character effects more vivid and three-dimensional, thus improving the authenticity and expressiveness of animation works. For example, in the work of "Toy Story", all kinds of toy characters and scenes are carefully constructed through advanced DMA technology, which is not only full of colors but also extremely realistic in action, with high vividness and entertainment.

DMA has had a profound effect on the traditional optical film of animation [4]. The problem with film is that it is more complex to store and maintain, while the environment in which it is played is also somewhat constrained. The ability of DMA to perfectly preserve and enhance the elements of color, stunt, and character form in a work allows the presentation of F&A to transcend the limitations imposed by traditional optical film. For example, in the production of "Frozen", special effects scenes like avalanches and freezing won the hearts of the audience with their rich and realistic colors and stunning visual effects. All things considered; DMA undoubtedly plays a crucial role in the animation production process [5]. DMA, whether it is its innovative presentation, innovative design thinking, or constantly updated platform equipment, is constantly promoting the progress of F&A.

3.2. Impact

DMA brings higher production efficiency and lower production costs for F&A [6]. Unlike traditional F&A production that relies on extensive hand drawing and complex filming processes, DMA is able to complete the drawing and editing work through computer software, thus effectively shortening the production cycle and reducing costs. Compared with traditional media arts, digital media can meet the functional requirements of various media arts in terms of interactivity and openness, which further enriches the presentation of F&A and realizes seamless integration between multiple points. Furthermore, DMA is capable of creating visual effects that are difficult to achieve with traditional production methods. Such as three-dimensional modeling, special effects processing, etc., can be processed by computer software with precise color, light, texture, etc., so as to make the animation screen more realistic and detailed. DMA not only simulates physical effects such as gravity and wind, to make animation more vivid but also creates a unique artistic style for F&A. Using DMA, it is possible to design personalized visual styles according to the creator's needs, such as abstract, minimalist, and decorative, making F&A work more artistic and unique.

The introduction of DMA has subverted the fictional character of the picture in traditional F&A, making it more realistic and vivid [5]. This is mostly due to the fact that the majority of the animation components in the traditional F&A production process are drawn by hand. The advantage of this method is that it can show the picture more realistically, but its disadvantage is that the expression, expressiveness, and tension of the hand-drawn picture elements are greatly limited, and it is difficult to show the character's characteristics and movements completely. Through the application of DMA, animation modeling, and other means are used to create animated characters that are difficult to render in everyday life [6]. This method of placing animation creation on top of the real world undermines the authenticity of its images and provides a wider space for animation works to be displayed, enabling viewers to experience different worldviews and values, thus better demonstrating the unique artistry and aesthetics of animation works.

3.3. The Promotion of Digital Media Art

In the early days of F&A production, the application of special effects was relatively small, mainly because of the relatively high cost of special effects production at that time, most of which were based on the shooting of real scenes. For example, flame effects, explosion effects, etc. The rapid

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advancement of digital media technology, which is fueled by the Internet era, has significantly raised the bar for special effects production in F&A [7]. The progress not only reduces the production cost, but also ensures that the personal safety of the actors is guaranteed to the maximum extent, and at the same time improves the shooting effect, thus creating a large number of F&A works loved by people. This reveals the strong connection between digital media technology and F&A in their early stages.

As digital media technology continues to advance, professionals are beginning to be able to create new visual experiences such as time-lapses and one-person bi-angles through digital media technology. This is an integral part of synthetic media, which incorporates the unique attributes of digital media into film and television productions by using appropriate strategies to bring a new audio-visual experience to the viewer [8]. The core of digital technology lies in the acquisition, transmission, modification, and reading of data. In F&A, every character and scene contain a wealth of data, which gives a powerful boost to digital media technology. When these diverse data intermingle, they collectively give rise to new directions in artistic creation, such as the creation of special effects like volcanic eruptions and meteor showers. Digital media technology can be used to integrate fragmented data and, through the automated simulation capabilities of computers, give an experience as if one were present for circumstances that are true in the actual world but impossible to comprehend precisely by traditional methods. Digital media technology advancements and F&A developments are complementary, and both are still in the development stages.

Digital technology has a deeper impact on the appeal of art than just the technical components, as evidenced by F&A [6]. The sphere of F&A production has gained more creative chances and possibilities with the advancement of DMA, considerably enhancing the expressive and contagious power of F&A. The use of three-dimensional animation technology can create more three-dimensional and rich visual effects in three-dimensional space, to bring the audience a more shocking visual experience. Additionally, animation's artistic expression can be improved further through a variety of techniques like music composition and special effects processing. To achieve more lifelike and vivid presentation effects, new digital technologies, such as 3D printing and virtual reality, are continually being introduced and developed in the field of F&A.

3.4. Positive Effect

In the traditional animation and film production process, due to technical limitations, the design and production of scenes often appear to be relatively rough. This leads to the fact that when the audience enjoys the work, they can easily notice the unreality of the background, which affects their visual experience and reduces their sense of immersion and the authenticity of the picture. This also has a somewhat unfavorable effect on how the film and television works are expressed overall. The creation of more complicated scenarios can be aided by the use of DMA. In the present F&A production, practically all F&A works cannot be produced without the help of DMA. This technology is utilized in film and television productions for a variety of purposes, including scene layout, character development, and special effects to display the ongoing development and depth of DMA [8].

The development of DMA encourages both the individualization and collectivization of F&A work production in addition to its popularization and collectivization [9]. People's quality of life has progressively improved as China's economic environment continues to develop, and their material lives have progressively been wealthier. This has led people to increasingly turn their attention to spiritual abundance and the achievement of personal ideals. How to present yourself effectively and express a unique personality has become a common concern and discussion among modern people. The emergence and growth of DMAs and a variety of new media platforms have provided a broader platform for modern young people to showcase their talents, including new media platforms and DMAs. Frequency software plays a central role in people's daily lives, and it has become a major interest of modern young people to show their personal daily lives and express themselves by making

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and playing videos. In this highly networked era, making full use of a variety of information resources to enrich the content of F&A, and video production on multiple platforms not only shows the personalized characteristics of F&A but also breaks through the limitations of traditional F&A [10]. At present, high-quality F&A works produced by video enthusiasts appear frequently in many new media applications, which not only win the love of a large number of viewers but also promote the development of F&A works in the direction of personalized.

4. Conclusion

The standard and quality of F&A provided to the public are always rising because of advancements in science and technology. The situation is more realistic, the character descriptions are more thorough, and the behavior is more lively. Technology for digital new media is always evolving and improving. To suit the aesthetic requirements of various audience segments and to improve the caliber of film and television production, digital media technology will be integrated into conventional film and television production.

F&A can be used in a variety of ways to maximize the artistic value of digital media. The results of this study show that DMA is crucial to the production of F&A and that there is a rising need for DMA in the F&A sector, further supporting the conclusion that the future development trend of DMA and F&A will be mutual integration and co-development. Future research should concentrate more on how the use of digital media can make F&A more popular and social for in-depth exploration. This study offers many helpful references for future research in this approach.

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