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ORIGINAL ARTICLE

## AN EXPERIMENTAL UNDERSTANDING OF THE FORM OF “AUTHOR ANIMATION”

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### Abstract

Animation production in a variety of forms, styles, materials and means of different, different styles of film. In the final analysis, what kind of form is used is directly related to the economy, science and technology, culture, politics and other aspects of the era in which it is located. Commercial films to revenue-oriented, low-cost high-yield for its purpose, in line with the public's taste for film as a starting point, to the box office as the ultimate goal, the general animated film length is longer, the production cycle is also longer, the cost is relatively large, there is a fixed mode of production and distribution and screening, once the style is determined cannot be easily altered. Television animation drama, mainly multi-episode animation drama, relative to commercial animation movie production cost is low quality is also poor, also to profit as the main goal, has its fixed production mode and process. Author's animation focuses on the expression of personal ideas and concepts, does not take the commercial market as the main purpose, and has a very different style, experimental, local, and very personal characteristic.

**Keywords:** Author Animation, Film Animation, Morphology, Television Animation.

### INTRODUCTION

Truffaut criticized and attacked the French film system at that time. For the first time, he put forward the “author theory”, pointing out that the real author of a movie should not be the screenwriter, but the director who insists on the theme and style of a series of movies, i.e. the director should be the author of his own works. Therefore, author animation is also the expression of subjective thoughts, feelings and styles of an individual, especially a director, and it is not for commercial purposes. The first domestic work to mention the concept of “author animation” was Yu Weizheng's “Notes on Animation” from Tainan National University of the Arts, the naming of which was also influenced by “Notes on the Cinema” (also known as “The Film Handbook”), the main theoretical position of the French New Wave movement. “Author animation” is based on the development of „author theory”, but „author animation” has formed its own characteristics based on the ontological characteristics of animation and the unique animation mode of thinking, that is, in animation works, the creator of animation is given the role of the author. But “author animation” has formed its own characteristics based on the ontological

characteristics of animation and the unique animation mode of thinking, that is, to give the creator of animation a dominant position in animation works.

### Movie Animation

Movie animation is commercial animation, as the name suggests, it is the most widely used form of animation production with commercial profit as the main focus and in line with the taste of public viewing. China's commercial animation in different times of different positioning, experienced from young to mature development process, experienced a low young market, adult market, all-age market of the three major unique stage. Successful low-child market represented by such as joyful, bear series, won the high box office, high reputation, high children's popularity, domestic animation film children to the children is still the mainstream; adult market success of the film on behalf of the big protector, ginger, etc., the production of dazzling effect, stunt effect is obvious, the production means and technology is more mature, and more access to the attention of the adults, love and recognition; the all-age market success! The successful masterpieces in the all-age market, such as The Return of the Great Sage and Nezha's Advent of the Demon Child, have gained high box office, high reputation and high popularity, and have gained the love and recognition of the all-age audience, and this type of animation will surely become the mainstream recognized form of animation production. This is the inevitable process of the development and maturity of a thing, just like a child's development and growth process, will be slow and experience twists and turns. Due to the large population base in China, we firmly believe that China's animation has an extremely broad market, has become an essential part of people's daily consumption.

Commercial animation will be the mainstream of the future development of animation, become an indispensable consumer goods and necessities of life, in order to produce films that meet the public's taste for film as the goal. Nowadays, there is a set of mature animation industrialization production process and level, what is lacking is a very imaginative and attractive animation script, a good script is half of the success of the work and the premise. Now China's animation production technology has reached the international advanced level, but in the concept, ideas, creativity and other aspects need to be strengthened, creativity first, after the production, we should open up the thinking, fully explore the excellent local culture and traditional Chinese culture, to create a commercial animated film with regional characteristics and can face the international, to become a film, television, after the third largest video works, will be recognized by the market and the success.

According to the statistics of the National Film Bureau, in 2023, the total box office of national movies was 54.915 billion yuan, and 62 animated movies were newly released, with a cumulative box office of 7.998 billion yuan. It can be seen that animated movies occupy about 1/7 of the total box office of national movies, with a large market share and broad market prospects. 2022 epidemic aftermath led to the downturn of domestic animated movies, and 2023 ushered in a new atmosphere of breakthroughs and challenges, and this year will surely usher in a breakthrough in both quality and quantity.

### Television Animation



As the name suggests, it is an animated series broadcast on TV, which has a very similar production process with live-action dramas, usually multiple episodes, dozens of episodes, or even hundreds of episodes. The biggest difference with live-action dramas is that animated dramas are serial dramas produced in the form of animation, while live-action dramas are serial dramas produced by real people. Broadcast on television has its fixed broadcast time, so there are see favorite works will form a “chase”, such as some years ago the popular Korean drama. Relative to the movie animation, because of its fixed broadcasting platform characteristics, the production level of television animation requirements to be lower, the production does not have to be so sophisticated, whether it is the quality of the picture or size, price is lower. But also has its fixed audience, generally in the evening broadcast volume is larger, popular with children, to time and heart-wrenching storyline to form a coherent series, thus forming a unique form of viewing and experience. There are animation works that can be produced for broadcast in the form of both movies and serials, such as “100,000 Cold Jokes” which has both a movie version and a TV version (as shown in the figure). In the TV broadcasting chain, TV animation is an indispensable type of program and has become one of the main contents for children to watch.



### Author Animation

The form of “author animation” is the animation form with the author as the main line and the core, which is different from the general commercial animation movie, and is the embodiment of the author's own working ability, thought expression and style. Generally speaking, the number of people is small, the cost is low, the style is not restricted, the personal subjective expression is obvious, suitable for niche or experimental animation, animation short films. For example, experimental animation, its experimental nature is obvious, not adopted and accepted by the mainstream society, all new forms of production can be tried, with the experimental nature, the beginning of a niche small range, if it can be recognized in some cases, and can even become a fixed mode and even mainstream. For example, our country's ink animation, just when the production is experimental animation, because before this no one has produced a complete ink animation, in the production of a better effect, ink animation has become our country's animation of a fixed excellent representative of the type. The first thing that the global people think of when mentioning ink animation is definitely our country, whether it is “Tadpole Looking for Mother” or “Landscape”, which has gained a good reputation and influence, and in some cases it can also be regarded as the author's animation, which is a dynamic attempt to our country's ink and watercolor mono-printing, which needs to have a

very high level of drawing skills and aesthetic ability, and which is the embodiment of strong perseverance, and which is the development and inheritance of the national culture. Ink animation is a new form of animation produced by the U.S. film studio at the request of the higher leadership, but also several directors, creators of the ideological concept of the expression and embodiment of the original is not the goal of commercial interests, mainly personal preferences, pioneering a new form of animation, because at that time, our country's production of animation awards at the international level was mistaken for the former Soviet Union produced animation works, although the awards are particularly embarrassing, this is the negative consequences of imitating other people's traces without their own characteristics, in order to produce a distinctive Chinese animation language, ink animation came into being, very Chinese characteristics, and it is no exaggeration to say that it is a successful model of "author animation" form.

Production of animation talent mainly from colleges and universities, now China's colleges and universities to open animation, animation production technology has reached a thousand, tens of thousands of graduates every year, animation companies are in urgent need of professional talents, and the two formed an indistinguishable docking. Colleges and universities due to the limited time, the courses learned more, so cannot "high, fine, specialized", graduated into the company also need to further polish the study, in order to achieve results in a module.

### STATEMENT OF THE PROBLEM

The animation majors in universities, whether 2D animation, 3D animation, stop-motion animation or experimental animation, all belong to the form of "author animation", and the reasons for this are understood in the following aspects.

First of all, the production cost considerations. Students are in the stage of spending no work no income, the school and individuals are unlikely to have a large investment, the group production staff is small, to learn and master the animation production, not affected by commercial interests, to personal subjective creativity, hobbies, ideas, opinions emotions, as a way to express their own creative ideas.

Secondly, from the point of view of production time. Due to the students in school time is limited and course arrangement and other reasons, the final to produce animation short form of the end of the class, generally a few minutes to thirty minutes of short films, the production cycle of a month to half a year; and commercial film animation is longer, picture quality, high cost, division of labor complex, production staff, production cycle of one to four years or so. "Author animation" production staff, cost, time is small, it is difficult to produce a long time animation film, but also does not exclude a certain character based on the production of animation publicity film.

Again in terms of animation production style. "Author animation" style is not limited, the sky is the limit, is a personal creativity, emotion, thought, style of embodiment, all to the self-subjective will as the center, to the author's own concept of the main small team to show its heart, not subject to the constraints of the form of the interests of the drive, will not be swayed by others to what form of expression of animation in the heart of will The main style. The production of short animation films in colleges and universities has become the embodiment of the completion of



professional courses and learning outcomes, and is commonly used in schools today.

Therefore, in this paper, we believe that the form of “author animation” is closer to the short animation works made by students who have majored in animation in schools. From the point of view of the production staff, generally several students work together in an animated short film; from the point of view of the production cost, it is the hand-drawing board, computer, software and these commonly used tools, the cost is relatively low; from the point of view of the purpose of the production requirements, it is the generalization and embodiment of the animation professional knowledge learned in the university, and each student has to participate in the division of labor is different, and different abilities, and ultimately get the corresponding scores; from the point of view of production style, there is no restriction, the academy animation characteristics. There is no restriction, academy animation is characterized by a variety of forms and styles, and it is a demonstration of the results of students' animation learning at the stage of a few minutes of animation short film form is most common. The excellent students' works are selected to participate in professional competitions, such as Beijing Film Academy Animation Award, National College Students' Advertising Art Competition, Xiamen International Animation Festival “Golden Dolphin” Animation Works Competition, etc. The purpose of their participation is to summarize the level of animation learning and self-affirmation, rather than commercial considerations, and it is a manifestation and demonstration of professional learning. The purpose of their participation is mainly to summarize the level of animation learning and self-affirmation, rather than commercial considerations.

No matter what kind of animation we produce, it is a reflection of the author's subjective thoughts. When the small-scale production method is immature, it can be said to be experimental animation in one aspect, because the most difficult thing in the world is to let others accept your point of view and thoughts. And when your production method is accepted by the public, the idea is mature and profound and philosophical, and even the production of animated films can become the mainstream, the author of animation to a certain extent can become synonymous with a certain era of animation, there is no unbridgeable gap between the two, in some cases, commercial animated films is also the director's personal style, the embodiment of ideas, and can even be said to be the author of animation.

## CONCLUSION

The form of “author animation” can be the embodiment of personal animation thinking, but also in the summary, generalization of many people's tastes, thoughts, interests based on the recapitulation, which embodies the style of the film, the expression of emotions is not only the author's personal, but also the generalization and refinement of the public's preferences, thinking. The reason for this is that people are people in the society, is an inseparable part of society, just as art originates from life, and serves the same life, animation in this form is also to serve the society, service to the public, is a kind of film and video production mode, has its unique artistic charm and audio-visual language. Unlike movies and television, it is a very distinctive form of animation video. In the future social development process, originating from the economy, culture, politics, science and technology, ecology and





other aspects, very characteristic will have its living space, become an indispensable form of people's daily life and learning. Especially in institutions of higher learning and personal creation of artists will exist for a long time.

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