Analysis of Film and Television Animation Creation Methods under the Background of Internet +

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Abstract: With the continuous development of Internet technology, Internet+ has become a hot topic in today's society. In this context, the film and animation industry has also undergone a profound transformation. This paper takes the creation of film and animation under the background of Internet+ as the research object, analyzes the influence of Internet+ on the creation methods of film and animation, and puts forward some improvement measures. The research shows that Internet+ provides more creative ways and means for the creation of film and animation, while also accelerating the digital transformation and upgrading of the film and animation industry, but at the same time also brings some problems and challenges. The research conclusions and suggestions of this paper have certain reference significance for film and animation creators and enterprises.

Keywords: Internet+; film and animation creation; creation methods; digital transformation

1. INTRODUCTION

The rapid development of Internet technology has changed people's way of life and work. Internet +, as a new business model, is also constantly promoting the transformation and innovation of various industries. As an important part of the cultural and creative industry, film and television animation has undergone profound changes under the impetus of Internet +. Under the background of Internet +, the film and television animation industry presents new features such as digitization, networking, intelligence, and diversification, and is also facing new challenges and opportunities. This article aims to analyze the changes in the creation methods of film and television animation under the background of Internet +, discuss the digital transformation and upgrading of the film and television animation industry, and propose some improvement measures to promote the development and innovation of film and television animation creation.

The Internet + era refers to the era of using Internet technology to deeply integrate the Internet with traditional industries. In the Internet+ era, profound changes have taken place in the production, dissemination, and consumption patterns of the media industry, especially the film and television animation industry. In the era of traditional film and television animation, the creation, production and distribution of film and television animation are mainly realized through channels such as movie theaters, TV stations, and DVDs. However, in the era of Internet +, the creation, production and distribution of film and television animation have more possibilities.

First of all, the Internet has brought more convenience to the dissemination of film and television animation. Through the Internet, film and television animation can be spread faster and more widely without being limited by time and space, which greatly improves the transmission efficiency and coverage of film and television animation.

Secondly, digital technology provides more means and technical support for the creation and production of film and television animation. Digital technology can make the creation of film and television animation more flexible and diverse, and at the same time improve the production efficiency and quality of film and television animation.

Figure. 1 Technical basis of VR.

2. THE PROPOSED METHODOLOGY

2.1 The development trend of film and television animation in the context of Internet plus

Under the background of Internet +, the digital creation mode has become the main trend of the film and television animation industry. The digital creation mode not only can improve creative efficiency, reduce costs, and achieve higher creative quality. The digital creation mode is mainly reflected in the following aspects:Traditional hand-drawn animation consumes a lot of time and labor costs, while digital painting technology can improve painting efficiency and reduce labor costs. Digital painting technology can also achieve higher

picture quality and precision, more delicate performance and more diverse creative styles.

Under the background of Internet +, the digital animation production process has been more perfect and efficient. Through digital technology, the digitalization and automation of animation modeling, texture, rendering and other production processes can be realized, which greatly improves the production efficiency and quality.The digital production environment can provide more intelligent and efficient creative tools and software, and can realize more personalized and diversified creative methods. The digital production environment can also realize multi-person collaborative creation, facilitate collaboration and communication among different professionals, and accelerate the creation process.network creation modeUnder the background of Internet +, the network creation mode has also become a trend in the creation of film and television animation.

The network creation mode is mainly reflected in the following aspects:

(1) Network division of laborNetworked division of labor refers to the assignment of different links in the film and television animation production process to different production teams or individuals through the Internet platform. This division of labor can reduce production costs and time costs, and at the same time allow different teams to form a good collaborative relationship.

(2) Network collaborative creationNetworked collaborative creation refers to the realization of collaborative creation among different producers through the Internet platform.

2.2 Analysis of the creation methods of film and television animation

The intelligent creation mode is mainly reflected in the following aspects:

(1) Intelligent scene productionIntelligent scene production refers to the realization of more realistic and vivid scene production through intelligent technology. Through intelligent technology, automatic generation of scenes and automatic matching of materials can be realized, which greatly improves the efficiency and quality of scene production.

(2) Intelligent role productionIntelligent character production refers to the use of intelligent technology to achieve more realistic and vivid character production. Through intelligent technology, the automatic generation of characters and automatic matching of materials can be realized, which greatly improves the efficiency and quality of character production.

(3) Intelligent animation productionIntelligent animation production refers to the use of intelligent technology to achieve more efficient and accurate animation production. Through intelligent technology, the automatic generation of animation and automatic matching of actions can be realized, which greatly improves the efficiency and quality of animation production.

3. CONCLUSION

In the background of Internet +, digitalization, networking, and intelligence have become the main creative modes of film and television animation creation. The digital creation mode is mainly reflected in digital painting technology, digital animation production process, digital production environment, etc.; the network creation mode is mainly reflected in the network division of labor, network collaborative creation, etc.;

the intelligent creation mode is mainly reflected in the intelligent scene production, intelligent character production, intelligent animation production, etc. These new creative modes can improve the efficiency and quality of film and television animation creation, reduce production costs, and provide new opportunities and challenges for the development of film and television animation. With the in-depth advancement of Internet +, film and television animation creation will enter a more digital, networked, and intelligent era. We need to constantly update technology and learn new creative concepts and methods in order to be invincible in this era.

4. ACKNOWLEDGEMENT

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