The Application of Digital Media Art in the Teaching of Animation Film Specialty in the Era of Big Data

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Abstract: As an emerging product of the rapid development of science and technology in the new era, digital media art is the application of computer processing, digital special effects, and other technologies in the field of artistic creation. The birth and development of digital media art has greatly improved the quality of film and television animation creation and has a profound impact on the future development of film and television animation. This article intends to take digital media art as the research base, so that the art forms and types will present a variety of characteristics. Based on this, the connotation of digital media is summarized, and the role of digital media in film and television animation is analyzed from the aspects of deepening emotional expression, perfecting visual effects, and deepening storylines applied strategies for digital media art.

Keywords: digital media art, animation film, big data

1. INTRODUCTION

With the continuous change of people's daily habits and the continuous emergence of various new technologies under the new media perspective, the penetration of digital media art in the real world is increasing, especially in the field of film and television animation. Not only has the quality of film and television animation been significantly improved, but it has also revolutionized the creative concept of film and television animation to a certain extent and has effectively promoted the sound and rapid development of the film and television animation industry. As a typical representative of the Internet age, the wide application of digital media art in film and television animation has opened a broader development space for film and television animation. Through preliminary discussion, we know that the period when digital media art formed a certain influence was in the 1990s, with the improvement and perfection of computer technology. After decades of development, it has gradually become popular in real life.

From the perspective of artistic creation, in the case of traditional media, digital media art is used as the best tool to show the beauty of art, making it more appealing and unique. The rapid development of digital media has provided a new form of expression for many artistic creations. The application of digital media art is included in various fields, for example, by applying digital media art to visual art works, by establishing architectural models, environmental garden design models, etc. Nowadays, under the promotion of the film and television market environment, the effective integration of digital media art and film and television works creation has prompted China's film and television industry to enter a new stage of development, and presents multi-dimensional creative effects.

For example, the 3D "Avatar" movie has also become a representative symbol of the creation of film and television works in the new era. At this stage, the application of 3D technology in the creation of film and television works is gradually popularized, bringing more shocking film and television effects to people. Highlighting the value and role of digital media art will also promote the innovation and transformation of my country's film and television industry. Motion effect production technology is a key part of the post-production of film and television animation. Except for music effects and dialogue content, other sounds are within the scope of motion effect production. In animation production, film and television works can be made more vivid by using motion effect production technology. Therefore, film and television animation post-producers must fully understand the content, rationally conceive, and improve the audio-visual effects of video animation. Motion effect production technology can simulate the specific situation of the scene and enhance the overall performance of the scene.

For example, when processing the voices of characters in film and television works, it is necessary to use motion effect production technology to produce sound effects that match the characteristics of the characters. In film and television animation works, the noisy crowds and noisy squares we often see are all made by special effects in the later stage. The Internet under the background of the new era has become a part of people's daily life, and the birth of new media has accelerated the pace of information dissemination and promoted the real-time sharing of information.

2. THE PROPOSED METHODOLOGY

2.1 Interpretation of the Connotation of Digital Media Art

After the creation of a film and television work is completed, it can be displayed on multiple new media platforms at the same time for network users to watch, analyze, discuss, communicate, and forward the work in time. For now, many Internet users are used to quickly browsing or sharing short film and television animations that they think are valuable or meaningful on the film and television APP, and this also provides a strong creative motivation for film and television animation creators, so that they can continue to archive and continuously continue to launch new works without stopping to meet the actual needs of the audience. From a macro perspective, digital media art not only promotes film and television animation to meet the needs of the public in a more diversified way, but also builds a good channel for displaying works and interacting with each other. Implementations provide more modes and paths.

In film and television animation works, the role-playing and art design often attract the audience's attention. The emotions shown in the work can be displayed through the character's emotions and the design of the environment atmosphere. In the production of film and television animation, it is necessary to focus on mastering the personality characteristics of the characters and the design of the story plot, so that the emotions of the characters can be displayed richly, mastering the emotions of the entire film and television animation, and highlighting the theme. Specifically, the language and tone of the characters can be optimized by means of changes in the emotions of the characters, deepening the development of the plot, and other forms. Enrich the character's emotional characteristics such as changes in character movements and clothing changes, support the entire atmosphere, and show the emotional tone and self-worth of the work.

By deepening emotions, the effect of film and television animation works can be effectively improved. In the form of creative integration, it uses advanced computer image processing software to reasonably construct virtual scenes and character images according to the actual creation needs of film and television works. After that, it is necessary to organically combine the constructed virtual scenes and characters with the actual shooting pictures. At the same time, to further improve the authenticity of the shots, it is not only necessary to effectively construct virtual scenes and characters, but also to flexibly adjust the characters' movements and activity trajectories in light of specific creative requirements. The various feelings conveyed by the story can be produced through the post-production of film and television animation.

Using digital media technology, in the design of the storyline, re-create and deepen the original story content. Film and television animation producers must grasp the completeness of the storyline. Through editing, they can appropriately add some reversals of the storyline, enhance the suspense of the storyline, pay attention to controlling the direction and rhythm of the story, and achieve the effect of touching the hearts of the audience. Collage various elements such as background photos and characters to show a stronger sense of age and reality, especially the integration of Japanese Ukiyo-e style, which more powerfully expresses all the sufferings of all living beings to survive depression and suffering.

There is also "big fish and begonia", which won the best animated feature film award at the Budapest International Animation Film Festival. This film animation selects various ancient legends such as "Shan Hai Jing" and architectural scenes of ethnic minorities in my country, and organically combines the two, telling the audience the mythical story of the host of Begonia Flower Growth—the girl Chun, who fights against fate to repay her kindness.

2.2 The application value of digital media art in film and television animation

The presentation of the picture of the work will often bring a more intuitive visual experience to the audience. Watching is an important way for the audience to grasp the plot and content of the entire film. First, the creation of visual effects has a direct influence on the film, and the technological transformation of the screen also makes the entire film and television animation work more perfect, which includes dealing with various problems in the pre-production process. Part of the problem, in this case, through the application of digital media art, it will be transformed and innovated in the later stage, to attract the attention of the audience more, improve the audience's evaluation of the entire film and

television works, and improve the quality of the film and television works.

In addition, in the film and television works of "Avatar", people have a deep impression of the storyline and theme, and have achieved remarkable creative achievements in the film and television industry, mainly relying on the creators to transform the simple narrative plot into a dual time and space narrative structure, that is to use digital media art to continuously promote the development of the storyline, so as to achieve the narrative effect of dual time and space. At the same time, in this narrative mode, the application of digital media art infiltrates the concept of the two worlds of the earth and Pandora to people and enhances people's visual experience in the two narrative plots of time and space, and promotes the overall The story development is more coherent and exciting. Most of the film and television staff lack certain professionalism and work experience, resulting in the slow progress of film and television animation production.

Therefore, to make the film and television industry develop rapidly, it is necessary to pay attention to the cultivation of the professional quality of the staff. On the one hand, it is necessary to transfer professional editorial staff, and strictly control the professional technical level and professional ethics of the staff and provide pre-job training for the staff who enter the job, to strengthen the mastery of professional knowledge. Film and television media units should regularly organize training activities, update the knowledge of staff in a timely manner, and cultivate employees' innovative spirit and dedication to work. An excellent animation scene design must first have a real and vivid sense of space. Space is the imaginary form corresponding to the physical form. Although it cannot be touched, the visual effect it produces is real.

Digital media art intensifies the changes in object color and virtual reality by adjusting the distance in the process of expressing space in animation scenes. The distance can effectively extend the layering of the close shot, middle shot, and long shot of the lens. Motion effects are an important part of the post-production process. In addition to music and dialogue, various sounds can be involved in the scope of motion effects, such as action sounds and natural sounds. Especially in the animation production process, the entire film and television works are more vivid and flexible through the processing of motion effect production technology. Post-production personnel should have an in-depth understanding of the content of the screen, through scientific conception and processing, and according to the director's thoughts and thoughts, to realize the transmission of audio-visual language art.

Various motion effects technologies in the post-production of film and television animation can realize the simulation and reproduction of on-site conditions and improve the overall expressiveness of the scene. When digital media art is applied in the creation of film and television works, it mainly relies on computer reconstruction and digital advantages to establish a new visual virtual scene. Under the leadership of digital media art, it is naturally integrated into the virtual world, prompting people to enhance people's artistic experience based on the impact of visual images. At the same time, the integration of digital media art also highlights the boundary between the real world and the virtual world of film and television works.

3. CONCLUSION
To sum up, the application of digital media art in film and television animation works requires animation creators to have solid digital media art application and creation

capabilities, as well as comprehensive and reasonable art re-creation skills. The scientific application of digital media art in film and television animation must not only revolve around the entire animation story, but also strictly follow the objective laws of the development of things. In the innovation link, it must integrate national and contemporary elements, keep up with the trend of social development, and follow the creative concept of serving the people and putting people first, convey Chinese culture and spirit into the design of film and television works, and promote the direction of my country's film and television works world.

4. REFERENCES

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