

Research on the Cultivation of “Vision & Insight” among Chinese Animation Talents

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Abstract—In the context of the globalization of China's animation industry, due to its commercialization operation and market-oriented operation, comprehensive animation talents are most welcome. Animation talents need to highlight their “vision & insight” from the perspective of technical, artistic and spiritual levels, which is essentially to broaden their horizons, nurture their cultural literacy, improve their spiritual essence so as to get rid of original thought pattern, striving to promote the upgrading of industrial enterprises. This paper takes the cultivation of “vision & insight” as major focus, combs the training ideas from the curriculum design of Chinese animation advanced education, the reconstruction of teacher construction, the implementation of practice links as well as the launch of the international forums, aiming to explore a new scale for a more well-rounded education, then widely explore the ways to succeed and cultivate more innovative talents.

Keywords—*Animation Education; "Vision & Insight"; Talent Training*

I. THE REASON AND NECESSITY OF THE CULTIVATION OF "VISION & INSIGHT" AMONG CHINESE ANIMATION TALENTS

In the past few years, the progress of the animation industry at home and abroad has accelerated the commercialization and marketization upon the globalization of animation industry. The output value of China's animation industry exceeded 130 billion yuan in 2016, and the output value of Beijing animation game alone reached 62.7 billion in 2017. [1] As the animation IP operation is becoming ever more popular, an increasing number of animation movies have swarm into the market, and the scale of animation users continues to expand.

According to data released by Sina Data in 2017, which reveals that the core two-dimensional users on the Weibo alone exceeded 19.6 million, and the other correlated two-dimensional users reached 153 million. On account of the institutional reform of China's animation industry along with its internal transformation and upgrading, enterprises not only crave for high-level applied talents in the categories of editing, production, derivative design, industrial management and marketing, but require them to actively participate in the entire process of industrial operation with a sense of the overall situation, and then possess the ability to propel the upgrading of industrial enterprises.

Great visions make great man. The industry can make a big difference via talents' vision and insight, which can lead to something new and better.

As the rapid development of china's internet, a new media era has come into shape, which has been successfully shifted from the former satellite era based on television and broadcasting into a more diversified internet time with a new media as the main body, accompanied by multiple choices including search engines, emails, intelligent computers and smart phones.

And the wide spreading of VR and AR technology, 360-degree panorama as well as 4-dimensional material technology have comprehensively enhanced the audiovisual experience of anime users in many aspects. WeChat, Kuaishou, TikTok and other app platforms have offered further personal choices for animation enthusiasts. To some extent, comic users in some comics platforms like Tencent and u17 have nurtured the comic industry. Gradually, a new media has triumphantly reshaped its service function into a user-oriented platform with a big data sharing stage and interactive knowledge from a limited one.

In this stage, the demand of user technical service has been upgraded. The animation industry practitioners who are aiming for creativity and technical services are equipped with sensitiveness for new technology during the change of media and factions. It is required to shake off the outdated form and broaden their horizons of the recognition of industrial technology, also known as “vision & insight”.

As we all know, content of animation creation carries cultural connotations. With culture as the its nurture and soil, the animation industry has made significant progress. In 2006, the State Administration of Radio, Film and Television launched the animation industry support. In 2014, the technology application capability of the Chinese animation industry reached the international level.

However, unsatisfied with unbalance between contents and technology, the audience called for profound changes in the contents. Then, several well-known animated works including “Monkey King: Hero is Back” “Big Fish & Begonia” “The History of Water Control in China” and “Roselle Fu” have come into view, all of which respectively rooted in the Chinese traditional works “The Journey to the West”, “Shanghai Jing” (also known as the classic of mountains and rivers) as well as a number of ancient poetry.

Obviously, the great change attached to Chinese animation creation has heralded an important shift: cultural and entertainment interests have overtaken the simply commercial popularity as the leading pursue. In June 2017, there are 11 best animation works awarded by the third Chinese Culture and Art

Animation Government Award all rooted in the Chinese traditional culture as well as Chinese modern culture.

“Culture is a country and nation’s soul”, General Secretary Xi Jinping put forward in his speech delivered to the 19th CPC National Congress in October 2017, which stressed the critical importance of propelling cultural rejuvenation and building a culturally strong country. Further, it also will keep to the positive direction of the animation industry.

Coincidentally, in “Twelve Lectures on Chinese Traditional Culture”, some Chinese scholars who study literary history came up with that culture and life are two aspects of one body. “Everything in life or behavior all embodies certain culture.” [2] Today’s animation audiences are prolonged for some deep and insightful works. They look forward to that the story is capable of bringing the public the knowledge of our mountains along with rivers which bear the weight of our thoroughly historical heritage for more than 5000 years. And the traditional value which embed in the specified culture is called upon to enrich the materials so as to provide historical and cultural references for animation creation.

As a whole, all of these will contribute to elucidate how Chinese nation values promoted and improved the public’s aesthetic and spiritual senses. Chinese culture IP and the animation industry are more closely connected. Likewise, the animation talents are far enlightened and upgraded likewise.

II. THE CURRENT SITUATION OF DOMESTIC ANIMATION TALENTS TRAINING AND THE PROSPECTIVE CULTIVATION OF VISION AND INSIGHT

Since the establishment of animation major in china in 1999, followed by the rapid development along with intensive demand for the animation industry, thousands of versatile talents including technical personnel, artistic personnel and applied personnel have been trained to meet the need. And practical skills-oriented training mode has been taken as a top priority in the context of two profound changes upon technology as well as contents, which emphasizes the creation of original work together with the techniques of expression in both materials and forms, so as to gradually perfect the cultivation system of animation talents.

In 2017, with the burgeoning internet technology, the national culture construction has been well shaped, followed by the popularization along with the breakthrough of VR technology, the animation industry has been further grown in the past few months. In the meantime, with the globalization of animation industry which characterized with commercial operation and market-oriented management, more and more innovative brains filled with fresh ideas and sharp visions are most welcome.

In the book “Study on the Core Literacy of Student Development in the 21st Century”, it is proposed that “what should we cultivate with the advent of globalization, informatization and the knowledge age? What core literacy should they have?” [3] It raises many thinking upon cultivation of talents in animation education.

What is vision & insight? Vision & insight is how far we get to know things and how deep we accept them. From a

philosophical point of view, it explains the mind and tolerance of human. Likewise, it also refers to the ability to comprehend and handle the situation. In short, how a story ends depends on the vision & insight of its author. Namely, how big you can dream determines how far you can go. [4] With a great vision & insight, the students are capable of enhancing their own innovative senses, creative ability as well as moral literacy, aiming to accomplish their goals.

Generally, a well-rounded talent is expected to possess a wide sphere of vision, embody highly literate and keep an open mind, so as to nurture the ability to innovate as well as boost the upgrading of industrial enterprises. Therefore, the animation talents are required to improve their vision & insight from the technical, artistic and spiritual perspectives. In return, the development of industrial society demands a more comprehensive education upon awareness, innovation and application of animation talents, draws attention to a more diversified curriculum design, expands the international horizon, and strengthens the cultural heritage. Taking the cultivation of vision & insight as its goal, it is urged to explore a better way based on the curriculum design of advanced animation education, the teacher construction reform, implementation of practical links and the launch of the international platforms.

III. THE CULTIVATION OF VISION & INSIGHT AMONG THE ANIMATION TALENTS

People are all that matter. In order to further develop the animation industry, there are several procedures must be done.

First of all, an accessible curriculum offers talents the wide space where they can think bigger. Next, it is necessary to set up a cultural literacy elective course as well as a diversified curriculum which provides the talents the chances to expose themselves to an innovative environment. Then, followed by the launch out of the international master lecture along with the overseas exchange study tour channel which unlocks the door to the global resources.

Thus, with a main purpose to cultivate applied talents, the training should focus on how to do to help the animation talents be more creative and artistic. Likewise, shrewd market insight and deep understanding of cooperative culture are also the essential skills we must take into consideration. It must be done to balance the content between culture and high-technology as well as create a new curriculum system combining both professional knowledge and compulsory courses as the main body, with the support of the module teaching method along with cross-platform practical teaching, accompanied by artistic cultivation and skills development.

Meanwhile, it is necessary to set up several art elective classes among the lower grade or launch out some public cultural courses taught by international masters, in order to offer lower grade students opportunities to broaden their horizons and have an access to a more creative cultural industry and gain cultural IP awareness.

Among the higher grade, multiple-category and multiple-form cross curricular courses including animation comics, animation games, animation films as well as animation

advertising are most in need. And it is also a priority to develop an integration course combined 3R technology and animation creation, let alone enrich the form of presentation and carrying methods.

With all this done, the cutting-edge design including promotion ways along with release space has been further evolved. The vision upon the exploration of technology has been developed.

More importantly, through the establishment of the core curriculum and the construction of a curriculum module structure, the animation talents are capable of designing, drawing and producing animation work, and have the ability to start and manage some small animation projects. They are trained to work in teams harmoniously and deal with the great pressure properly.

With the help of the professional skills and solid knowledge, they can analyze and present some certain works in a better way. Further, they are supposed to be familiar with the entire process of planning, creation, management and promotion. Armed themselves with all these skills, it is expected to adapt to the development of the animation industry market and meet the needs so as to expand the vision upon the industry.

Based on the level of student ability and with the technique needs as orientation, the international bridge between home and abroad must be built. It is significant to keep up with international pace through the credit replacement mechanism, get to know the foreign world, be involved in some independent creative projects as well as various overseas study tour both in short terms or long terms, for instance, 3+2 course (3 years of domestic study, 2 years of study abroad). Otherwise, students are encouraged to broaden their horizons by participating in both international and domestic competitions.

By the same token, a diversified faculty team which is conducive to the vision is also indispensable. It is imperative to strengthen the foreign brain gain as well as the cultivation of brain at home. All these must be carried through without delay so as to lay the foundation for high quality animation personnel.

And through school-enterprise cooperation practice courses which characterized with the project operation and enterprise management, students are required to practice what they have learned and gain the first-hand experience so as to offer practical ways for the cultivation of vision among the animation talents.

Market application ability of industrial industry knowledge and the innovation ability to promote the upgrading and development of industrial enterprises are the requirements of animation enterprises for animation talents in recent years.

At present, China's animation education focuses on the construction of school-enterprise cooperation practice courses. For example, a learning practice platform to connect with school-owned enterprises, teacher studios and corporate companies has launched out in Beijing Film Academy, Northeast Normal University, Jilin Animation College, Jilin Academy of Art Animation School and other domestic animation institutions. A school-enterprise cooperation mode in various forms of productive training bases in schools, along

with a school-enterprise cooperation practice course, the demand of the animation enterprise has been fully matched.

How does school-enterprise cooperation work to benefit the animation industry?

First of all, the school-enterprise cooperation practice course well matches talent training and enterprise demand, enhances the level of competition of enterprises in the industry. And at the same time, owing to the innovative characteristics of the animation industry, it can deliver new creative IP for animation enterprises.

Secondly, it fills the gap which caused by educational resources and the "double-skilled" teacher in the process of practices, which drives technological innovation and breakthroughs in the educational practice. Meanwhile, based on the practical teaching operation mechanism characterized with "project system operation, enterprise management together with industry-university education", it is possible to form a diversified selection of industrial practice "orders" by co-constructing enterprise alliances, which help students understand the trend of the industry.

In addition, the enterprise management method builds the team in many aspects, such as team-based cooperation mechanism, the planning management, the creation and marketing, as well as the marketing promotion and so on. With the job requirements in mind, the entrepreneurial prototype is strengthened, and student behavior experience is improved.

As far as school-enterprise cooperation is concerned, the college should increase the recruitment of overseas enterprise experts to guide the implementation of the project, hire senior executives of technology, marketing, and planning as visiting professors to enter the classroom to teach, and hire animation experts as technical guidance to strengthen the cultivation of skills and practice, improve the quality of practical teaching creation, assist practical teachers in the school to gain the industry-leading information, and master the application ability of first-line technology, so as to provide a better way for the cultivation of "vision & insight" among animation talents.

In the era of big data, the unlocked information and network innovation have driven the globalization of animation, and the regional animation education system has gradually matured. The integration of educational information resources between regions in the international education alliance will become a trend. With the development of Market economy, the times of merchandising has becoming increasingly notable today.

Owing to which, the Chinese animation education system has gradually formed an animation talent training mechanism that satisfies social groups, and meets culture, artistic aesthetics, and commercial needs. The future Chinese animation education is expected to focus on cultivating more high-quality innovative animation talents to respond to building a culturally strong country and to approach the higher spiritual requirements of the mass when it comes to a new era.

On the other hand, animation education should strengthen the environment construction. Animation advanced education needs to expand the international cooperation content among

colleges and universities, improve the international exhibition competition forms, build a branded international academic forum, explore the access to foreign animation network output platform, and pursue cooperation with other international animation companies so as to echo the cultural background of the new era, gain innovative technologies, explore access to international cultural channels, as well as cultivate animation and creative talents with a sense of thinking from overall situation.

IV. CONCLUSION

To sum up, animators are the cultural creators who are also responsible for cultural output and expected to have a sharp vision. China's animation industry has stepped into a new phase of combining cultural heritage with commercialization as one body after undergoing both technological reform and commercialized reform.

In this context, it demands that animation education to consider all these three elements including consciousness, innovation together with application, aiming to explore some effective educational methods, strengthen the cultivation of

vision among the Chinese animation talents, broaden their horizons, enrich both their cultural experience and inner world.

To put it simply, it not only brings a positive impact on society through their own works, but also expands how wide their global vision can gain and how far they can improve in their research field, thus surrounded by a group of people who are capable to undertake the social responsibility, sever the industry, spread the culture and promote the technology development.

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