Research on Development of Wuhan Optics Valley Animation Industry Base

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Abstract: The "Plan for the Revitalization of Culture Industry" promulgated by the State Council in 2009 listed the animation industry in one of the key cultural industries of the country and provided a rare opportunity for the development of the animation industry. In the "12th Five-Year Plan", creative and cultural industries are also listed separately. At the crucial juncture of this industrial transformation, the animation industry is listed as one of the eight key cultural industries and has tremendous potential for development. After experiencing the process of comparison-imitation-exploration, the voice of rejuvenating the national animation industry is getting higher and higher, and the overall planning of the animation industry is imperative. Although Wuhan Optics Valley Animation started late, but in recent years has made gratifying achievements, to promote its rapid development is worth exploring.

Keyword: Wuhan Optics Valley creative industry animation base

In early 2005, Wuhan Hi-Tech Group launched the construction and operation of Optics Valley Software Park. Among them, the animation and creative industry base planned and constructed attracted more than 30 animations such as animation, digital media and Huazhu game factory for perfect facilities and excellent services Creative enterprises settled in Wuhan Animation Creative Industry Development Zone announced the birth of the first, opened the curtain of the development of animation industry in Wuhan concentration.

In February 2008, "China Optics Valley Creative Industry Base" was formally established with a total area of 4.2 square meters. Up to now, more than 100 businesses have involved original, animation, online games, network value-added services, design and digital entertainment Cultural and creative enterprises settled, initially formed from the project planning, application development, design and development, value-added services, education and training, publishing,

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project financing and other more complete cultural and creative industries, marking the Wuhan creative industry has entered a new stage of development.

In 2009, Wuhan Hi-Tech Group, Dawning Group and Beijing Desheng Century jointly set up Wuhan Optics Valley Creative Industry Base Construction and Investment Co., Ltd. and the first specialized investment and construction institution of creative industry in Wuhan was officially established.

At present, Optics Valley animation industry practitioners has reached about 7,000, total output value of 600 million yuan, the total production capacity of animation reached about 25,000 minutes/year, the training of nearly 10,000 creative talents, forming a good cultural atmosphere. [1] Review Optical Valley animation base of the development process, we can easily find the rapid growth behind the following advantages:

First, the geographical location is superior, profound cultural background.

As the largest science education, historical, cultural and industrial economic center in central China, Wuhan boasts rich cultural heritage, strong science and education strength, abundant human resources, obvious geographical advantages and a rich environment for innovation and entrepreneurship, making it an ideal place for developing creative economy and building Animation industry and other areas have excellent conditions and basis. [2]

The creative industry base is located in Donghu Development Zone. There are 42 colleges and universities, many state-level research centers and laboratories, and more than 50 state-level research institutes in the area. It is one of the most intellectual regions in China. High-tech Development Zone has been rated as one of the six national pilot science parks in the world. It is approved as a national demonstration area for independent innovation, a demonstration area for national service outsourcing bases, an innovation base for science and technology and the first high-level overseas talents Innovation base.

Second, greater efforts in policy and financial support.

Hubei Provincial Government will support the animation industry as a leading industry. Since 2010, for 3 consecutive years, the provincial government will arrange 20 million yuan each year as a special fund to support the development of the animation industry. It will be rolled for the creation of outstanding original animation works in the province, Research and development, production, broadcast, publishing and other aspects of the discount, subsidies, rewards, build animation industry chain.

In 2008, the Wuhan Municipal Government included the creative industries in the "hundreds of billions of yuan pillar industries" that are planned to be nurtured and focused, and aggravated the construction of the project.

Third, highlighting the public service functions of the industrial park, creating a good environment for software and hardware.

1, improve public technical services. 2, increase foreign investment cooperation projects. 3, provide industry development guidance. 4, strengthen market guidance and nurture. 5, develop creative industries development plan.
Fourth, the contingent of professionals has been continuously strengthened, and the capability of independent innovation is stronger.

The development of animation industry lags behind, the key lies in the lack of creative talent, lack of creative ability. Optics Valley has been around the Wu, Huazhong Normal University, Wuhan Polytechnic University, Hubei Academy of Fine Arts more than 20 colleges and universities to open animation specialty, training specialist from postgraduate level to all levels of animation talent, the annual enrollment of more than 1,000 students in the school to reach more than a thousand. At the same time, more than 20 colleges and universities, including Wuhan University, Zhongnan University of Economics and Law and Central South University for Nationalities, will jointly write the first systematic teaching materials for animation in Hubei Province to meet the needs of talent cultivation. In addition, "Wuhan Digital Media Engineering Center" jointly established by East Lake High-tech Zone and Huazhong Normal University will focus on digital media technology and software development, 3D animation products, etc., and will be the technical support and public of Optics Valley Animation Industrial Park. The core of service. China Normal also cooperates with Optics Valley Jiangtong Animation Company to carry out research on the key technologies of computer animation assistant design in order to improve the quality of design and production of animation products, shorten the production cycle and reduce the product cost.

Optics Valley animation industry in the development process, on the one hand after the implementation of "by brain" project, set up branch offices in Beijing, Shanghai Construct planning and creative centers and network creative talents, and recruit first-rate animators from all over the country to expand their creative capabilities. On the other hand, they will increase their investment and step up their efforts to cultivate their original talents in planning, art design and director through various channels, Consolidate the strength of animation creation.

Fifth, animation industry chain is more perfect, agglomeration obvious advantages.

China Optics Valley Creative Industry Base is composed of "five one": "one district", namely the core area of creative industry base, planning and construction area of 70,000 square meters, with enterprise service center, training center, international exchange center, public technical service platform; "One Center" is a digital creative experience commercial center located in Optics Valley Animation City with an area of 7,000 square meters and has invested 10 million yuan. "One Belt" is a creative industrial belt located in Guanshan Avenue of East Lake High-tech Zone with Optics Valley Creative Industry. The core area of the base is the center of the area, including the Singapore Creative Industries Park; "One Street", the Creative Commerce Street at Optics Valley Plaza; and "One City", the Optics Valley Creative City located in Jiueng, an area of 2 square kilometers.

The construction of animation industrial base will undoubtedly promote the formation of "an animation industry chain integrating the research and
development of animation industry, original production, international outsourcing, business incubation, education and training, exhibition experience and exchange and exchange.” [3] Form a modern creative industry system that takes digital creative industry base as the mainstay and creative industries gathering area as its support to realize the competitive advantages of creative industries and the scale benefits of agglomeration and development, and promote and guide the development of creative industries in Wuhan. [4]

Six, the consumer market and huge consumer potential.

In recent years, in the process of the rise of Central China, Wuhan maintained a rapid and steady economic growth with a steady and rapid increase in the disposable income of urban and rural residents. In particular, the increase in per capita disposable income of urban residents created a huge consumer market. The solid material foundation and the need to improve the quality of life will release a huge desire for cultural products and spending power.

Optical Valley GDP in 2009 reached 221.5 billion yuan output value, since 2000 basically maintained a 30% growth rate, and according to Wuhan Statistical Yearbook data show that over the years in various districts of Wuhan City per capita spending statistics, Optics Valley has been living in The first in all urban areas, far beyond the average level of Wuhan, consumer quality and consumption structure upgrade.

The composition of Optics Valley region to high-income college teachers, high technology and white-collar workers, the age structure of these people tend to be younger, advocating the pursuit of high quality of life, there is a strong willingness to consume animation. In the meantime, more than 80% of colleges and universities in Wuhan City are gathered near Optics Valley, covering about 1 million students. Consuming 600 yuan per capita per month, it will create 7.2 billion yuan of consumption each year. In the consumption structure of students, entertainment consumption accounts for 30% to 50%, among which the animation games occupy 60% to 80% of the consumption types of boys, and the development of some consumer groups will drive the further development of Optics Valley animation industry.

References

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