A Study on the Present Situation and Aesthetic of Chinese Contemporary Children's Books

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Abstract
The orientation and development of children's book illustration affects children's artistic taste, and also determines the future and trend of children's book market. This paper analyzes the present situation of children's book illustration, and discusses its aesthetic style and form of expression. Hope to be able to further explore the market potential of China's children's book illustrations, to establish the correct direction of development to make some help.

Key words: Children's books; illustration; aesthetic research

1. INTRODUCTION

(1) Illustration classification
Illustrations can be divided into three categories: picture books, illustrations and cartoons.

The picture book originated from Chinese, is said by the Buddhist sutra and the Lotus Sutra changes, first in Japan after becoming the modern picture book. In children's books, picture books are of great significance, and they have a great effect on children's enlightenment and education. Picture books in the text and pictures complement each other, usually based on pictures. The picture tells a story around a center, by the image plot narrating text as appropriate embellishment and series. As the audience is mainly children, so the picture books are usually very easy to understand the text, the picture is clear and fresh, bear most of the narrative tasks.

Illustration is also a kind of illustration, and it can be divided into literary illustrations, popular science illustrations and journal illustrations, etc. Illustrations are usually used as a supplement to the text, interspersed in the article, used to explain the text difficult to express information. Illustrations do not have the continuity and the story of the picture books, but also play a key role in the children's books.

Compared with the first two illustrations, cartoons are more interesting and entertaining, and they are widely loved by children. As a form of artistic expression that can be entertaining, comics can convey the profound inner meaning through the simple drawing language. Comics usually use symbols, metaphor, personification, extension and other expressions, so that readers appreciate the connotation of laughter. In the current Chinese market, children's book illustrations, picture books, illustrations and comics are widely loved and welcomed by the market in the form of illustration.

(2) The development of Chinese children's book illustration

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Since ancient times, China has paid great attention to the illustrations in the books. From the beginning of the twentieth Century, the first children's journals began, it has been an illustration design. The illustration also is black and white, but the picture is vivid, rich and smooth lines, both in the classical style, Chinese line has simple dynamic sketch features; theme mostly from life from around the children's daily life, good fun. Until the middle of the twentieth Century, the authors began to have children from art masters, although they are not a professional writer illustrator of children's books, but has a very deep knowledge of art and skilled pure martial art. Thus in this period, the illustration painting full of rich heritage, and with the perspective and anatomy of solid foundation; the characters affected by the era of the Soviet Union learned a lot of painting style, but also has the artistic expression China in traditional culture in the scene, clothing and other aspects. And in the 90s of the last century, China's children's book illustrations finally opened the era of color, the proportion of illustrations, content, drawing methods and forms of expression have a certain degree of reform. At the beginning of the new century, with the progress of science and technology, culture and art in the field of development, in order to better meet the needs of the market, adapt to the pace of development, China illustration of children's books continue to seek development, from the aspects of nationality, localization, difference, modernity has made new achievements, the China illustrator of children's books achieved a great progress on the basis of the original.

At present, China's children's book market is facing new opportunities and challenges. With the development of globalization, foreign cultural trends have deeply affected the domestic cultural field. On the one hand, the traditional China illustration style of children's books by the strong impact of foreign painting style, a large number of workers began to change the style of illustration, towards internationalization; on the other hand, due to the fuzzy positioning of cultural value, the consumer market for foreign fashion blindly follow, leading to the domestic children's illustration has become more heterogeneous cultural tendency. The current market, with a marked illustrator of children's books there are a lot of copy foreign illustration image, Disney, Japan and South Korea from theft classic characters such as chaos, more a part of children's book illustration, crudely made to disrupt the market quality standard. Adhere to the nationalization, localization of the correct values of the domestic children's books illustrator works have been difficult for some time. With the support of policy and people from all walks of life to the general care and attention, the current domestic children's book market has begun to change, more and more traditional culture with children's book illustration works are constantly emerging, make a positive contribution to the prosperity of the domestic market.

2. The Status Quo of Chinese Contemporary Children's Book Illustration

China's children's book market has experienced a long history. From the earliest Chinese children's books with strong localization of the rich, strong ethnic and appreciation; in the development was also influenced by the western world, is the global field off the pan Disney similar; fortunately, China illustrator gradually aware of the importance of traditional culture and valuable significance, began to explore its cultural and artistic value, the focus shifted to
the design of personalization, localization, style of illustration, and gained certain achievements. But it is worth noting that there are still some problems in the development of Chinese children's book illustrations. Although the illustrations of children's books by the policy support and protection, has also attracted people from all walks of life to understand the significance of it, but there are still many situations are not optimistic.

(1) Market imbalance, lack of professionals

At present, Chinese illustrator of children's books market is facing such problems: with the rapid development of children's education, the education sector and parents are becoming aware of the importance of children's books for children's education, as an important form of children's books, children's book illustration market demand is also increasing. However, in the market there are still many non-standard and unreasonable, children's book prices continue to rise, illustration of children's books publishing fee is only tens or hundreds, many professional illustrator is not willing to accept such a price, which leads to the lack of such professional illustration. Moreover, due to the development of the industry is not perfect, for the orientation and design of children's illustration at the bottom, and some illustrations of industry workers do not know the place, many people think that painting children's illustration is not professional, disdain to engage in this industry. This series of phenomena led to the imbalance of the market, the other children's book illustration industry is difficult to grow up, on the one hand led to the decline in quality; on the other hand also caused the loss of talent.

(2) The local market is not mature, the interests of the industry led the correct development

Due to the short development time of the children's book market in China, a lot of experience and resources come from the reference to the foreign market. At present, there is still a relatively benign system and ecological system in the children's book market in china. Market orientation is not clear, the demand for the positioning is not accurate, some publishers make, not willing to spend the world and concentrate on the cultivation of local children's illustration and marketing, but the direct introduction of foreign brands of children's books, the pursuit of a more safe and convenient way to profit. At the same time, the industry is lack of guidance correct value, many practitioners and publishers in the interests under the guidance of the blind imitation of foreign illustration style, causing confusion in the market, the copycat, illustrator of children's books market, the lack of high quality local boutique works, greatly affected the healthy development of children's book illustration.

(3) Facing an important period of link

The origin of traditional culture Chinese long paper-cut, ink, dyeing, embroidery and other traditional art forms; Sima Guang, Shen Nong, cylinder, legend of Nu Wa made people, etc. Kua Fu folk tales; and so on, be too numerous to enumerate are modern children's illustration, inexhaustible source of inspiration and art treasures. However, with the development of the times, many of the traditional culture is gradually forgotten or change, along with the globalization of economy and culture, China classical culture has been a severe challenge, Disney, day man, such as Korean both in the impact of the local market China. The development of science and technology is also the impression of social psychology and lifestyle, the popularity of the network and the computer has brought a new trend of reading and aesthetic, electronic reading quietly rise, digital painting began to pop. Now the Chinese
children's illustration industry is facing an important period, not only to uphold the Chinese national culture, firmly establish the distinctive national characteristics and local consciousness illustration style, but also to meet the challenges of the progress of the times, to keep pace with the times, combining the illustration positioning and market demand of children's books, so as to explore a the future, connecting the development road.

Faced with an important period of reform and transformation, China's children's book illustration industry needs to seize the opportunity to meet the challenges of the times. We need to strengthen the market supervision policy, crack down on illegal copycat piracy to disrupt the market; secondly establishing correct cultural values, adhere to the inheritance of the traditional culture of the Chinese nation, and make a positive contribution to the education of children China. It is worth noting that the development of China children's illustration industry, the needs of the community to make active efforts, in terms of talents, on the one hand, regulate market order management, improve staff welfare and income on the premise of following the market law; on one hand the related institutions should actively carry out professional illustration, the cultivation of talents with professional skills, deliver more technical force for China's children's book illustration. I believe in strong support and management of national policy, in the joint efforts of all sectors of society, establish the correct cultural values, cultivate the market mature mode of operation, the courage to reform and innovation, the introduction of new technology, new equipment, Chinese illustrator of children's books will be to a new prosperity and prosperity.

3. A study on the Aesthetic Appreciation of Chinese Contemporary Children's Books

Chinese contemporary illustrator of children's books in an effort to seek a new survival way of development, although the process will inevitably be twists and turns, but from the development trend in recent years, still showed a rising trend in the twists and turns. China's children's book illustration market has gradually awakened, and there has been a large number of people of insight into the development of the industry, for the local children's book illustrations made a great contribution. In today's children's book illustrations, still can find out a lot of very valuable works and features, the following will be from the mainstream style, form of expression and the use of three types of development.

At present, there are two types of illustrations in children's books, one is the use of traditional brushes, paints and other hand drawn illustrations; another is the use of drawing software to complete the digital illustration. Traditional hand drawn illustrations pay attention to skills, rich forms of expression, with high aesthetic. Its delicate texture, focus on the expression of painting skills, at the same time, pay more attention to the principle of art and art theory carried out in colors, lines, composition. The traditional hand drawn illustrations have the artistic and cultural affinity, which cannot be ignored in the development of children's artistic taste, which is widely welcomed by the market.

4. Conclusion

Children's book illustration is an indispensable part of children's books, and it is very difficult to supplement the description of children's books. The orientation and development of
children's book illustration affects the children's artistic taste, and also determines the future of the children's book market. Deep analysis of the present situation of children's illustration, fully explore the aesthetic style and form, is conducive to further explore the Chinese children's illustration market potential, in order to make benefit for the correct development direction.

Reference


