Research on Creative Performance of Animation Art in Advertisement

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Abstract. As technologies are constantly updated in the digital era, animation can be roughly divided into animation stop-motion animation, 2D hand-drawn animation, and 3D hand-drawn animation. The diversification of the animation art forms of its application field, and the film and television advertising art realm based on multiple sensory experience has its unique creativity form. This paper analyzes he creative performance of animation in advertisements from advertising theme positioning, creative thinking, expression way and lens language, so as to achieve the perfect unity artistic effect by integrating animation art and advertising appeals.

The technological revolution in digital era has brought great opportunities to animation. When the animation art encountered advertisement, and the new advertising promotion layout entered a new field and brought a multi sensory experience for people. And animation advertisements walk on the new fashion front from its originally secluded quiet place. Digital technology has greatly expanded the creative performance field of animation, and new methods and ways are used to express the themes of advertising, the animation as a strong expressional form, provide more creative space and platform, and expand the art connotation and cultural taste of advertising to a certain extent.

Three Major Categories of Animation Art and Their Application Performance in Advertising

Stop-motion Animation

Stop motion animation is to activate static objects and give them new vitalities through the frame shooting. The real material texture and the unlimited selection of materials increases its originality. The stop motion animation is the re-description of art, as well as the reprocess of art. Its performance in advertising is very excellent. For example, an advertisement about Latte tells a vivid romantic story by shooting and editing 1000 coffee cups with different patterns. This style is novel and unique, makes people fresh, and put advertising emotional appeal and brand image into the minds of customers invisibly at the same time.

2D Hand-drawn Animation Form

Hand-drawn animation is a traditional art category. Since the birth of the first animated film in 1906, animation as a comprehensive art, has gone through its hundred years of history. Because of its unique ways of thinking, colorful personality expression and fantastic features, hand drawn animation has been loved by the majority of the audience. Art is originated from life. The form of hand drawn animation is the result of highly abstract. The author usually uses the special beauty of pictures to convey his inner thoughts and feelings, and mobilize all the subtle psychological sense of audience in different ways. The hand-drawn form itself can speak with romantic imagination and humorous interest. It makes fairy tale more colorful and love story more romantic.

2D hand-painted animation generally refers to the traditional hand drawn animation or the corresponding software drawing 2D key frames, and the animation form on screen are produced

though camera, scanner or computer software synthesis. The successful cases of 2D hand drawn animation used in advertising or a fragment are beyond count, and more and more refreshing short films with excellent graphics and unique styles show up. For example, in a milk advertisement on the CCTV, the process of a child is observing the transformation of a cicada into a butterfly appears on paper through the 2D hand-drawn animation, an excellent and short animation advertisement is produced through the perfect combination of intelligence and hands. The beauty of 2D hand-painted animation advertising is particularly prominent is the line of beauty. For example, the peanuts, animated advertising Milky Peanuts Huierkang expresses the advertising appeals through simple and elegant lines. Additionally, it is the beauty of exaggeration. 2D hand-drawn animation has a flexible and exaggerated art processing method, which is not compared by stop-motion animation and 3D modeling computer animation.

3D Computer Animation Form

As the Computer Graphics develops constantly, the 3D animation comes into being naturally. Since the birth of the first 3D animated film Toy Story in 1994, the 3D animation had entered the historical stage of animation quietly. Just a few years, 3D animation occupied the most animation market and made the traditional animation eclipsed. The stage application of 3D animation technologies in advertising design are mainly from three aspects. The first is the three-dimensional powerful particle system and dynamics system, which provide the special effect services for shooting and post production. The second is the character role with 3D animation advertising images replace the performance of real people. The third is combination with advertising shooting by constructing the virtual simulation environment. The animation advertisement of the world famous luxury brand PRADA used the combination of D modeling and 2D rendering, the 3D digital model was used in characters and scenes, and color rendering gave the animation the style of impressionism. Advertising only uses the digital model construction and the unique color to achieve its purpose

Creative Expression of Animation Art in Advertisement

Unconventional Theme Positioning

Theme of the core idea is to express in literary and artistic works, or in social activities and mainly refers to the main content. The founders of the positioning theory Al Ries and Jay Traut pointed out that "positioning is a concept and has changed the nature of advertising". It is aimed at creating and cultivating some features for enterprises and products in advertising publicity, establishing the unique market image, so as to meet some needs and favors of targeted consumers and promote the sales and service of enterprises products. It can be said that the purpose of advertising theme positioning is to convey the core makeable points, competitiveness and other information to consumers through some features and unique product image. Therefore, the novelty of advertising theme is the core of the biggest advertising influence. When animation advertisements are expressing the special meaning of products and must find their own characteristics in the theme positioning, which means that animation advertisements should be featured and can vividly express the special qualities of products, so that the animation advertisement can make people feel refreshing. It takes the advertisement of Coca-Cola as an example. The 3D digital modeling is applied to simulate the insects as the protagonists. Through the whole combat strategy, they finally seized the Coca-Cola, thousands of butterflies formed the shape of the can, and a young person reached his hand to the place where the Cola was placed after a short rest. At this time, beautiful butterflies flew to all directions. The theme positioning of the advertisement reflected a unique feeling and humor. The digital technology fully displayed different theme of the product, which showed the appeal of the drink to the fullest.

Creative Thinking Breaks the Convention

If the reverse thinking can be used to study in the design, and hypothesis is raised from the opposite direction of things, things are observed in different angels forming the imagination according to the

opposite relationship among things, the original thinking and combination element are broken to have new combination and construction, so that new ideas and contents can be get and new visual representation can be obtained.

The first is the perspective conversion. Traditional advertising usually publicizes the features of products so as to promote sales by a third party's introduction or influential people. The introduction of animation art form into advertising can directly give products vitalities, make the products personalized, vivid and interesting. For example, the Colgate toothpaste makes teeth personated, and the image is simple, lovely and lifelike.

The second way is to break the traditional way of ways of narrative in advertisements. Most of the advertisements in China express in a simple and straight forward manner. Take public service advertising as an example, it usually takes the narrative structure of one setting, one breakdown and one setting (civilization protagonist is set up, civilization clash is broken, and the protagonist is set up), and the creative mind is to break the dull narrative structure, create suspense and humor by imagination, metaphor and other ways. It mainly bases on the incomplete narrative plot and inspire and guide the aftertaste and thinking for audience with unexpected and reasonable ending.

The third way is to implant emotional appeal in commercial advertisements. The audience is appeal and touched by the advertisement. The emotional appeals stimulate people's desires for truth, kindness and beauty and make people love the advertisement, and finally their behaviors change. It is to be noted that the advertising information is ignored or the information is too vague, when the story is very interesting. The advertisement called Someone's eyes of Makoto Shinkai reflected the understanding change of a family as the theme through several transitional points of the character's growth. It stresses the advertising words of Nomura Real Estate Development Pround series, namely the letting the family fetters deeper and more beautiful in the crossing age. The emotional appeal was deeper in people's heart; family is a warm and loving place, not only a house. Nomura is committed to creating a beautiful home for consumers where your happiness and family will continue.
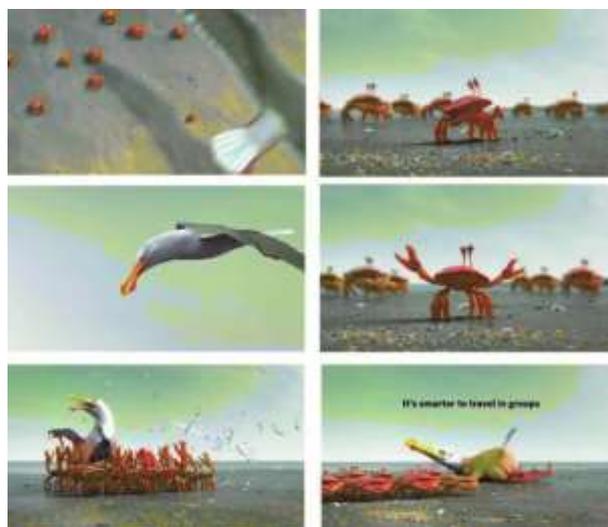

Figure 1. This is a smart trip together.

Expression Techniques are Novel and Changeable

The application of animation art in the advertisement design should use more novel ways that conform the theme. Digital technology has also developed the animation performance space, breaking the traditional graphic animation form. The 3D space built by the digital technology reproduces the real picture. Additionally, 3D modeling and 2D rendering are combined to seek more vivid and novel animation performance, which makes people feel refreshing and reaches a good publicity purpose. In the animation advertisement, the expression method pays more attention to the metaphorical and virtual expression, sense of humor and interests. In the public service advertisement this is a Smart

Trip Together (Figure 1) that advocates the safe travelling; the absurd and humorous cartoon interpretation transformed the vivid scene of the jungle justice in animal world into the hidden problem of traffic safety in human world. The alone crab meant the people who drive light vehicle, the seagull falling from the sky represented the impending traffic accident; the crowded crabs symbolized the large stable and reliable vehicle. The end of the film made people laugh and realized that the travelling together is the safe way to go outside.

Lens Language Subverts the Tradition

The lens language includes the shots, angles, scenes, positions, colors, lighting, animation advertisements also need to seeks novelty in the narrative lens scene, break forward, backward and cycling clip structure, uses the diversified approaches, achieving an unexpected effect from the vision and making animation advertisements have more extraordinary visual impact. American H P notebook animation advertisement had full vitality and energies in the use of lens language, which made people unforgettable. The advertisement used the realistic 3D animation, the performance of the real person by combing the high-end video synthesis software became vivid and imaginative, which looked like very amazing for people. When the video started, the little Williams drew a line in the sky with his hand, and pulled a picture. The picture became an album, and it turned a tennis court in the right hand. He pulled himself to the side, the figure painted a heart shape in the sky. The actor became the colorful vector colors. Then the pictures were squeezed into balls. At this time, the picture returned to the reality, the hands of magicians made a three-dimensional model of athletes like a magician hands shaking. The tennis game began, the actor started to play, draw cartoons, look at fashion magazines by taking the electronic sheets in the sky, the bubbles around were touched to become a beautiful dress. Williams shook his hands and put on the dress and then walked away. The series of actions can not be achieved in reality, it brook the conventional flat narrative way, made people feel the dreamed experience, which is the lens language of animation techniques gives to the charm of the advertisements in the digital era.

Conclusion

Modern digital technology gives animation advertisements more creative means, designers should fully grasp the expression methods of combination between the animation art and advertising creation. The perfect integration between animation performance and advertising theme through computer digital software reflect different artistic tastes and beautiful charm of animation advertisements. At present, the combination of animation and advertising is in the starting period, undoubtedly, animation advertisements that take creativity as the main factor will have unlimited potential in the tomorrow when the creation industry prevails.

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