

Analysis of the Use of Animation Elements in Landscape Art Design



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Zhongyuan Han^{1,*}, Lin Chen²

¹*Xi'an Jiaotong University City College, China*

²*Beijing Shiji Antai Construction Engineering Design Co., Ltd. Xi'an Branch, China*

Abstract: Landscape art design can not only enhance the beauty of the city, but also meet the growing needs of people's spiritual civilization. With the acceleration of China's urbanization construction process, higher requirements have been put forward for landscape design. In recent years, more and more fresh and trendy elements have been incorporated into the landscape design work, greatly enhancing the beauty of urban landscape, among which animation elements are a representative of modern elements into the landscape art design, injecting new vitality into the landscape art design work. We can see that more and more landscape art design at home and abroad began to use animation elements, its novel and unique design style is good to grab the public's attention, so this paper mainly focuses on the analysis of the use of animation elements in landscape art design, in order to bring inspiration and inspiration to the majority of design workers.

Keywords: animation elements; landscape art design; use; analysis; new vitality

1. Preface

Animation is loved by the people, from the elderly down to children are attracted by the colorful and unique animation content, animation as the sunrise industry in the 21st century in the future there is a very broad development prospects. In the background of the rapid development of animation industry, animation elements are also widely used in many fields, including landscape art design field, for the development of landscape art design industry injected fresh blood. Landscape art design attaches great importance to the word "creativity", and the development of animation industry is also inseparable from the support of the word "creativity", so the two have similarities, the application of animation elements to landscape art design can realize the collision of inspiration, giving a This requires the full excavation of animation elements in landscape design to promote the diversification and modernization of landscape design and add a splash of color to the contemporary landscape.

Corresponding Author: Zhongyuan Han
Xi'an Jiaotong University City College, China.
Email: 251962889@qq.com

2. Overview of landscape art design

At present, people's quality of life is getting higher and higher, and they begin to put forward higher requirements for spiritual and cultural life, and landscape art design begins to gradually come into the public eye. (Wang, 2016) Environmental art design is an emerging design discipline, but also an application based on a wide range of humanities and arts disciplines and natural disciplines, the discipline content is extensive and comprehensive. (Huo, 2014) Landscape art design is mainly used to create and preserve people's living environment and natural landscape by induction of the formal beauty of art. The purpose of landscape art design is to serve people, which can meet the aesthetic needs of society at large, has a strong practical value, and is a key element in promoting urbanization. The natural landscape elements mainly refer to trees, mountains, rivers and other natural landscapes, while the artificial landscape elements mainly refer to historical and cultural relics, artworks, buildings and other artificially created, high-quality landscapes with ornamental value, which provide a lot of materials for creating a good urban environment, but in

order to truly highlight the beauty and characteristics of urban landscape, we should do a good job of design and reorganization on this basis, build a complete and beautiful urban landscape system, and play the value of landscape art design work.

3. The significance of using animation elements in landscape art design

Animation is a comprehensive art, is a kind of painting, digital media, music and literature, photography and other multiple art as a comprehensive expression form, in recent years, the rapid development of computer technology, multimedia technology, to the development of the animation industry also provides more opportunities, animation also because of its fun, imaginative, colorful and other characteristics by the majority of people's favorite, (Jiang & Liu, 2015) at the same time animation elements The frequency of animation elements in daily life is also increasing. There are many similarities between animation elements and landscape art design, both need to pay attention to innovation and creativity, the use of animation elements in landscape art design can promote the modernization of landscape art work, inject more fresh, modern and interesting elements, and better catch the public's eye. And animation elements exist in bold, bold color characteristics, will be used in landscape art design can give landscape art designers to provide more creative inspiration, through the rich color language expression to bring people a sense of psychological pleasure, to bring the public a more impactful visual feast, for landscape art design inject fresh blood.

4. The current situation of using animation elements in landscape art design

In the animation production and design process need to be creative as support, so as to better attract people to watch animation, feel the fun and diversity of animation, so as to ensure that the animation industry is in a profitable state, to obtain a high return equal to the high investment. In the landscape art design also pursue creativity, and the animation elements used in the landscape art design itself is a kind of creativity, to the landscape art design brings new vitality, but from the current situation on the development of China's animation industry with the

developed countries there is a certain gap, coupled with the influence of China's traditional culture and thought, animation elements can not be accepted by some people, so animation elements in the landscape There is still a lot of space for development and progress in the use of animation elements in landscape art design, and the path of using animation elements in landscape art design needs to be further explored. [1]

5. Principles of using animation elements in landscape art design

5.1 To clarify the design theme

The use of animation elements in landscape design should first of all clarify the content and theme of landscape design, not simply copy and reproduce, but combine with the actual situation of landscape art design to recreate, (Xu, 2019) in order to truly ensure the rationality and beauty of the use of animation elements in landscape art design. Whether it is animated landscape design or indoor and outdoor design, we must first clarify the theme of the design, targeted introduction of animation elements, which is also the soul of the landscape design work, only really the appropriate animation elements applied to the landscape art design, in order to fully highlight the characteristics of landscape art design, to attract the public eye, but also to play a role in promoting the landscape brand.

5.2 Design focus on cultural characteristics

The use of animation elements in landscape art design needs to achieve the integration of animation culture and landscape art design culture, the cultural characteristics of both are fully reflected, so as to enhance the depth of landscape art design, enhance the beauty of landscape art design, bring entertainment to the masses while meeting the cultural needs of the people, so that the cultural spirit of landscape design will be better inherited. (Feng, 2015)

5.3 Design focus on interactivity

Focus on interactivity is an important innovation point of animation elements applied in landscape art design, designers can turn passivity into active interaction mode, enhance the fun of design, better attract tourists, so that tourists can fully feel the fun of animation elements in landscape art design.

6.Animation elements used in environmental art design

6.1 The application of animation elements in theme parks

Theme park is an important landscape for the application of animation elements. In recent years, animation elements have been used in the indoor and outdoor design of many amusement parks, like Shanghai Disney and Fantasy Fun World, which are widely sought after by the public and have become an important place for people to vacation and travel. At present, both children and adults have a certain understanding of the animation industry, animation also once became the object of contemporary young people, to which some animated characters are very favorite, the rapid development of the animation industry has also led to the development of some animation derivative industry, of which the theme park can be seen as a derivative of animation periphery. From the specific use of the theme park, generally will be animation characters or animation plot for the creative design of some landscape vignettes, while using animation elements for landscape layout, such as Disneyland can be seen everywhere in the portrait of animation characters, sculpture, a fine castle, to a large extent to meet people's fantasy of the fairy tale world, to achieve a creative re-creation based on animation elements. (Zhou, 2021)

The theme park with animation elements has stronger ornamental, through interesting and diversified animation elements can create a fairy tale world as if in the general experience of the scene, people can watch, experience, to bring people the ultimate visual and spiritual feelings. For example, the landscape in Taiwan's "Peachland" includes miniatures of representative buildings from all over the world, which itself has strong ornamental value, and then incorporating some animation elements will bring better visual experience, make the content more interesting and diversified, better catch the tourists' eyes and further enhance their ornamental value.

For example, the animated characters in Universal Studios Beijing will shake hands with visitors and take pictures together, which will bring visitors a better touring experience and meet their leisure and entertainment needs. In the future, there will be many theme parks full of animation elements like this one, which may gradually develop into a city's iconic landscape.

6.2 The use of animation elements in interior design

The use of animation elements in interior design is particularly prominent in some commercial spaces, which can meet the preferences and requirements of certain specific groups of people. Animation is currently sought after and loved by young people, so the interior design of some restaurants, entertainment venues and shopping malls often use some animation elements to meet people's leisure and entertainment needs and better attract young people to achieve the goal of expanding consumer groups. (Zhao, 2018) In addition, with the application of animation elements in the landscape art design more and more widely, some public service places in the interior design also began to gradually appear animation elements, for example, the theme of animation maternity hospital, creating a warm, cartoon environment, can make the maternity and family members feel at ease and comfortable; and then some subway stations in the image of animated characters or cartoon animation, all give people This has greatly enhanced the charm of these public places and changed people's stereotypical impression of these public places. It is believed that in the society of pursuing fashion and entertainment, the application of animation elements in interior design will become a major direction of interior design development and open up a broader development space for landscape art design.

6.3 The use of animation elements in wall decoration

The application of animation elements in wall decoration is also very common, both indoor and outdoor will post some animated characters posters or draw some cartoon animation on the wall to enhance the beauty of the wall. The current civilization slogans in some cities also have animated elements, and the use of cartoon characters to "say" some notes or suggestions is much more effective than originally setting up a sign or simply a line of text. (Xing, 2015) The frequency of animated elements on city streets is also increasing, like the beautiful pictures painted on the road manhole covers and the animation added on the walls of the streets can change the cold and hard feeling of the street landscape, making the city streets seem to "come alive" and become a beautiful scenery in the city. People walking in such streets, can be infected by the animation elements and inculcation, help to relieve the pressure of people's work and life, feel the beauty of life, the richness

of the city. In these beautiful walls children do not shed scribbles, small ads will not be seen everywhere, so the use of animation elements in wall decoration can not only make the city landscape become more beautiful, but also influence people's thoughts and daily behavior, so that people's daily life becomes more harmonious, and also have a positive effect on promoting the construction of civilized cities. (Feng, 2013)

7. Conclusion

In summary, the application of animation elements in landscape art design has become a major trend in the development of landscape art design, the current animation elements in theme parks, street scenes, a variety of public places and other landscape design are reflected, to achieve a good integration of animation culture and landscape art culture, and show a good use of advantages, although compared with developed countries, the use of animation elements in landscape art design in China still Although compared with developed countries, the use of animation elements in landscape art design in China still has a lot of room for progress, but I believe that in the near future animation elements will be integrated into more and more landscapes, opening up a new chapter of development for China's landscape art design work.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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