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Study on the Modernity of Character Design in Mythical Animation Films

Xue Gu

College of art, Hebei GEO University, Hebei 050021, China

Abstract: The modern character image in the mythological animated film is more in line with the aesthetic and value concept of the audience in the modern society, and easier to arouse the audience's resonance and emotional resonance. Through the modern character images in mythological animated films, the audience can better understand and recognize the traditional culture and mythological stories, but also better understand and reflect on the development and changes of contemporary society. However, the excessive dependence on Western culture, the low level of recurring character images and the loss of traditional national elements are the limitations of mythological animated films in presenting modern roles. Based on Chinese traditional national culture and role building, mythological animated films introduce new creative design and emphasize the emotional communication of characters.

Keywords: Animated Film; Mythological Animation; Animated Characters.

1. Introduction

Myth is an important part of human culture and has been an important source for people to explore the meaning and value of life since ancient times. With the continuous development and evolution of modern culture, mythological stories have been continuously inherited and innovated. As one of the important forms of modern culture, film is also constantly innovating and developing. As one of the forms of expression, the modernity of character design in mythological animated films has attracted much attention. Therefore, the character design of mythological animated films is a very important work, because it involves how to combine the traditional mythological stories with the aesthetic requirements of modern films. In this process, the character design must take into account the characteristics of traditional mythology and the requirements of modern film, but also need to innovate and break through.

2. Necessity

The reason why mythological animated films present modern characters is that the aesthetic concept and cultural background of modern society have undergone great changes. In traditional mythological stories, the character images are often ancient, mysterious and sacred, while in modern society, people pay more attention to modernization, individuation and diversification. Therefore, mythology-themed animated films need to create modern and personalized character images to attract the audience's attention and meet the aesthetic needs of modern society.

2.1. Conform to the visual orientation of modern audiences

The modern characters presented in mythological animated films can meet the visual orientation of modern audiences, mainly because the character images are modernized, personalized, diversified and cross-cultural, and can meet the aesthetic needs and cultural background of modern society.

First of all, modern character images can attract the attention of modern audience. Modern society pays attention to individuation and diversification, and people have higher requirements for the appearance, character, action and language of the role images. Therefore, by modernizing the character images in mythological stories and using fashion elements, pop culture symbols and modern production techniques, more attractive and modern character images can be created to attract the attention and love of modern audiences. Secondly, personalized character images can meet the aesthetic needs of modern audiences. Modern society pays attention to individuation and diversification, and people have higher requirements for the uniqueness and individuation of the role image. Therefore, in the character design, different cultural elements and symbols can be used to create the role image with cross-cultural characteristics, so that it has unique and personalized characteristics, to meet the aesthetic needs of modern audiences. Finally, diversified character images can cross cultural boundaries and attract audiences from different cultural backgrounds. Mythological stories are important legacies of different cultures, and their stories and character images have cross-cultural characteristics. In character design, different cultural elements and symbols can be used to create character images with cross-cultural characteristics, cross cultural boundaries and attract audiences from different cultural backgrounds.

Therefore, the presentation of modern characters in mythological animated films can meet the visual orientation of modern audiences, mainly because modern, personalized, diversified and cross-cultural character images can meet the aesthetic needs and cultural background of modern society, and attract the attention and love of modern audiences.

2.2. To realize the commercial demands of the film producers

From the perspective of economics, the presentation of modern characters in mythological animated films can fulfill the commercial demands of film producers, mainly because such character images can attract more audiences, thus increasing the box office revenue and brand value of films.

Firstly, modern character images can attract more audiences. In a market economy, audiences are the main consumers of the film industry, and attracting their attention

and support is a key factor for the film industry to earn profits. Modern character images with modern sense and personalized characteristics can attract more audiences, especially young audiences' attention and love, thus increasing the film's box office revenue and market share. Secondly, the modernized character image can increase the value of the film brand. In market economy, brand value is an important factor for enterprises to win market competition. The modern character image has unique and personalized characteristics, which can attract more audience's attention and love, thus increasing the influence and brand value of the film brand. With the enhancement of brand value, film producers can obtain more business opportunities and partners, thus gaining more income and profits. Finally, modern character images can also promote the innovation and development of the film industry. In a market economy, innovation and development are important ways for enterprises to maintain competitive advantages. The modern character image can promote the innovation and development of the film industry, promote the upgrading and transformation of the film industry, and thus enhance the competitiveness and profitability of the film industry.

From the perspective of economics, the presentation of modern characters in mythology-themed animated films can realize the commercial demands of film producers, mainly because such character images can attract more audiences, increase the box office revenue and brand value of films, and promote the innovation and development of the film industry.

3. Limit

Traditional mythological stories are important heritages of human culture, and their characters have unique narrative methods, cultural symbols and symbolic meanings. Excessive modernization of the role image may lose these unique cultural characteristics, thus weakening the unique charm and cultural value of the traditional mythological stories. Secondly, overly personalized character images may affect the audience's identification and emotional resonance with the characters. The uniqueness and individuation of character images are the focus of modern audiences, but overly personalized character images may lose audience's identification and emotional resonance of characters, thus reducing audience's participation and loyalty. Finally, in traditional mythological stories, character images are often ancient, mysterious and sacred, and over-modernized character images may destroy this sense of sacredness and mystery, thus leading to emotional conflicts and inadaptation of the audience to the characters.

3.1. Excessive dependence on Western culture

Chinese mythology has colorful characters and storylines, but relying too much on Western classical characters will weaken the uniqueness of Chinese mythology to some extent, and even lead to the danger of cultural homogeneity. This will not only affect the inheritance and development of Chinese mythology culture, but also affect the competitiveness and status of Chinese animated films in the international market.

First of all, Chinese mythology-themed animated films rely too much on western classic characters in shaping modern characters. This phenomenon is especially evident in some films, such as Ne Zha, in which the characters are hardly disguising their European features. Even the much-loved Aobing, who has dragon horns, has a pointy nose and a face that looks more European, like a prince from the West with his own melancholy temperament. Second, Chinese mythology-themed animated films ignore China's own traditions when portraying modern characters. There are rich and colorful characters in Chinese mythology, such as Daji, Lady Bai, Meng Po, etc., but these characters are not fully reflected in the modern characters. This phenomenon reflects the lack of in-depth exploration and understanding of traditional Chinese culture in Chinese mythology-themed animated films in the process of modernization.

To sum up, there are certain limitations in the presentation of modern roles in Chinese mythological animated films. In order to better promote Chinese mythology culture, we need to pay more attention to the mining and understanding of traditional culture in the process of modernization, but also need to find a way of expression that can not only conform to modern aesthetics, but also retain the characteristics of traditional mythology.

3.2. Low level recurring role image

Chinese mythology is an important part of Chinese culture, and its richness and variety are undoubtedly very favorable as the material for animated films. However, the low-level repetition of characters such as Sun Wukong and Nezha is indeed a widespread problem in Chinese mythology-themed animated films. This is mainly due to the following reasons:

First of all, these images have extremely high popularity and popularity. As the representative figures in Chinese mythology, the stories and images of Sun Wukong and Nezha have penetrated into people's lives and become well-known cultural symbols. As a result, film makers often choose these familiar figures as the main characters to attract audiences' attention and boost box office. Secondly, the portrayal of these images has been identified by works in traditional culture and history. In traditional Chinese culture, the images of Sun Wukong and Nezha have been deeply rooted in the hearts of the people, and their characteristics and characters have been widely accepted and recognized. As a result, film makers are often reluctant to make too many changes and innovations to these images, choosing instead to maintain traditional images and storylines to ensure audience acceptance and recognition. Finally, the low level of repetition of these images is also related to the degree of commercialization of the film market. In a more commercialized film market, box office and commercial interests tend to be the priority factors for film producers. As a result, they are more inclined to make films that have proven commercial value and audience acceptance, rather than innovate and experiment.

To sum up, the low-level repetition of images in Chinese mythology-themed animated films is indeed a widespread problem. Although these images have rich cultural connotations and historical significance, more innovations and attempts are needed in film production to better adapt these images to the needs and aesthetic trends of modern audiences.

3.3. The loss of traditional national elements

Chinese mythology is an important part of Chinese culture, which contains rich ethnic traditional elements. In Chinese mythology-themed animated films, the gradual loss of ethnic traditional elements of character images is a common problem.

First, with the development of marketization, film makers pay more attention to commercial interests rather than cultural connotations. In film production, commercial interests are

often the priority factor for the producers. Therefore, when making Chinese mythology-themed animated films, producers often ignore the importance of traditional ethnic elements and simply pursue the commercial value of the film and the box office of the audience. Secondly, the understanding and cognition of the traditional ethnic elements of the film producers is wrong. In Chinese mythology, the image of each character contains profound cultural connotations and ethnic traditional elements. However, in film production, producers often simply copy traditional images and storylines while ignoring the deep connotations and meanings of these elements. Finally, film makers lack the awareness of protecting and inheriting traditional elements. Chinese mythology is an important part of Chinese culture, and its images and storylines carry the profound historical and cultural deposits of Chinese culture. However, in film production, producers lack the awareness of protecting and inheriting these elements, leading to the gradual loss of these elements

Therefore, it can be seen that the gradual loss of traditional ethnic elements of the characters in Chinese mythology-themed animated films is a common problem. In order to protect and inherit the traditional ethnic elements of Chinese culture, film makers need to strengthen the understanding and recognition of these elements, pay attention to the cultural connotation of the film and the embodiment of traditional ethnic elements, so that these elements can be better inherited and carried forward in the film.

4. Ways and means

Mythological animated films present modern characters, because audiences in modern society have different levels of acceptance and needs for mythological themes. In traditional mythological stories, characters often have divine and supernatural abilities, and there is a certain sense of distance and estrangement between these characters and modern audiences. However, for modern audiences, they pay more attention to the humanization and emotional expression of characters, and are more likely to be attracted and identified by characters with human emotions and behavior characteristics. Therefore, modern mythology-themed animated films tend to mold the characters into more modern images, including appearance, personality, behavior and other aspects. Such characters are easier to resonate and empathize with the audience, and are easier to be accepted and loved by the audience. At the same time, the modern role image is also more in line with the aesthetic and value concepts of modern society, and more able to reflect the life and ideological state of contemporary people.

4.1. Based on Chinese traditional national culture

It is very important to draw on national culture for the modernity of character design of mythological animated films. First of all, national culture is the cultural foundation of a country or region, which reflects the history, tradition, values, beliefs and aesthetic concepts of a nation. In the character design, the integration of ethnic cultural elements can make the role closer to the cultural background of the audience, and easier to be accepted and loved by the audience. At the same time, ethnic culture is unique and diverse, which can provide rich creative inspiration and material for character design.

Secondly, drawing on ethnic culture can help character design better convey cultural information and values. Mythology-themed animated films usually involve some cultural symbols and symbols, which are often closely related to national culture. Through character design, these cultural symbols and symbols can be passed on to the audience, so that the audience can better understand and recognize the national culture. At the same time, character design can also convey the values of national culture by expressing the belief, moral concept, emotion and behavior mode of the characters, and help the audience to establish correct values.

Finally, drawing on the national culture can help the character design better reflect modernity. In the context of increasingly frequent cultural exchanges in the world today, combining national cultural elements with modern artistic techniques can create character images with both national characteristics and modern sense, and better meet the aesthetic needs of modern audiences. At the same time, modern character design can also promote the inheritance and innovation of national culture, making national culture more dynamic and attractive.

Therefore, drawing on national culture is a necessary condition for the modernization of character design in mythological animated films, and also an important basis for the development of cultural and creative industries.

4.2. Introducing new creative design into character shaping

The modernity of character design in mythological animated films means that through innovative design, traditional mythological elements are combined with modern elements to create modern character images. Among them, the introduction of new creative design is a very important part, which can make the character image more distinctive, rich in personality and modern sense.

First, focus on personalized design. Personalized design is the core of creative design. In character design, paying attention to personalized design can make the character image more unique and characteristic, and also easier for the audience to remember. For example, Nezha in Ne Zha is a unique character whose appearance, personality and abilities are unique, which has become one of the reasons why audiences love him. Secondly, the diversified form design. Diversified form design is also an important direction of creative design. Through deformation, diversified forms and other design techniques, the role image can be more flexible and imaginative. For example, in the animated movie "Big Protector", the characters can be transformed into various forms, such as animals and robots, which is very creative. Then, special abilities are designed. Special ability designs can also add a modern feel to a character's image. By giving the character special abilities, such as superpowers, technological abilities, etc., you can make the character look more modern and futuristic. For example, in the Incredibles, each character has a unique super power, which is one of the reasons why the movie is so successful; And finally, the creative design of crossover collaboration. Cross-border cooperation is also a way of creative design. More inspiration and creativity can be brought to character design through crossover collaborations with brands, cultures, etc., in other fields. For example, in the animated film Monkey King: Hero is Back, we cooperated with Alibaba to combine traditional mythic elements with modern commercial culture, creating a very modern character image.

To sum up, in order to make the character design of

mythology-themed animated films more modern, innovative design is very important. By focusing on personalized design, diversified form design, special ability design and creative design of cross-border cooperation, more inspiration and creativity can be brought to the character design, making the character image more modern and attractive.

4.3. Emphasize the emotional communication of the characters

The modernity of character design in mythological animated films should not only pay attention to the innovative design of character image, but also emphasize the emotional communication between characters. Through the emotional communication and interaction between the characters, a closer, real and moving plot can be created to enhance the audience's emotional resonance and sense of participation.

First of all, pay attention to the emotional portrayal of the characters. The emotional portrayal of characters is the premise of emphasizing the emotional communication of characters. In character design, it is necessary to dig deep into the inner world of characters and create a more rich, three-dimensional, fleshed and fleshed character image. By depicting the emotional state and emotional changes of the characters, the characters can be closer to the audience and enhance the audience's emotional resonance; Secondly, pay attention to the emotional interaction of the role. The emotional interaction of characters is an important means to emphasize the emotional communication of characters. Through the emotional interaction between characters, such as helping each other, supporting each other, and understanding each other, a more cohesive, realistic and moving storyline can be created. For example, the emotional interaction between the little boy and his great-grandfather in the western animated film Coco allows the audience to feel the strength and warmth of family emotions; Then, focus on the emotional expression of the characters. The character's emotional expression is an important means to emphasize the character's emotional communication. Through the expression of characters' expressions, actions, language and other aspects, the audience can have a deeper understanding of the inner world of the characters and enhance the audience's emotional resonance. For example, in Your Name, the emotional expression between the male and female protagonists makes the audience feel the beauty and depth of love; Finally, it pays attention to the emotional rendering of the story plot. The emotional rendering of the storyline is an important means to emphasize the emotional communication of the characters. Through the introduction and development of the story plot, the emotional state and emotional changes of the characters are integrated into the story plot, which can let the audience have a deeper understanding of the inner world of the characters and enhance the audience's emotional resonance. For example, in Hua Mulan, the story of Hua Mulan's growth and the expression of her family emotions make the audience feel the beauty of the feelings of home and country and female power.

To sum up, the emphasis on emotional communication of characters is an important direction for the modernization of character design in mythological animated films. By focusing on the character's emotional depiction, emotional interaction, emotional expression and emotional rendering of the story plot, we can create a closer, real and moving story plot, thus enhancing the audience's aesthetic pleasure.

5. Conclusion

In traditional mythological stories, characters often have divine and supernatural abilities, and there is a certain sense of distance and estrangement between them and the audience in modern society. Therefore, modern mythology-themed animated films tend to portray the characters into more modern images, including aspects such as appearance, personality and behavior. Such characters are easier to resonate and empathize with the audience, and are easier to be accepted and loved by the audience. At the same time, the modern role image is also more in line with the aesthetic and value concepts of modern society, and more able to reflect the life and ideological state of contemporary people. The research results of this paper are helpful to better understand the production of mythology-themed animated films and the law of audience acceptance, and have certain reference value for the production and research of related films.

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