

The Influence of Canvas-to-Screen Art on Contemporary Animation

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Abstract. This paper discusses the important role of fine art in contemporary animation and its far-reaching influence. By sorting out the historical origin of fine arts and animation, analysing the performance of fine arts in contemporary animation, examining the role of technological progress in promoting animation fine arts and analysing it with classic cases, it reveals the core position of fine arts in animation creation. Fine art not only provides a unique visual language and style for animation, but also expands the means of expression and dissemination of animation through the progress of technology and the application of new media. This paper argues that the development of contemporary animation fine art presents a trend of diversification, cross-border and individualisation, which not only enriches the artistic expression of animation, but also promotes the continuous innovation and prosperity of the animation industry.

Keywords: Animation Art; Visual Language; Technological Progress; New Media; Diversity.

1. Introduction

In the vast field of contemporary film and television art, animation, as a unique form of expression, deeply attracts viewers all over the world with its unparalleled imagination and creativity. In the development of animation art, art has always played a crucial role. Whether it is early hand-drawn animation or today's highly developed digital animation, art has given animation works a unique visual style and rich artistic connotation.

As a comprehensive art form, animation combines painting, film, literature, music and other artistic elements. Fine art, as the most intuitive visual expression, determines the overall style and texture of animation works. Since the birth of animation, the importance of art in animation creation is self-evident. Early animation creators drew frame by frame to give life to the static picture, creating a lifelike animated character and a vivid and interesting storyline. With the progress of science and technology and the development of digital technology, the means of expression and techniques of animation art are constantly enriched and perfected, giving animation as an art form a new vitality and charm [1].

In contemporary animation creation, art is not only the presentation of visual effects, but also the carrier of emotions and thoughts. Through the clever use of colour, line, composition and other elements, excellent animation art works can not only convey the plot and emotion of the story, but also bring strong impact and deep impression to the audience visually. For example, Miyazaki Hayao's animated films are loved by the audience for their unique art style and delicate picture processing; Pixar's animated films have won numerous praises through their exquisite digital painting technology and innovative visual performance. These works all show the important position of art in animation creation.

However, the development of animation art is not always smooth. It not only requires creators to have superior artistic skills and rich imagination, but also needs to keep pace with the development of science and technology, and constantly explore new means of expression and technology. Especially in today's era of rapid technological development, animation art is facing unprecedented opportunities and challenges. On the one hand, the progress of digital technology provides more convenient and efficient tools for the creation of animation art, enabling creators to realise more complex and delicate visual effects; on the other hand, the development of new media and the Internet has led to great

changes in the dissemination of animation works and the aesthetic demands of the audience, and animation art needs to be constantly innovated and adjusted to meet the diversified market demands and audience preferences [2].

In such a background, exploring the influence of fine art on contemporary animation not only has important theoretical significance, but also has important guiding value for actual animation creation. By analysing the application and development trend of fine arts in animation, we can better understand the essence and charm of animation art, and explore the innovation path and future development direction of animation fine arts. In this paper, we will discuss the influence of fine arts on contemporary animation from the historical origin of fine arts and animation, the performance of fine arts in contemporary animation, the impetus of technological progress on animation fine arts, the analysis of classic cases, and the development trend of contemporary animation fine arts, hoping to provide useful insights and references for animation creation.

2. The Historical Origins of Art and Animation

The relationship between art and animation can be traced back to the beginning of the art of animation. Early animation creations were often inseparable from hand-drawn art techniques, which not only constructed the basic framework of animation, but also profoundly influenced the visual style and narrative approach of animation. At the beginning of the 20th century, hand-drawn animation became the main means of animation production. Classic works like Snow White and Mickey Mouse fully demonstrate the application of traditional art techniques in animation. These animation works were drawn frame by frame, combined with rich use of colours and delicate line outlining, to present lifelike characters and moving stories.

In this process, art genres and animation styles began to influence each other, forming diverse forms of artistic expression. The emergence of Impressionism, Cubism and other fine art genres brought new inspirations and methods for animation creation. For example, Impressionist painters emphasized light and shadow effects and colour changes, and this technique was applied in animation to enhance the sense of hierarchy and dynamism of the picture. Cubism's geometric division and multi-view expression also provide new visual experience for animation, making the picture more three-dimensional and spatial [3].

With the development of the times, the relationship between art styles and animation performance became closer. In the mid-20th century, different styles of fine arts were widely used in animation. For example, while absorbing western art styles, Japanese animation also incorporated traditional ukiyo-e elements, forming a unique Japanese animation style. This style is loved by audiences for its clean and clear lines and bright colours. Meanwhile, American animation draws more on the expression of cartoon comics, highlighting the exaggerated movements and sense of humour of the characters, forming a unique visual language [4].

In the 21st century, the rapid development of digital technology has further promoted the integration of art and animation. The development of computer graphics has made digital painting possible, and the combination of traditional hand-drawn art skills and digital technology has created a new era of animation creation. Animators can precisely control each frame through computer software to achieve unprecedented visual effects. Digital drawing not only improves the efficiency of animation production, but also makes the expression of the picture more colourful. For example, the ice and snow special effects in Frozen and the delicate hair texture in Crazy Animal City are all products of the combination of digital technology and traditional fine arts.

The rise of the new media environment has also brought new opportunities and challenges for animation art. The application of virtual reality (VR) and augmented reality (AR) technology makes animation works no longer confined to the flat screen, but into the three-dimensional space. Audiences can experience the animation world immersively through VR equipment, increasing interactivity and immersion. At the same time, the popularity of network platforms makes animation

creation and dissemination more convenient, and independent animation producers can display their works through the network and share them with global audiences.

In summary, from canvas to screen, the relationship between fine art and animation has experienced an evolution from traditional hand-drawing to digital painting, and from two-dimensional plane to three-dimensional space. Fine art not only provides rich visual elements for animation, but also continuously promotes the development and innovation of animation art. By continuously exploring and integrating different art styles and technical means, animation creators will continue to open up new artistic horizons and bring audiences more exciting audio-visual feasts.

3. Artistic expression in contemporary animation

The art expression in contemporary animation has not only inherited the essence of traditional art, but also formed a colourful visual feast with different styles in the technological progress and multicultural fusion. The application of different art styles in animation has shaped the unique charm and profound connotation of contemporary animation works.

Realistic style is especially prominent in contemporary animation. With the development of technology, animation production is gradually able to approach the details and texture of the real world, and the realistic style of animation attracts a large number of viewers with its highly reproduced realistic scenes and fine texture. For example, the special effects of ice and snow and the texture of characters' skin in *Frozen* demonstrate the charm of realistic style. This style not only enhances the visual impact of the animation, but also provides strong support for the realism of the story, making it easier for the audience to immerse themselves in it [5].

Meanwhile, cartoon style still occupies an important position in contemporary animation. With its clean lines, exaggerated expressions and brightly coloured images, cartoon style gives animation a unique sense of humour and affinity. The classic animation films produced by Disney, Pixar and other animation companies, such as *"Crazy Animal City"* and *"Brain Squad"*, are precisely through the use of cartoon style, which conveys complex social issues and profound emotional experiences to the audience in a light-hearted and humorous way. This style is not only suitable for children's audiences, but also won the favour of adult audiences, reflecting the wide influence of animation works.

The application of abstract style in contemporary animation brings new possibilities for animation creation. Abstract style breaks the traditional image constraints by simplifying and distorting techniques, making the animation picture more artistic and expressive. The Japanese animation master Hayao Miyazaki's *"The Thousand and One"* and the Chinese animation *"The Great Protector"* use a lot of abstract elements in their images to create a mysterious and dreamy atmosphere. This style not only enhances the artistic level of animation, but also provides the audience with rich imagination space.

The influence of art styles on animation narratives cannot be ignored. Different art styles not only determine the visual effect of animation, but also directly affect the emotional expression of the story and the audience's experience. Realistic animation often pursues delicate emotional portrayal and realistic plot development, so that the audience can have strong empathy in the process of watching [6]. Cartoon style, on the other hand, makes the story more interesting and entertaining through exaggeration and humour, and reduces the heaviness of the plot. Abstract style, on the other hand, conveys complex emotions and profound themes through unique graphic language, triggering deep thoughts and resonance among viewers.

The progress of technology has also greatly promoted the innovation and development of contemporary animation art. The application of digital technology enables animation creators to realise more visual effects and artistic expressions in the picture. The development of computer graphics makes the animation picture more delicate and vivid, and enhances the visual realism and impact. New media technologies, such as Virtual Reality (VR) and Augmented Reality (AR), provide

a new platform for animation to express itself, enabling the audience to experience the charm of animation in a more interactive and immersive way.

In conclusion, the artistic expression in contemporary animation is a perfect combination of traditional art and modern technology. The mingling and innovation of different art styles not only enriches the visual language of animation, but also gives animation works a deeper artistic value and cultural connotation. Through continuous exploration and practice, animation creators will continue to open up new artistic frontiers and bring audiences a more wonderful audio-visual experience.

4. Technological advances in the art of animation

The progress of technology has brought far-reaching influence and unprecedented opportunities for the development of contemporary animation art. From traditional hand-drawing technology to today's digital painting, technological innovation has continuously pushed the boundaries of animation art, giving creators a broader imagination and means of expression.

The breakthrough of computer graphics is an important milestone in the development of animation art. Digital painting technology enables animation creators to precisely control each frame and realise delicate texture and complex visual effects. Early hand-drawn animation was full of artistic charm, but its production process was tedious and time-consuming. With the introduction of computer technology, the efficiency of animation production has improved significantly, and creators can use digital tools for drawing, editing and compositing, greatly reducing production time. For example, Pixar Animation Studios' *Toy Story* is the first fully computer-produced animated film, which presents realistic lighting effects and smooth animation performance through detailed modelling and rendering, ushering in a new era of animation art [7].

In addition to improving efficiency, digital technology also gives animation art a richer expressive power. Through computer graphics, creators can simulate a variety of natural phenomena, such as water flow, flame, smoke, etc., which enhances the realism and visual impact of animation images. For example, the complex water flow and wave effects in the film *Ocean's Edge* demonstrate the powerful application of digital technology in animation art. In addition, digital painting tools allow creators to create more freely in terms of colour, texture and light and shadow, resulting in more detailed and diverse animation images.

The development of new media technologies has further expanded the way animation art is created and presented. The application of virtual reality (VR) and augmented reality (AR) technology has brought a new interactive experience to animation. Through VR technology, viewers can enter the animation world and experience the storyline and character interactions immersively, which increases the sense of immersion and participation in the film, while AR technology combines animation with the real world, allowing viewers to watch animation characters' performances in real scenes through mobile devices, which enhances the fun and interactivity of animation. These new media technologies not only provide a new performance platform for animation art, but also broaden the dissemination channels and audience groups of animation [8].

The popularity of the Internet platform has also had a profound impact on animation art. The rapid development of the Internet makes it easier for animation creators to publish and disseminate their works, breaking the limitations of traditional media. Independent animation producers can display their works and share them with global audiences through online platforms, increasing the freedom of creation and the diversity of works. For example, a large number of high-quality independent animation works have emerged on the video website YouTube, which are bold and innovative in art style and rich and diverse in content themes, demonstrating the infinite possibilities of animation art.

Advances in technology have not only changed the way of creating animation art, but also promoted the development and prosperity of the animation industry. Advanced technology makes animation production cost lower, production cycle shorter, more high-quality animation works can emerge. At the same time, technological progress has also prompted the animation industry to constantly explore

new business models and profit ways, such as derivatives development, theme park construction and so on, increasing the commercial value and market influence of animation works.

In short, the progress of technology has injected new vigour and power into contemporary animation art. From digital painting to new media technology, technological innovation constantly promotes the innovation and development of animation art. Through the integration of technology and art, animation creators are not only able to realise more efficient and refined creation, but also explore more diversified forms of expression and dissemination channels, bringing audiences a richer and more wonderful audio-visual experience. In the future, with the continuous progress of technology, animation art will usher in a more brilliant era.

5. Classic case studies

In the development of animation art, the art style of classic works not only profoundly influences the audience's visual experience, but also provides valuable reference and inspiration for subsequent animation creation. Through their unique art expressions, these classic cases demonstrate the importance and diversity of art in animation.

Hayao Miyazaki's "A Thousand and One" is a typical example, a work that has won the hearts of audiences around the world with its exquisite graphics and delicate depiction of emotions. The art style of "A Thousand and One" combines elements of traditional Japanese ukiyo-e and modern animation drawing techniques, presenting a unique oriental aesthetic. Each scene in the film is meticulously designed, with the use of colours and changes in light and shadow giving the images a sense of fantasy and mystery. For example, the scene in which Chihiro travels through a mysterious tunnel to enter the spirit world creates a visual experience that is both fantastical and real through the meticulous construction of the screen and the contrast of colours [9]. This art style not only adds artistic value to the film, but also makes it easier for the audience to immerse themselves in the storyline.

Another classic, Frozen, demonstrates the perfect combination of digital technology and traditional fine art. Disney made full use of advanced computer graphics technology in the production of this film, creating lifelike ice and snow special effects and realistic character images. Elsa's ice palace scene is one of the visual highlights of the film, showing the fantasy and magnificence of the ice world through complex light and shadow effects and delicate texture processing. This high-precision digital painting technology not only enhances the visual impact of the animation, but also provides strong support for the emotional expression of the film, so that the audience feels a strong emotional resonance during the viewing process.

Pixar's "Mad Animal City" has won wide acclaim for its unique cartoon style and profound social theme. The animal characters in the film are given unique personalities and charms through exaggerated modelling design and vivid expressions. For example, the image design of the main character, Judy, is not only in line with the characteristics of real rabbits, but also made more friendly and recognisable through cartoon treatment. This cartoon style not only enhances the entertainment and fun of the film, but also enables the film to convey profound themes in a light-hearted and humorous way when exploring social issues, attracting audiences of different ages [10].

The Great Protector is a masterpiece of Chinese animation in recent years, standing out with its unique art style and profound cultural connotations. The film creates a mysterious and unpredictable atmosphere through a large number of abstract elements and simplified screen design. The image design of the Great Protector is simple and tense, showing the complexity of the character and the depth of the story through simple lines and bold colour contrasts. The set design of the film is also unique, through the abstract treatment of traditional Chinese architecture and natural landscape, giving the film a strong oriental cultural atmosphere. This art style not only enhances the artistic standard of the film, but also makes it widely recognised in the international animation market.

Overall, these classic cases demonstrate the important role of art in animation through their unique art styles and innovative visual expressions. From Miyazaki's oriental aesthetics, to Disney's application of digital technology, to Pixar's cartoon style and Chinese animation's cultural expression, these works not only bring audiences a rich visual experience, but also provide animation creators with valuable references and inspirations. The combination of art and animation not only enriches the artistic expression of animation, but also promotes the continuous development and innovation of the animation industry. In the future, with the continuous progress of technology and the continuous intermingling of cultures, animation art will continue to explore new boundaries and bring more surprises and touches to the audience.

6. The trend of contemporary animation art

Contemporary animation art, driven by both technology and art, is undergoing profound changes and innovations, showing the development trend of diversification, cross-border and personalisation. With the continuous progress of digital technology, the role of art in animation creation is becoming more and more important, which not only determines the visual style of animation, but also profoundly influences the audience's aesthetic experience and cultural identity.

Firstly, diversification has become one of the main trends in the development of contemporary animation art. The fusion of different cultural backgrounds and art styles makes animation works present unprecedented visual richness. For example, the ukiyo-e style in Japanese animation, the cartoon style in American animation, and the realistic style in European animation have all been widely used and innovated in contemporary animation works. Works like "The Thousand and One", which combines traditional Japanese art with modern animation technology, have won the favour of global audiences through its unique art performance. Similarly, Pixar's Finding Neverland demonstrates the charm of diverse art styles through its deep excavation of Mexican culture and colourful visual presentation. The trend of diversification not only enriches the visual language of animation, but also promotes the communication and integration between different cultures.

Secondly, cross-border has become another important trend in the development of animation art. With the continuous progress of new media and technology, animation art gradually breaks the traditional two-dimensional screen limitations and enters a broader field of expression. The introduction of virtual reality (VR) and augmented reality (AR) technology makes animation works not only able to be presented on a plane, but also allows the audience to enter the animation world through immersive experience. Works like VR Adventure bring the audience into a completely virtual environment through VR technology, enhancing interactivity and immersion, while AR technology creates a richer visual experience and interaction by superimposing animation elements on real-life scenes. For example, "Pokemon GO" allows players to capture virtual sprites in the real world through AR technology, realising a seamless integration of animation art and the real world.

Finally, personalisation has become a trend that cannot be ignored in contemporary animation art. With the diversification and personalisation of audience's aesthetic needs, animation creators continue to explore and innovate in art styles to meet the needs of different audience groups. Independent animation producers are particularly prominent in this regard, and they have brought forth many refreshing works through their unique art styles and personalised creative approaches. For example, Love, Death and Robots shows the infinite possibilities of animation art through its unique drawing style and bold visual expression. The personalised art style not only makes the work more recognisable visually, but also allows the audience to gain deeper emotional resonance during the viewing process.

Overall, the development trend of contemporary animation art reflects the deep integration of technological progress and artistic innovation. Diversified art styles, cross-border means of expression and personalised creative concepts have jointly pushed the animation art forward. These trends not only enrich the visual language of animation, but also enhance the artistic value and cultural connotation of animation works. In the future, with the continuous development of technology and

innovation of creative means, animation art will continue to explore new boundaries and bring audiences a richer and more exciting visual experience. Through continuous cross-border cooperation and multi-cultural fusion, animation art will usher in a more brilliant era and bring more shock and touch to the global audience.

7. Conclusions

From canvas to screen, the influence of fine art on contemporary animation is far-reaching and multifaceted. In the development of animation, fine art is not only the foundation for constructing the visual world, but also an important means for expressing emotions, conveying stories and shaping styles. With the advancement of technology and the continuous integration of art forms, animation art has experienced a great transformation from hand-drawing to digitalisation and from two-dimensional plane to three-dimensional space, a process that has greatly enriched the expressiveness and artistry of animation.

First of all, fine art provides animation with a unique visual language and style, so that each animation work can show its unique artistic charm. Whether it is the oriental aesthetics in Miyazaki Hayao's films or the exquisite realism in Pixar's animation, each art style gives animation works a unique visual recognition and artistic value. These visual languages not only enhance the audience's immersion and visual enjoyment, but also help animation works stand out in the global market and form a strong brand effect.

Secondly, the advancement of technology has played an important role in promoting the development of animation art. The application of computer graphics and digital drawing technology has made animation production no longer limited to traditional hand-drawing, but allows for more efficient and refined creation through digital tools. This not only improves the efficiency and quality of animation production, but also makes the means of expression of animation art more diversified. By simulating natural phenomena, creating complex three-dimensional scenes and delicate character textures, digital technology has greatly expanded the creative space and expressive power of animation art.

In addition, the development of new media and network platforms has provided new channels and ways for the dissemination and promotion of animation art. The introduction of virtual reality (VR) and augmented reality (AR) technology enables animation works to break through the limitations of the traditional screen and enter into a broader interactive space. Audiences can experience the animation world immersively through VR devices, which enhances the sense of immersion and participation in film watching, while AR technology combines animation with the real world to create a new interactive experience. The application of these technologies not only enriches the expression form of animation, but also opens up the application scene and market space of animation art.

Finally, the development trend of contemporary animation art shows the characteristics of diversification, cross-border and personalisation. Diversified art styles reflect the fusion of different cultures and art schools, cross-border development makes animation art enter more fields, such as games, advertisements, education, etc., and personalised creative styles satisfy the aesthetic needs and emotional resonance of different audience groups. These trends not only reflect the innovation and development of animation art, but also predict that animation art will present a richer and more colourful appearance in the future.

To sum up, the influence of fine art on contemporary animation is all-round. From early hand-drawing technology to modern digital creation, from two-dimensional flat expression to three-dimensional presentation, the status and role of fine arts in animation have been continuously upgraded. Through continuous exploration and innovation, fine art has injected rich artistic connotation and strong visual impact into animation works, making animation a global art form that transcends time and space and culture. In the future, with the further development of technology and the continuous integration of art forms, animation art will continue to usher in new opportunities and challenges, creating more amazing artistic wonders.

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