

# Research on the Dissemination Strategy of Traditional Chinese Culture Based on MG Animation - Taking the 24 Solar Terms as an Example

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**Abstract.** In the era of globalization, traditional Chinese culture is an important means of telling China's stories, showcasing cultural soft power, and expanding international influence. This article analyzes the connotation of the 24 solar terms and combines traditional Chinese cultural content with innovative design forms to explore the innovative practice of disseminating the 24 solar terms in dynamic graphic form. It also designs a strategy for disseminating traditional Chinese culture based on MG animation. It provides a certain reference for the inheritance and development of traditional Chinese culture.

**Keywords:** 24 Solar Terms, MG animation, dissemination strategy.

## 1. Introduction

In the context of globalization today, the inheritance and development of culture are particularly important. Chinese traditional culture, as the crystallization of the wisdom of the Chinese nation over thousands of years, contains rich historical connotations and unique aesthetic values. However, with the rapid development of modern technology and the impact of foreign culture, how to effectively disseminate and promote Chinese traditional culture has become an urgent problem to be solved. MG animation, a multimedia art form that combines electronic games, film editing, information, and creativity, provides a new perspective and approach for the dissemination of traditional culture with its unique interactive and interesting features. This paper aims to explore the strategies for disseminating Chinese traditional culture based on MG animation, taking the 24 solar terms as an example, to analyze the unique advantages of MG animation in disseminating traditional culture and propose specific dissemination strategies. Through this research, it is hoped that new perspectives and ideas can be provided for the modern dissemination of traditional culture, promoting the inheritance and development of traditional culture.

## 2. The Cultural Value of the 24 Solar Terms

Twenty -four solar terms are the major achievements of ancient Chinese agriculture and astronomy. It not only reflects the changes in the season and climate in nature, but also contains rich cultural connotation and folk customs. It is an important part of the traditional Chinese festival culture. With the rapid development of China's economy and the improvement of international status, the Chinese people's sense of identity and pride in their own culture are also increasing. In this context, cultural self -confidence has become a social consensus and is accepted and respected by the people. Cultural self -confidence has a deep historical and cultural heritage in China. China has a history of 5,000 years of civilization. Twenty -four solar terms are one of the crystals of these 5,000 years of culture. This long cultural tradition is an important source of cultural self -confidence.

Twenty -four solar terms are the wisdom crystals summarized by ancient Chinese people in agricultural production and social practice, and an important intangible cultural heritage of the Chinese nation. Through the modern digital media form of MG animation, this traditional culture can be presented to the public in a more vivid and intuitive way, especially the younger generation, thereby realizing the modern expression and inheritance of traditional culture. MG animation can use rich colors, dynamic pictures, and fascinating storylines to attract the attention of the audience, so that they naturally feel the charm of twenty -four solar terms during the watching process, thereby enhancing their sense of identity and recognition of Chinese traditional culture and Pride. Twenty -four solar terms are closely related to people's daily life, but the fast -paced life of modern society has gradually reduced the understanding of solar terms. MG animation can help the public better understand and understand the twenty -four solar terms through vivid pictures and concise explanations, including the origin, characteristics, customs of the solar terms. Twenty -four solar terms MG animation creation and promotion can drive the development of related industries, such as animation production, cultural communication, tourism development, etc. The development of these industries not only helps promote the prosperity and development of the local economy, but also provides more employment opportunities and entrepreneurial opportunities for the society.

### **3. The Advantages of MG Animation in New Media Communication**

The advantages of MG animation in the spread of new media are significant, mainly reflected in the following aspects:

#### **3.1. Strong attraction, quickly attract audience attention**

With its unique visual style and novel presentation, MG animation can quickly attract the attention of the audience. With smooth lines, bright colors and unique graphics design, the characteristics of the product or service can be displayed in a vivid and interesting way, thereby effectively grasping the audience's attention.

#### **3.2. Strong innovation and enhance brand image**

Compared with the traditional form of advertising, MG animation pays more attention to creativity and novelty. Through rich animation effects and unique narrative methods, the characteristics of products or services can be better displayed, so as to stand out in market competition. This innovation not only helps enhance the brand image, but also enhances the audience's memory point for the brand.

#### **3.3. Good interaction, enhance audience participation**

MG animation can spread through various new media platforms (such as the Internet, social media, etc.) to form a good interaction with the audience. The audience can participate through likes, comments, sharing, etc., which helps increase the brand awareness and expand the brand's influence. At the same time, it can also enhance the audience's participation and loyalty.

#### **3.4. Low production cost, short cycle**

Compared with the advertisements shot in real scenes, the production cost of MG animation is relatively low. It does not require expensive shooting equipment and scene layout, only a computer and professional production software are required. At the same time, the production cycle of MG animation is relatively short, which can complete high -quality animation works in a short period of time, thereby pushing to the market faster.

#### **3.5. Large amount of information and fast spread speed**

MG animation can carry a large amount of information, and the screen is bright and the sense of rhythm is strong, making information spread more quickly and efficient. In the fast -paced new media

environment, MG animation can quickly grasp the audience's attention and pass key information, thereby achieving a better communication effect.

### **3.6. Strong tolerance, easy to combine with other art forms**

MG animation combines a variety of art forms such as graphic design, animation design and film language, and has a strong tolerance. It can mix and match with various expression forms and artistic styles to create unique animation works. This tolerance makes MG animation more flexible and changeable in the spread of new media, and can meet the needs of different audiences.

### **3.7. Strong adaptability, suitable for multiple communication channels**

The characteristics of MG animation files are small and easy to spread, which makes it suitable for multi-channel communication in the new media environment. Whether it is social media, video platforms, or mobile applications, MG animation can easily adapt to and play a good communication effect. This adaptability helps expand the influence of the brand and covers a wider range of audiences.

## **4. Application of the 24 Solar Terms Elements in MG Animation**

### **4.1. Twenty-four solar terms graphical design**

Twenty-four solar terms graphical design methods, first of all, the goal of graphic expression is needed, that is, how to directly display the characteristics and connotation of the twenty-four solar terms in a graphical method. This includes the waiting characteristics of solar terms, climate change, traditional customs, etc. This information is the basis of graphical expression, which helps to design graphic elements that meet the characteristics of solar terms. After that, abstract expression, transform the abstract concept of solar term into specific graphic elements. For example, the spring equinox can be represented by the circular and straight lines that are divided into day and night; the summer solstice can be represented by a direct shot of the sun in the north. Or use symbolic elements for expression. For example, Lichun can use the buds that break the soil to symbolize the beginning of spring; the winter solstice can be used to symbolize the cold winter with snowflakes or ice crystals. In terms of color, according to the climate characteristics and cultural atmosphere of solar terms, choose the right color and style. For example, in the spring season, you can use bright and warm colors, and the cold color and stable style can be used in winter.

### **4.2. The principles and methods of MG animation script and storyboard design for the 24 solar terms should first ensure accuracy and authority.**

In the process of collecting materials, it is necessary to refer to authoritative books such as the Chinese Astronomical Almanac and the Lunar Calendar and Seasons. Visit the official websites of the National Meteorological Bureau and the Institute of You can also add slang and colloquialisms to make the language more vivid and interesting. In terms of structure, arrange the content in the natural order of the solar terms, forming a complete cycle. Design appropriate transition scenes and animation effects to make the transition between the solar terms natural. Determine the overall visual style, such as the style of Chinese ink painting or paper cutting, and apply it throughout the animation. Maintain consistency in font, icons, and color elements to enhance the overall feel. You can also embed a question-and-answer segment in the animation, where viewers can answer questions by clicking on options. Design small games or interactive challenges, such as solar term puzzles or time ordering challenges, to increase the fun factor. Evoke emotional resonance by telling touching stories or emotional experiences related to the solar terms, and evoke viewers' emotional resonance. Emphasize the relationship between humans and nature, conveying respect and love for nature. The design method is as follows: first, determine the theme and objectives: clearly define the purpose of the animation, which is to popularize knowledge of the twenty-four solar terms and inherit Chinese culture. Determine the target audience to be primary and secondary school students, culture enthusiasts, and the general public. Develop a detailed planning scheme, including the length of the

animation, style positioning, and content framework. Gather and sort a large amount of information about the twenty-four solar terms, including text, pictures, and videos. Sort and classify the information, and select suitable content for the animation. Remove inaccurate or outdated information to ensure the authority and accuracy of the animation content. Then write the animation script based on the selected materials. Each solar term should be introduced concisely, highlighting its unique features and cultural connotations. When writing the voiceover narration, pay attention to the language's popularity and vividness. Design appropriate dialogue and voiceover timing to enhance the animation's narrative and rhythm. In the storyboard design, draw storyboard diagrams based on the script content. Determine the content, animation effects, camera movements, etc. for each shot. Mark the duration of each shot, background music, and sound effects requirements.

#### **4.3. Twenty -four solar terms mg animation character scene design**

The design principles of the twenty -four solar terms are divided into the following aspects.

**Background design:** The background of the solar terms should be designed according to the climate characteristics of the solar terms. For example, the solar term in spring can be designed as a green field and blooming flowers; the summer solar term can be designed as the hot sky and lush trees; the autumn solar term can be designed as golden rice fields and falling leaves; It can be designed as a snow -wrapped snow and cold winds. The background can also be integrated into some symbolic elements, such as the firecrackers of the Spring Festival, the Mid -Autumn Festival, etc. to increase the festive atmosphere. **Color design:** color matching should meet the atmosphere of solar terms. In spring, you can use bright and bright colors, such as green, pink, etc.; Warm colors, such as yellow, orange, etc.; In autumn, you can use warm colors and cold colorsCold tones, such as white and blue. **Character design:** The character design should be coordinated with the scene background, and at the same time has certain characteristics. You can design some representative characters, such as farmers, children, animals, etc. to show the folk activities and life scenes of solar terms. The character's movements and expressions must be vivid and natural, and can accurately convey the characteristics and emotions of the solar terms. **Light and shadow effect:** Reasonable use of the light and shadow effect can enhance the authenticity and three -dimensional sense of the scene. For example, in the spring scene, you can use soft sunlight and shadows to create a warm atmosphere; in the summer scenes, you can use strong light to express hot weather; in the autumn scenesCome to create a autumn feeling; in the winter scene, you can use cold -colored light and shadow to express the cold climate.

#### **4.4. Twenty -four solar terms MG animation sound design**

In the sound design of the twenty -four solar terms MG animation, the choice and use of sound elements are essential for creating an atmosphere and enhancing the audience experience. In the design of natural environmental sound effects, we need to use the material that conforms to solar terms, such as the sound of birds in spring, and the sound of cicadas in summer. The sound effects of folk activities also correspond to one by one, such as the sound of firecrackers in the Spring Festival, the sound of gongs and drums in the Lantern Festival, and the Dragon Boat Festival Dragon Boat Running, etc., to enhance the festive atmosphere. Pay attention to the soundtrack of the soundtrack should be coordinated with the overall style of the animation, and at the same time meet the characteristics of solar terms. You can choose a variety of styles such as classical, folk music, and modern electronics. Emotionally, pay attention to the emotional color of the soundtrack to accurately express the solar terms. Such as the vitality of spring, the enthusiasm of summer, the joy of the bumper harvest and sorrow in autumn, the tranquility and expectations of winter.

### **5. MG Animation Marketing Strategy for the 24 Solar Terms**

The dissemination strategy for the 24 solar terms MG animation is a comprehensive process aimed at promoting this animation work with rich cultural connotations to a wider audience through multiple channels and forms of dissemination. Here are some specific dissemination strategies:

**Content strategy** Deeply exploring cultural connotations: Conduct in-depth research on the historical origins, climate features, phenological changes, folk customs, and poems and songs related to the 24 solar terms, ensuring that the animation content is both accurate and rich in depth. Combine traditional culture with modern aesthetics to create MG animation works that are in line with the spirit of the times and have traditional charm. Diversified presentation forms: Adopt the innovative presentation form of MG animation to present the essence of the 24 solar terms in a dynamic and intuitive way. Combine illustrations, music, and voiceovers with other elements to enhance the animation's expressive power and improve the viewer's viewing experience.

**Channel strategy** Online dissemination Video platforms: Upload the MG animation to major video platforms such as Bilibili, Tencent Video, and iQiyi, and leverage their traffic advantages for promotion. Social media: Release animation clips, behind-the-scenes production highlights, and other content on social media platforms such as Weibo, WeChat, and Douyin to attract user attention and encourage sharing. Official Website/App: Build an official website or app to provide online viewing, download, and interactive features for the MG animation, thereby enhancing user engagement. Offline Promotion: Cultural Exhibitions: Participate in various cultural exhibitions, art festivals, and other events, and play MG animations on site and set up interactive experience zones to attract visitors to participate. Collaboration with Educational Institutions: Cooperate with primary and secondary schools, kindergartens, and other educational institutions to integrate MG animations into traditional culture education in the classroom. Public Screening: Display MG animation segments on screens in subways, buses, shopping malls, and other public places to raise public awareness of the 24 solar terms.

**Interactive Strategy** User Feedback: Establish a user feedback mechanism to collect audience opinions and suggestions on MG animations, and continuously optimize and improve the works. Use questionnaires, online voting, etc. to understand the audience's needs and preferences, and provide reference for subsequent animation production. Community Building: Establish an official community for the 24 solar terms MG animation (such as WeChat groups, QQ groups, forums, etc.), invite audience members to join and share their opinions and feelings. Regularly hold online activities (such as knowledge contests, creative competitions, etc.) in the community to enhance its activity and cohesion. Cross-border Cooperation: Cooperate with other cultural brands, tourist attractions, and other entities to promote the 24 solar terms MG animation and related cultural products together. Hold online and offline themed events such as seasonal culture festivals and themed exhibitions to enhance the popularity and influence of the MG animation.

**Brand Strategy** Branding: Create a brand image and identity system with distinctive features to enhance the brand value of the 24 Solar Terms MG animation. Convey the cultural connotations and spiritual values of the animation through brand stories and brand concepts. Copyright Protection: Strengthen the awareness of copyright protection for the animation works, ensuring that the legitimate rights of the works are not infringed. Severely crack down on infringement and take legal actions to protect the brand image and market order of the animation.

## **6. Conclusion**

The application of the 24 solar terms elements in animation design can help enhance the influence of Chinese culture in the context of globalization. This paper aims to promote the dissemination of excellent traditional culture by exploring the innovative application of the 24 solar terms in MG animation design practice. It also hopes to enable more people to realize that symbols, though small, carry Chinese national culture and contain the energy of connecting the past and present and linking the world. In the future, the MG animation of Chinese culture will be more widespread and important, and designers can dig deeper into folk history and, with the development of technology, use more mature artificial intelligence, mixed reality, etc. to further expand the practice of the 24 solar terms in MG animation design and explore more possibilities.

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