Reflections Based on the Latest 3D Films: The Development and Challenges of the Contemporary Chinese Animation Industry

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Abstract
This paper takes several recently successful Chinese 3D animation films as examples to discuss the application of 3D technology in the development of contemporary Chinese animation and its role in China's animation industry. The paper analyzes from the perspectives of technology, art and industry, and points out that the application of 3D technology is an inevitable trend in the development of China's animation industry. At the same time, this paper also explains the problems and challenges in the development of 3D animation in China, including technical bottlenecks, creative styles and content innovation. Finally, this paper looks forward to the future development of 3D animation in China and puts forward relevant suggestions.
Keywords: 3D Animation, Chinese Animation, Film, Development, Technology, Industry.

First, the current situation of 3D animation films in China
In recent years, the quality and quantity of 3D animated films in China have improved significantly. From "The Return of the Great Sage" in 2015 to "Jiang Ziya" in 2020, Chinese 3D animated films have achieved remarkable success at the box office and word of mouth. These films not only achieved great commercial success in China, but also launched an impact on the international market. For example, "The Return of the Great Saint" grossed $194 million in the North American market, making it the highest box office record for a Chinese animated film in an overseas market. In addition, 3D animated films such as "Big Fish and Begonia" and "Nezha: The Devil Child Descends" have also achieved good results, promoting the further development of China's animated film industry.

Second, the application of 3D technology in Chinese animation

The application of 3D technology in Chinese animation is now becoming more and more common. With the continuous advancement of technology, more and more Chinese animation production companies have begun to adopt 3D technology, especially in the field of film and television special effects and games.

In terms of Chinese animated films, films such as "The Return of the Great Sage" released in 2015 and "Nezha: The Devil Child Descends" released in 2019 are all made using 3D technology. These films have gained a high box office and word of mouth in Chinese mainland and overseas markets. In addition, many domestic animated films, such as the "Bear Haunted" series, are also constantly trying to use 3D technology for production.

In terms of TV animation, China's original 3D animation works are also increasing, such as "Yin-Yang Master" and "Douluo Continent", which have been widely praised in the domestic market. In addition, with the popularity of virtual idols and virtual humans, 3D technology has also been widely used in two-dimensional culture, such as the concert of virtual idol LiSA, and many two-dimensional games.

In general, 3D technology is gradually changing the way and form of Chinese animation production, enriching the pattern and content of Chinese animation. With the continuous advancement of technology, China's 3D animation films have been continuously improved and innovated in terms of technology, vision, creativity and other aspects. The application of modern 3D technology in Chinese animation includes modeling, mapping, animation, post-production and other links. The application of these technologies makes Chinese 3D animated films more visually outstanding and has a strong visual impact.

Third, the success factors of Chinese 3D animation films
There are many factors that contribute to the success of Chinese 3D animated films. First of all, the high-level technology makes Chinese 3D animation films more visually shocking and have a strong appreciation. Secondly, the storylines of Chinese 3D animated films are more diversified and enriched in presentation, and they no longer simply pursue popular themes and routines. Thirdly, Chinese 3D animated films break through the tradition in artistic style, forming a diversified art style and unique aesthetic language, with high artistry and appreciation. In addition, in terms of industrialization operation, China's 3D animation films have also begun to develop benignly, forming an industrialized operation mode and having a good prevention of market risks.

Fourth, the typical characteristics of Chinese 3D animation films
1. Pay attention to artistic conception and cultural connotation: Chinese 3D animation pays attention to Chinese traditional culture as creative materials, pays more attention to cultural connotation, artistic conception, emotional expression, etc., and aims to convey humanistic spirit and explore Chinese culture.

2. Character shaping, more refinement of characteristics: Most Chinese 3D animation has a process of making full efforts on the character image, selecting more distinctive and expressive characters for shaping, and paying attention to the beauty of human aesthetics and social harmony.

3. Grasp of color and details: Chinese 3D animation is mainly bright and fresh in terms of color, and at the same time will grasp light, shadow, details, texture and other aspects of truth, and strive to present a more realistic, delicate and dynamic picture effect.

4. Pay attention to keeping pace with the times and paying attention to audience experience: Chinese 3D animation fully considers audience preferences in its creation, absorbs the latest technologies and international trends, and strives to innovate, make innovative breakthroughs, and enhance audience experience.

In short, Chinese 3D animation pays attention to the inheritance and inheritance of Chinese culture in terms of creation, and pays attention to improving the picture expression and audience experience in terms of technology, so it has become one of the hot spots and highlights of animation technology and cultural development in recent years.

5. Problems and challenges faced by China's 3D animation films
The development of 3D animation films in China still faces some problems and challenges. First of all, the current 3D technology still has certain bottlenecks, and lacks real technological innovation and breakthroughs. Secondly, Chinese 3D animation films still have deficiencies in creative style and content innovation, with a strong commercialization tendency, and the content quality is difficult to guarantee. In addition, in the international market, there is still a gap in China's 3D animation films, and they face great challenges in the competition.

6. Future prospects of China's 3D animated films
There are still many potential and opportunities for the future development of 3D animation films in China. First of all, we must increase the intensity of technology research and development to promote the innovation and improvement of 3D technology. Secondly, strengthen the construction of creative teams, cultivate an excellent creative team, improve the creative process, and improve the quality and efficiency of creation. Third, Chinese 3D animation films should break through tradition, develop a variety of types of themes and styles, and pay attention to cultural connotation and depth of thought. In addition, in the international market, Chinese 3D animation films should strengthen cooperation with foreign animation film companies to improve international competitiveness.

Motivation for studying 3D animation in China
1. Understand Chinese culture and history. By studying Chinese animation, you can understand traditional Chinese culture and history, and delve into Chinese values, traditional aesthetics and cultural practices.

2. Explore the development of China's animation industry. China's animation market is gradually rising and has become one of the largest animation markets in the world, so by studying Chinese animation, you can understand the development trend and market situation of the animation industry, and further understand the creation and industrial operation of animation works.

3. Excavate the artistic value of Chinese animation works. Chinese animation works have a unique aesthetic and aesthetic style, and studying their artistic techniques, creative ideas and modes of expression can excavate and evaluate their artistic value and significance.

4. Provide a platform for promoting cultural exchanges and exchanges between China and foreign countries. Through the study of Chinese animation, we can gain an in-depth understanding of Chinese culture and animation art, so as to provide a platform for cultural exchanges and exchanges between China and foreign countries, and promote exchanges and mutual understanding.

Conclusion

The success of China's 3D animation film marks that the development of China's animation film industry has entered a new stage, and the application of 3D technology has played a positive role in promoting the development of Chinese animated film. This paper discusses the current situation of 3D animation films in China, the application of 3D technology in Chinese animation, the success factors of 3D animation films in China, the problems and challenges faced by 3D animation films in China, and the prospects for future development. Although there are some problems and challenges, I believe that with the advancement of technology and the improvement of art, Chinese 3D animation films will surely achieve more brilliant achievements.

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