Traditional and Modern: To Discuss the Traditional Visual Elements in Chinese Animated Films

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Abstract
With the title of "Exploring the traditional visual elements of Chinese animated films", this paper discusses the development process of Chinese animated films. Through the introduction of the research background, the paper points out the importance of Chinese animated films and the necessity of research. Subsequently, through the combing of the development process of Chinese animated films, the paper puts forward the development trend of Chinese animated films from the initial stage to the modern breakthrough and challenge. Then, this paper analyzes in detail the traditional visual elements in Chinese animated films, including the expression of Chinese style, the integration of Chinese traditional symbols and the reproduction of Chinese traditional art. In addition, this paper takes an in-depth study of Zha, Big Fish and Begonia, Yangtze River 7 and Journey to the West to analyze the traditional visual elements in Chinese animated films. It also discusses the influence of these elements of traditional vision on the Chinese animated film industry and the global animated film industry, as well as the implications for the future animated film creation. Finally, the results of the paper are summarized and reviewed for future research.
Keywords: Chinese Animation, Traditional Visual Elements, Film

Introduction
Research Background
Chinese traditional visual elements are the visual presentation of the connotation of Chinese culture, which contains the meaning of The Times and cannot be replaced by other art forms. The development of Chinese animation has been in a slow stage, in contrast, the rise of the animation industry in the United States has a great inspiration to us. Kung Fu Panda, a Chinese Hollywood cartoon, and Mulan, based on a folk novel from the Northern Dynasty, have been successful in interpreting traditional Chinese visual elements. This shows that Chinese traditional visual elements have great potential value in the commercial animation market. We not only lack technology, but also need to reshape the traditional Chinese

traditional visual elements in the visual presentation of the present, and make use of the existing strengths of our national culture essence, so that our rich local resources can be fully utilized.

Traditional visual elements are unique to Chinese civilization, and they are also the visual information group formed by the long-term accumulation of Chinese society and culture. Traditional visual elements not only cover all aspects of social life, but also fully reflect the characteristics of Chinese visual culture. For animation, the most critical thing is the animation character. Only the animation character succeed can the animation succeed, so that the animation works have the corresponding commercial value. Therefore, this paper analyzes and discusses the application of traditional cultural visual elements in animation character design in detail, introduces traditional cultural elements into animation creation, and creates animation characters that are both full of national charm and can be loved by the audience.

Typical traditional visual elements in the course of Chinese history are bound to appear in many animations with Chinese traditional culture as the background theme. These elements are closely related to the inner spiritual needs of the people and the normal life. Therefore, sorting out the traditional visual elements in the process of Chinese history is beneficial to correctly extracting elements from the scene design and conveying the historical sense that the animation scene wants to tell. For example, in the animation works of ginseng and Ginseng Doll, the traditional visual elements of New Year pictures are well reflected in the animation works. The small ginseng doll in the animation integrates the modeling elements of traditional Chinese New Year pictures, which endows the small ginseng doll with the meaning of good luck.

In conclusion, the traditional visual elements play an important role in the creation of animated characters. Reasonable use of traditional visual elements can improve the expressive force of the characters, enrich the artistic effect of the animation works, and bring different visual experience to the audience.

Study Content

The topic of this paper is the traditional visual elements in Chinese animated films. As an important form of Chinese culture and media, Chinese animated films are not influenced by domestic and foreign animated films, but also actively absorb and integrate the elements of Traditional Chinese traditional culture, among which the traditional visual elements are an indispensable part. This paper will study the development process of Chinese animated films, the characteristics of traditional visual elements, their application in Chinese animated films, and their influence and enlightenment.

The first chapter mainly introduces the research background and significance of this paper, and summarizes the development process of Chinese animated films and the status and role of traditional visual elements. Also, the research purpose and method of this paper are explained, and the chapter arrangement is briefly introduced.

The second chapter is the development process of Chinese animated films. Firstly, this paper introduces the origin and development background of Chinese animated films, including the early hand-drawn animation, art films and comic book films in the transition period, and the rise of modern digital animation. Then it analyzes the main characteristics and influencing factors of Chinese animated films in the development process, such as policy environment, economic conditions and technological progress. Finally, the development of

the path of Chinese animated films is summarized, which lays the way for the research of subsequent chapters.

The third chapter is the traditional visual elements in Chinese animated films. First, we define the concept of traditional visual elements and analyze its relationship with traditional Chinese culture. Then, the characteristics and expression methods of traditional Chinese visual elements are introduced in detail, including the use of lines, color selection, pattern design, etc. Through the analysis of classic Chinese animated films, the specific application and expression form of traditional visual elements are discussed.

The fourth chapter is a case analysis of the application of traditional visual elements in Chinese animated films. A number of representative Chinese animated films were selected to discuss the application of traditional visual elements from different angles and pictures, such as subject matter selection, role modeling, scene description and other aspects. Through these cases, it reveals the rich expression and unique charm of traditional visual elements in Chinese animated films.

The fifth chapter is the influence and inspiration of the traditional visual elements in Chinese animated films. Firstly, this paper analyzes the influence of traditional visual elements on Chinese animated films, including enhancing the artistic value of films, carrying forward the traditional culture, and enhancing the aesthetic taste of audiences. Then it discusses the enlightenment of traditional visual elements in Chinese animated films, such as how to innovate the application of traditional elements and how to combine contemporary art forms.

Chapter VI Summary and outlook. We summarize the research work and results of this paper, and review the importance and development trend of traditional visual elements in Chinese animated films. The future development direction of Chinese animated films is discussed, and the shortcomings and further research directions are proposed.

The study of the traditional visual elements in Chinese animated films will help to deepen the understanding and inheritance of Chinese traditional culture, and also provide reference and inspiration for the creation and development of Chinese animated films.

The Development Process of Chinese Animated Films
Exploration of the initial stage

In the early stage of the development of Chinese animated films, exploration and experiment became the main characteristics. Despite the limitations of technology and production conditions, Chinese animated film creators still have the courage to explore the visual elements suitable for the characteristics of traditional Chinese culture.

In the initial stage, the Chinese animation films focus on excavating the visual elements in the Chinese traditional culture. Painting, paper cutting, embroidery and other art forms have become the object of animation film creators. They deeply study the traditional artistic expression techniques, integrating lines, colors, composition and other techniques into the production of cartoons. In this way, they try to retain the charm of Chinese classical beauty in their animated films.

In the initial stage, Chinese animated films focus on showing the uniqueness of national culture. They try to express the cultural connotation conveyed by the traditional Chinese visual elements through animated films. For example, in the role design, they pay attention to show the unique aesthetic concepts in traditional Chinese culture, such as carp, lion, Xiangyun and other images frequently appear. In the scene construction, they are also good at using landscape elements in traditional Chinese culture, such as ink mountains and rivers

in landscape paintings, eaves and corners in ancient buildings, glazed tiles, etc., which add a strong Chinese flavor to the film.

Thirdly, Chinese animated films also pay attention to and expression of contemporary social issues in the initial stage. Animated films have become an important medium for creators to convey information and ideas. Through fables and allegories, they not only show the rich connotation of ancient Chinese culture, but also convey the thinking and observation of the current social phenomenon. With their profound connotation and reflection, these films have resonated with the audience and further promoted the development of Chinese animated films.

In general, in the early stages of Chinese animated films, exploration and experiment have become a common feature of the creators. They draw nutrients from traditional Chinese culture, and have the courage to try and innovate in the selection of visual elements and techniques of expression. The exploration at this stage laid an important foundation for the development of Chinese animated films, and became the soil for the subsequent boom period.

The Evolution of the Boom Period

During the boom period of Chinese animated films, we can see many memorable classics and innovative visual elements. First of all, many animated films draw on the charm of traditional Chinese painting, and create unique visual effects through the use of the techniques and characteristic elements of Chinese painting. The painters skillfully used the changes of the ink color and the rhythm of the lines to create a unique atmosphere and aesthetic feeling. The introduction of these traditional visual elements makes the animated films more characteristic of traditional Chinese culture.

Animated films during the boom period also focused on the use and expression of color. Through rich and diverse color collocation and application, animated films successfully convey rich emotion and artistic conception. For example, in the classic animated film Uproar in Heaven, we can see that the use of color achieves a unique effect. The use of red and yellow sets off the image of the monkey being brave and good at fighting, while the use of blue and green shows the grand atmosphere like ink painting. This kind of use of color makes the animated films more vivid and attracts the attention of the audience.

The boom days of animated films also focused on detail. Animated film makers give more life and soul to the characters and backgrounds through the elaborate carving of the details. In the animated film "Big Head Son", we can see that the characters' expressions, movements and costumes are extremely delicate, giving people a feeling of being there. This attention to details not only improves the visual experience of animated films, but also shows the professional spirit and creative pursuit of Chinese animated film producers.

To sum up, the Chinese animated films in the prosperous period are unique in the use of traditional visual elements. Traditional painting elements, the use of colors and the elaborate carving of details together constitute the unique charm of animated films in this period. The application of these visual elements has enriched the expression forms of animated films, and also laid a solid foundation for the development of Chinese animated films. With the passage of time, Chinese animated films are gradually facing new breakthroughs and challenges. We need to further explore and innovate, so that Chinese animated films can show more unique charm and beauty on the world stage.

Breakthroughs and Challenges of Modern Animated Film

Modern animated films have made great breakthroughs and developments in China, which have not only made great progress in technology, but also presented the characteristics of diversification and depth in content. On the one hand, modern animated films adopt advanced digital animation technology in technology, which breaks through the limitations of traditional hand-drawn animation and makes the animation effect more realistic and fine. Through the use of computer-aided production software, the picture quality of animated films has been greatly improved, even comparable to the real world images.

On the other hand, in terms of content, modern animated films are more diversified and deep. Traditional Chinese traditional visual elements have been more widely used in modern animated films. On the basis of maintaining the characteristics of traditional Chinese culture, the animated film makers have added more creativity and imagination. For example, in the movie Monkey King: Hero is Back, it features magnificent ancient palaces, magical wonderland and myths and legends, immerthe audience in a magnificent ancient kingdom.

Modern animated films are also exploring and challenging the traditional visual elements. It not only introduces foreign animation elements, but also creates a unique Chinese animation form. For example, in the film Big Fish & Begonia, a variety of technologies at home and abroad are used to integrate animation into live-action images to create a unique visual effect. This attempt of innovation has undoubtedly played a driving and leading role in Chinese animated films.

Modern animated films still face some difficulties and challenges in making breakthroughs and challenges. Technical limitations still remain. Although the development of digital animation technology has brought about a significant improvement in picture quality, more advanced technologies are still needed to achieve more realistic and refined animation effects. The integration between traditional culture and modern society is still an urgent problem to be solved. How to maintain the characteristics of traditional culture and attract the interest of modern audience is an urgent problem.

Modern animated films have made breakthroughs and challenges in China, which not only achieved great progress in technology, but also show the characteristics of diversification and depth in content. However, more efforts and innovation are still needed to overcome the technical and cultural limitations and further promote the development of Chinese animated films.

Traditional Visual Elements in Chinese Animated Films
Expression of Chinese Style

The traditional visual elements in Chinese animated films embody the unique Chinese style, which is characterized by distinctive expression. First of all, Chinese animated films use unique brush strokes and colors to show a strong Chinese cultural atmosphere. With the use of exquisite lines and gorgeous colors, Chinese-style animated films can vividly show the magnificent pictures, making the audience feel as if they are in the traditional China.

Chinese animated films focus on expressing traditional values in character image shaping. Traditional Chinese culture emphasizes the responsibility and mission of individuals, which is reflected in Chinese animated films. Through the portrayal of characters, Chinese-style animated films highlight traditional virtues such as national feelings, filial piety and loyalty. The audience can feel the profound heritage of Chinese traditional culture in these images.

Chinese animated films integrate the traditional architecture and natural landscape into the scene construction. Architectural and natural elements in traditional culture are skillfully integrated into the scenes of animated films, showing the unique regional characteristics of China. Audiences can see the ancient palaces and temples, or the majestic landscapes, which are integrated with the aesthetics of traditional culture to show the Chinese-style animated films in a unique way.

Traditional visual elements in Chinese animated films present the Chinese style in a unique way of expression. Through the unique brush strokes and colors, the shaping of characters and the construction of scenes, the Chinese-style animated films successfully convey the values and aesthetic concepts of the Chinese traditional culture. The clever use of these elements has made Chinese animated films unique in the international film industry and won wide praise and recognition.

The Integration of Traditional Chinese Symbols

Chinese traditional symbols are often integrated into Chinese animated films to show their unique cultural characteristics and artistic style. These traditional symbols, with their unique meaning and form, give the film works a unique charm and depth.

First of all, the integration of traditional Chinese symbols plays a role in setting off the background and emotional expression in Chinese animated films. For example, in some animated films with historical themes, we can see the use of Chinese characters, which not only serve as background decorations, but also carry rich cultural connotations. The use of these Chinese characters makes the scene more distinctive, and also allows the audience to better understand and feel the emotions expressed in the film.

Secondly, the integration of traditional symbols can also show the shaping and expression of characters. For example, the costumes of characters in animated films often adopt traditional styles of clothing, such as Hanfu and Tang costumes. This costume form can not only highlight the characteristics of the story background, but also can better show the character and identity. In addition to costumes, some traditional masks and props are also used in movies to distinguish the character attributes and highlight the theme of the story.

In addition, some traditional folk art and handicrafts are often incorporated into Chinese animated films. For example, in The Uproar in Heaven, we can see a variety of exquisite Chinese knots and paper-cutting art, which are not only decorations, but also symbols of traditional Chinese culture. The use of these works not only increases the richness of the picture, but also makes the film works more strong Chinese characteristics.

In general, the integration of traditional Chinese symbols adds a unique charm to the animated films. They not only enrich the visual effects of the film works, but also show the charm and uniqueness of traditional Chinese culture. Through the clever use of traditional symbols, Chinese animated films can be different and touched the hearts of the audience. It is believed that with the development of Chinese animated films, the integration of traditional symbols will be more extensive and in-depth, and bring both visual and cultural enjoyment to more audiences.

The Reappearance of Traditional Chinese art

As a unique way of expression, Chinese traditional art is often reproduced in Chinese animated films. Using the elements and skills of traditional art, Chinese animated films can create a unique visual effect and make the audience feel a strong Chinese cultural atmosphere.

First of all, in the reproduction of Chinese traditional art, we can often see the reference of the traditional painting style. Traditional Chinese painting is famous for its unique beauty of brush and ink. In animated films, artists often use the techniques of ink painting to convey the unique charm of traditional painting to the audience through clear lines, elegant colors and flowing pictures. For example, in the film Monkey King: Hero is Back, we can see that the film uses the technique of ink painting to solidify the battle between Sun Wukong and the monsters into an amazing picture, making the audience feel as if they are in the scene.

Secondly, the reproduction of Chinese traditional handicrafts is also a highlight of Chinese animated films. Traditional Chinese handicrafts are famous for their exquisite and unique craftsmanship, but in animated films, artists often show the production process of traditional handicrafts, so that the audience can personally feel the charm of handicrafts. For example, in White Snake: Origin, we can see the reproduction of traditional Chinese embroidery. Through fine lines and delicate colors, it shows the beauty of traditional embroidery and immerse the audience in a strong traditional cultural atmosphere.

The reproduction of Chinese traditional art is also reflected in the reference and interpretation of traditional art forms. Traditional Chinese art forms are rich and diverse, such as Peking Opera, acrobatics, dance, etc. In animated films, artists often combine these traditional art forms with modern animation language to create unique visual effects. For example, in the film Big Fish & Begonia, we can see that the film uses the elements of dance, and makes the story plot more vivid and interesting through the dynamics and rhythm of the dance.

The reproduction of Chinese traditional art in Chinese animated films is an inheritance and expression of Chinese culture. Through the use of traditional painting styles, traditional handicraft techniques, and the reference and interpretation of traditional art forms, Chinese animated films can create a unique visual effect and immerse the audience in a strong Chinese cultural atmosphere. The reproduction of this traditional art not only enriches the visual presentation of the film, but also shows the charm and courage of traditional Chinese culture to the audience.

Case analysis of traditional visual elements in Chinese animated films
Traditional visual elements in The Zha

As a Chinese animated film that has attracted much attention in recent years, it has successfully used many traditional visual elements and presented a unique artistic style for the audience. First of all, the film uses the traditional ink painting techniques, sketching out the exquisite picture through the black and white paper texture and smooth lines. This style is not only closely related to the aesthetic appreciation of traditional Chinese painting, but also presents a unique sense of mystery and classical atmosphere. When the audience enjoys the film, as if through the ancient mythological world, immersed in it.

"Which Zha" uses the color expression mode of traditional Chinese painting, paying attention to the saturation and hierarchy of color. The use of color in the film is not only rich and diverse, but also highlights the symbolic significance of traditional Chinese culture. For example, red is widely used in the costumes and background of the characters, implying passion and power. Green and blue symbolize natural peace and peace. The use of these colors makes the picture of the film more rich and distinct, and let the audience have a deeper understanding and resonance of the story plot and characters.

The book also uses traditional cultural symbols and legends, and presents the audience with a world full of ancient myths through the re-creation of the image of He Zha in the classic

literary work The Classic of Mountains and Seas. The character image, scene design, props and other elements in the film are integrated into the symbols and details of traditional Chinese culture, making the film has a strong cultural heritage and unique national characteristics.

The film has successfully used traditional visual elements to bring a visual feast to the audience. Through the use of traditional ink painting techniques, the color expression mode of traditional Chinese painting, and the application of traditional cultural symbols and stories, the film not only creates a unique artistic style, but also makes the audience feel the charm of traditional Chinese culture. This has also further expanded the creative ideas of Chinese animated films, enriched the way of expression, and become a bright name card of Chinese culture.

Traditional Visual Elements in Big Fish & Begonia

Big Fish & Begonia is a Chinese animated film that follows a romantic love story and incorporates many traditional visual elements. The application of these elements in the film not only shows the characteristics of Chinese culture, but also enhances the artistic effect of the film.

The film adopts the style of traditional Chinese painting. In picture composition and color application, different from western perspective and linear logic, it pays more attention to plane sense and decoration. The use of this style makes the picture of Big Fish & Begonia present a unique artistic beauty. For example, the background in the film is often filled with solid color, fine hand-painted texture and rich ink effect, bringing the audience into a poetic visual world.

The film uses allegories and symbolism from traditional Chinese literature. The storyline conveys deep meaning through metaphor and symbolism. Among them, the big fish represents the fate of human beings, and the Begonia symbolizes the persistence of love. Through this fantasy story, the film conveys to the audience the thinking of human nature and emotion in traditional Chinese culture. In the picture, the changes, interweaving and collision of the big fish and the begonia not only express the complexity of love, but also show the harmonious coexistence between man and nature.

The film also makes full use of traditional Chinese music and opera elements. The combination of music and pictures brings a unique sensory experience for the audience. In terms of music, the film uses the melodious timbre of traditional instruments such as guzheng and pipa, adding a poignant atmosphere to the story. The film is also interspersed with traditional performance forms such as Peking Opera and acrobatics, so that the audience can feel the unique charm of traditional Chinese art while appreciating the story.

The traditional visual elements in Big Fish & Begonia have been fully applied and displayed. Through the use of painting style, the expression of allegory and symbols, as well as the integration of music and opera, the film successfully integrates the Chinese cultural tradition into the animation art, presenting a grand and delicate picture scroll. This not only brings visual enjoyment to the audience, but also makes them deeply feel the unique charm of Chinese culture.

Traditional Visual Elements in Changjiang No.7

Changjiang 7, a representative work of Chinese animated films, not only features fascinating storytelling, but also incorporates rich traditional visual elements. In this film, the

director successfully creates a unique and recognizable visual effect by using a variety of artistic techniques and visual elements.

In the use of color, "Yangtze River No.7" is full of strong Chinese style. The film uses a lot of bright colors, especially the use of red and yellow color is the most prominent. Red symbolizes enthusiasm and vitality, while yellow represents harvest and richness. The use of these colors not only makes the audience have a sense of visual pleasure, but also echoes with the symbolic meaning of the colors in the traditional Chinese culture, making the whole picture more full of Chinese characteristics.

The traditional architecture and landscapes in the animated images are also one of the highlights of The Yangtze River 7. The film features many images of ancient Chinese buildings, including traditional palaces, temples, gardens and so on. These scenes match the story setting, creating a unique and fantastic world for the audience. With the sound and rhythm of traditional Musical Instruments, these traditional buildings and landscapes are made more vividly displayed, bringing the audience an immersive experience.

In the portrayal of the characters, the Changjiang No.7 is also full of traditional visual elements. The character image in the film is not only unique, but also the pursuit of exquisite performance in details. For example, the main characters in the film have the characteristics of ancient Chinese immortals in image, and their hair, clothes and manner are consistent with the image of immortals in ancient legends. The use of such traditional elements not only increases the credibility of the characters, but also makes them fit with the traditional Chinese culture.

The use of special effects and animation is also an important part of the traditional visual elements in Changjiang No.7. The film uses a variety of special effects techniques, such as light and shadow processing, particle effect, etc., to make the whole picture more realistic and three-dimensional. At the same time, the use of animation is also quite excellent, each frame of the picture is fine, presenting the aesthetic feeling of traditional painting. The use of these special effects and animation makes Changjiang No.7 more visually colorful, bringing a unique viewing experience to the audience.

From the analysis of the traditional visual elements of Changjiang No.7, we can see that the director has made a clever and delicate treatment in the use of artistic techniques and visual elements. Through the use of color, architecture, characters and special effects, it has successfully created a strong Chinese-style world. The application of these traditional visual elements not only enriches the form of expression of the film, but also increases the fun of watching the audience. Therefore, Changjiang No.7 can be regarded as one of the successful cases of the application of traditional visual elements in Chinese animated films.

Traditional Visual Elements in Journey to the West

For Chinese animated films, Journey to the West is undoubtedly a work of important historical significance. It not only shows the classic story plot in traditional Chinese culture, but also uses a large number of traditional visual elements to enrich the artistic expression of the film.

In terms of character image shaping, Journey to the West adopts the traditional modeling and design to ensure the expression of traditional elements. For example, the image of Sun Wukong shows the familiar image of monkeys, with distinctive monkey hair and golden staff. These elements enable the audience to immediately connect with the images in the traditional story when they see the Monkey King, increasing the emotional resonance of the audience.

In the construction of scenes, Journey to the West also uses many traditional visual elements. For example, the choice of viewing locations and the use of colors all show the unique charm of Chinese traditional culture. For example, the places such as the Huaguo Mountain and the Water Curtain Cave depicted in the film are full of the style of traditional Chinese landscape painting. The exquisite scenery of rivers and rivers, the clear rivers and lakes all show the aesthetic characteristics of traditional Chinese painting.

In terms of animation drawing technology, Journey to the West also uses the traditional hand-painting techniques, making the whole film present a unique traditional aesthetic feeling. Compared with digital animation production, hand-drawn animation pays more attention to the detailed expression of each frame, which makes the picture more delicate and delicate. This traditional animation production makes the audience to feel the beauty and charm of traditional art when watching movies.

Through the application analysis of the traditional visual elements in Journey to the West, it can be seen that the film fully shows the characteristics and charm of traditional Chinese culture in terms of image building, scene construction and animation production. Such application not only enables the audience to connect with traditional culture in the process of watching movies, but also shows the innovation and development of Chinese animated films in traditional visual elements.

Influence and enlightenment of traditional visual elements in Chinese animated films
Impact on China's Animation Film Industry

The integration of traditional visual elements into Chinese animated films is not only a way of presentation, but also the inheritance and innovation of Chinese culture. The influence of this integration has a profound significance for the Chinese animated film industry.

The application of traditional visual elements has added a unique artistic charm to Chinese animated films, and enhanced the aesthetic value and artistic taste of the works. The rich and colorful patterns, colors and forms in traditional Chinese culture are skillfully used in the pictures of animated films, presenting a unique visual style and aesthetic expression. This uniqueness makes Chinese animated films unique in the world and increases the audience's attention and affection.

Chinese animated films integrated with traditional visual elements convey the unique cultural connotation and play a positive role in promoting the development of China's animated film industry. Traditional culture is the treasure of the Chinese nation. It is integrated into the animated films to enable the audience to have a deeper understanding of and feel the charm of Chinese culture. This transmission of cultural connotation not only satisfies the domestic audience's recognition and pursuit of traditional culture, but also sets up a unique image and brand for Chinese animated films in the international market.

Chinese animated films integrating traditional visual elements provide new opportunities and space for the economic development of Chinese animation industry. China has a long-honored traditional culture and a huge audience market, which brings broad development prospects for the creation and promotion of Chinese animated films. The application of traditional visual elements can not only attract domestic audiences, but also is expected to attract the attention and listening of international audiences. The expansion and strengthening of this influence has further driven the development of China's animated film industry and promoted its competitiveness in the global market.

The influence of integrating traditional visual elements into Chinese animated films is multifaceted. It not only improves the artistic taste and aesthetic value of the works, but also

conveys the rich cultural connotation, and provides new opportunities and space for the development of China's animation film industry. In the future, further exploration and application of traditional visual elements will have a more profound enlightenment for the creation of Chinese animated films.

Impact on the Global Animated Film Industry
The integration of traditional visual elements into Chinese animated films is not only to provide a unique cultural experience for local audiences, but also has a positive impact on the global animated film industry. First of all, the application of traditional Chinese visual elements provides new creative inspiration and ideas for global animated film creators. By learning and drawing lessons from traditional Chinese painting, calligraphy, paper cutting and other art forms, global animated film creators can integrate unique Chinese elements in the story plot, character design, picture composition and other aspects, so as to make their works more diverse. This cross-cultural influence and communication is conducive to stimulating the creativity of global animated film creators and driving the industry.

On the other hand, the application of traditional visual elements in Chinese animated films has also brought new business opportunities and development opportunities to the global animated film market. With the rise of Chinese animated films, more and more audiences have become interested in Chinese culture. They are eager to feel China's unique form of artistic expression and cultural charm in the film. Therefore, global animation film creators can cooperate with China's animation film industry through cooperation and communication to jointly explore new markets. Such cooperation can not only enrich the content of the global animated film market, but also help to promote the exchange and cooperation between the Chinese and foreign film industry.

In addition, the use of traditional visual elements in Chinese animated films also reminds the global animated film industry to pay more attention to the inheritance and innovation of local culture. Through the research and application of traditional Chinese art forms, the global animation film industry can discover the unique artistic resources in the local culture and apply them in the creation of animated films. Such an approach not only helps to protect and inherit the local culture, but also brings a new creative direction and development path for the global animated films.

The use of traditional visual elements in Chinese animated films has had a positive impact on the global animated film industry. It provides new creative inspiration and ideas for global animated film creators, brings new business opportunities and development opportunities for the global animated film market, and reminds the global animated film industry to pay more attention to the inheritance and innovation of local culture. With the development and the increase of the influence of Chinese animated films, it is believed that the status and influence of traditional visual elements in the global animated film industry will continue to improve, and make a positive contribution to the prosperity and development of the industry.

Enlightenment for the Creation of Future Animated Films
The creation of animated films in the future will be deeply influenced by the traditional visual elements in Chinese animated films. These traditional visual elements include Chinese painting, folk culture, theatrical performance, etc., which have injected a unique artistic style and cultural connotation into Chinese animated films. In the future creation, we can learn from and expand these traditional elements to create more influential and original animated film works.

On the one hand, Chinese painting is one of the traditional visual elements that can not be ignored in Chinese animated films. Painting has a long history in Chinese culture, and has a unique artistic style. Future animated film creation can be further integrated into the characteristics of Chinese painting, such as innovation in picture composition, color application and line performance. By learning from the traditional techniques and artistic conception of Chinese painting, animated films can present more beautiful and elegant picture effects.

On the other hand, folk culture is another important traditional visual element in Chinese animated films. Chinese folk culture contains many traditional stories, legends, myths and so on, which can provide rich content for the creation of future animated films. By combining folk stories with modern stories, we can reinterpret and inherit these traditional cultural elements in the artistic way of animation. This can not only make the audience feel the strong Chinese cultural atmosphere, but also inject more emotion and depth into the animated films.

Drama performance is also one of the traditional visual elements common in Chinese animated films. By drawing on the acting skills of traditional Chinese dramas, animated films can make the characters' expressions, movements and gestures more vivid and interesting. The exaggeration, affectation and stage effects in dramatic performance can provide more ways of expression and possibilities of plot development for animated film creation. In the future creation of animated films, we can organically combine the animation and the elements of the drama to create more popular character images and story plots.

The traditional visual elements in Chinese animated films have an important influence and inspiration for the creation of future animated films. Drawing on traditional elements such as Chinese painting, folk culture and theatrical performance, future animated films can create more unique and artistic works. This will also bring new impetus and opportunities for the development of the animated film industry and the promotion of its global influence.

Summary and Outlook
Study Summary

In this study, we deeply explore the traditional visual elements in Chinese animated films. By analyzing and studying a large number of Chinese animated films, we found the colorful traditional visual elements and systematically summarized them.

We find that the elements of traditional painting art are widely used in Chinese animated films. Different from the style of western animation, Chinese animated films embody a strong traditional Chinese painting style in terms of picture composition, color application and line performance. These painting elements not only make the animated films have more Chinese characteristics, but also bring a unique aesthetic experience to the audience.

The application of traditional cultural themes in Chinese animated films is also an important embodiment of traditional visual elements. Many Chinese animated films take Chinese traditional culture as the theme, and show the extensive and profound depth of Chinese traditional culture through fine details and image shaping. This kind of film work, which combines traditional visual elements with traditional cultural themes, not only highlights the unique cultural characteristics of China, but also brings profound thinking and perception to the audience.

The reference and innovation of traditional art forms in Chinese animated films is also an important aspect of traditional visual elements. Many animated films use traditional

Chinese paper cutting, cloth bag show, traditional Chinese painting and other art forms as creative inspiration, through the combination of modern technology, to create a unique and charming visual effect. The application of this innovative traditional art form has injected new vitality and unique charm into Chinese animated films.

Traditional visual elements in Chinese animated films are rich and diverse. Through the in-depth study of these elements, we not only have a deeper understanding of the uniqueness of Chinese animated films, but also put forward some prospects and suggestions for their future development direction. In future studies, we can focus on the study of traditional visual elements in different types of Chinese animated films, and explore how these elements can be effectively spread and promoted in the international market. At the same time, we can also further explore the integration of traditional Chinese visual elements and modern technological means to create more innovative and artistic Chinese animated film works.

It is hoped that this study will further inspire the exploration and understanding of the traditional visual elements in Chinese animated films, and also provide certain theoretical support and practical guidance for the development of Chinese animated films.

Outlook for Future Research

Future research can further explore the application and development of traditional visual elements in Chinese animated films. First of all, we can learn from the experience of animated films in other countries and regions, deeply study the application of their traditional visual elements, and combine them with the traditional Chinese culture to create works with unique charm. For example, the techniques and aesthetic concepts of traditional Chinese painting, as well as the elements of ancient Chinese opera, painting and calligraphy and other art forms, are introduced into the animated films to enrich the visual style of the films.

It can promote the reinnovation of traditional visual elements in Chinese animated films. Through the use of modern technology, such as computer special effects and virtual reality technology, traditional painting or cultural elements are combined with modern animation technology to create more stunning and striking visual effects. For example, computer special effects can be used to present the dynamic elements in traditional painting, making the picture more vivid and attractive.

Attention should be paid to the cross-cultural communication of Chinese traditional culture in animated films. With the gradual emergence of Chinese animated films in the international market, the traditional visual elements can become a name card of Chinese culture. Researchers can make use of the platform of international exchange and cooperation to integrate Chinese traditional culture with animated films and improve the competitiveness of Chinese animated films on the international stage.

Future research can deeply analyze the audience's perception and acceptance of traditional visual elements. Through field research, experimental research and market research, we can understand the audience's preferences and opinions on traditional visual elements, and then guide the production team to better use these elements in the creation, improve the audience's viewing experience, and promote the development of Chinese animated films.

Future research should be devoted to the deep exploration and innovation of the traditional visual elements in Chinese animated films. Learning from the experience of other countries, promoting the combination of traditional elements and modern technology, and focusing on cross-cultural communication and audience needs, will contribute to the long-term development of Chinese animated films. It is hoped that this study can provide reference

and inspiration for future research and make a contribution to the prosperity of Chinese animated films.

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