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A Brief Analysis of MG Animation Dissemination Paths in the New Media Era (Postprint)

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Abstract

MG animation is a novel information visualization design approach that has emerged in recent years, integrating multiple expressive forms such as graphic design and animation design. It possesses a distinctive design language and rich inclusivity, demonstrating high communication efficiency. In the current new media era, MG animation has secured its position in the communication market through advantages including simplification, flat design, and rapid production. This paper aims to analyze the communication advantages of MG animation in the new media era as well as the current communication challenges it faces, propose potential solutions, and promote the efficient dissemination and sustainable development of MG animation within the new media environment.

Full Text

Preamble

A Brief Analysis of MG Animation Communication Paths in the New Media Era

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Abstract: MG animation is a novel approach to information visualization design that has emerged in recent years. By integrating multiple expressive forms such as graphic design and animation design, it possesses a unique design language and rich inclusivity, demonstrating high communication efficiency. In the current new media era, MG animation has secured its place in the communication market through advantages including simplification, flattening, and rapid production. This paper aims to analyze the communication strengths of MG animation in the new media era, examine its current communication challenges, and propose potential solutions, with the goal of promoting efficient

communication and sustainable development of MG animation in new media environments.

Keywords: new media era; information visualization; MG animation; communication paths

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The highly developed Internet technology has revolutionized media communication carriers, content, and forms. In the new media era, information dissemination has broken through temporal, spatial, and media constraints, exhibiting remarkable extensibility and openness. This transformation has provided people with diverse information communication channels and greatly broadened the scope of information dissemination. MG animation in the new media era can not only output large amounts of dynamic graphic information in a short time but also make information dissemination more engaging through vivid and interesting visual effects, satisfying people's audiovisual enjoyment and making communication more influential and infectious [1].

1. Overview of MG Animation

MG animation is an artistic expression form that integrates graphic design, illustration art, animation design, and video art. In simple terms, it uses dynamic imagery to achieve visual information communication, transforming static graphic images and text into dynamic visual effects. This approach strengthens the information conveyed by static symbolic elements while stimulating people's imagination and associative thinking, creating a greater sense of participation. Additionally, MG animation can create 3D virtual spaces, bringing graphic design symbols and elements to life and endowing them with new expressiveness and vitality. With strong interactivity and inclusivity, MG animation can fuse multiple expressive forms and artistic styles. Compared with traditional graphic design and conventional animation, MG animation offers a novel form that skillfully combines animation expression, graphic design language, and cinematic narrative techniques. This not only enhances the visibility and artistic appeal of works but also makes content production and presentation more aligned with the communication context of new media.

2. Communication Value and Development Prospects of MG Animation in the New Media Era

The communication environment has undergone earth-shaking changes in the rapidly developing new media era. People now demand greater timeliness and interactivity in information dissemination. They can no longer tolerate linear, lengthy content and instead prefer “short, fast, and efficient” communication methods. As an emerging media form, MG animation better satisfies people’s information needs and opens new horizons for multimedia communication, winning widespread acclaim for its strong capabilities in information integration, carrying capacity, and dissemination.

China’s first MG animation was born in 2012, marking the popularization of a new dynamic graphics world and injecting fresh vitality into China’s animation market. In recent years, the continuous development of digital media technology has synergistically advanced MG animation production to new heights, making it one of the most popular information communication methods in the new era. MG animations typically run between one to five minutes, yet the amount of information they contain should not be underestimated. By presenting fragmented information through visual imagery, MG animation facilitates comprehension and acceptance, establishes effective emotional connections with the public, and compensates for the functional deficiencies of traditional media forms.

From the perspectives of era development, market demand, and resource development, MG animation aligns with the communication environment of the new media era. Its reach has extended into various industries, bringing revolutionary changes. An MG animation lasting only a few seconds can convey a thousand words and help information gain higher attention. Today, the trend of MG animation integrating with other fields is becoming increasingly apparent, with growing adaptability and applicability. MG animation is no longer limited to knowledge dissemination or film production; it has expanded deeper into social fields, enabling communication functions such as government affairs promotion and service advertising. With the advent of the 5G era, China’s animation development will undoubtedly enter a new phase, and MG animation will be a trendsetter in this era. The unprecedented breadth of connectivity and intensity of dissemination in the 5G era will open up entirely new paths for MG animation development.

3. Communication Advantages of MG Animation in the New Media Era

New media era information communication integrates vision, sound, thinking, and creativity. Through diverse communication channels and methods, it fundamentally transforms modern life. People are more likely and willing to accept information that is intuitive, concise, efficient, and rich in content. Consequently, MG animation has emerged as a new media communication method

that adapts to the public' s urgent needs.

3.1 High Efficiency in Information Dissemination

In the new media era, people have come to regard the Internet as the primary domain for receiving information and expressing emotions. Within this context, MG animation fully leverages its advantages in efficient information dissemination. A one-to-two-minute MG animation can present dozens or even hundreds of information items and can easily incorporate current social hot topics, allowing people to obtain the latest and hottest information within just a minute or two. Simultaneously, MG animation' s wonderful imagination, infectious expressive forms, and rich aesthetic connotations fully align with people' s desire for self-expression and emotional needs, making it easy to create psychological resonance and emotional connections with the public. Furthermore, MG animation' s characteristics of short duration, fast pace, and easy dissemination enable rapid information diffusion, attract high attention in social circles, stimulate information vitality, and promote efficient communication.

3.2 Increased Information Capacity

MG animation' s dynamic information visualization design possesses incomparable advantages over static graphic design in terms of information carrying capacity and dissemination volume. Its symbolic elements—text, graphics, sound, and motion—complement and reinforce each other, maximizing the use of media carriers and expanding information content within a unit of time. Moreover, MG animation features humorous and vivid content presentation, lively and cute animated scene elements, dynamic and varied expressive forms, and high-quality layered animation design. These unique creative production elements allow MG animation to quickly capture people' s attention in a short time. In essence, MG animation' s inherent media advantages expand its information capacity, promote increased information dissemination within the same frame, and compensate for the deficiencies of traditional media in visualizing information.

3.3 Enhanced Communication Effectiveness

MG animation can change graphic states over time, and its communication form is intuitive, concise, and convenient, making it suitable for dissemination across various new media platforms. In today' s fast-paced modern life, this makes it easier to spread and share. Additionally, MG animation' s flattened design features reasonable layout and rigorous composition, with clear hierarchies among symbolic elements that ensure better presentation of communication content within limited interface space. This allows people to most intuitively see or understand the function and meaning of each graphic and symbol, clearly capturing information while avoiding interference from excessive visual elements [2]. In other words, novel design concepts and visual effects give MG animation distinctive communication advantages. Lively element changes, simple and bright visual effects, and relaxed and humorous design styles make MG animation' s

s content presentation highly visually attractive and accessible. It can firmly lock people' s attention, allowing them to receive information in a relaxed and pleasant state, unconsciously achieving immersive information experiences.

3.4 Expanded Communication Reach

MG animation can simplify complexity through vivid and imaginative methods, presenting profound scientific knowledge, massive engineering information, and dry news content clearly and understandably without losing rigor while remaining artistically interesting. Generally speaking, much scientific knowledge content and data-driven news are dull, obscure, and difficult for the public to accept, and people typically lack interest and are unwilling to actively engage with such information. MG animation has changed the way people interact with abstract information, making it “digestible.” Specifically, MG animation combines vivid and interesting images with clear and concise text, accompanied by sound and music, which effectively breaks down barriers between information presentation and human cognitive processing. This successfully concretizes and visualizes abstract matters, stimulating public interest in understanding abstract topics.

3.5 Broad Public Participation

The new media era has created diverse spatial-temporal communication dimensions for MG animation, enabling higher and broader public participation. Currently, China' s animation rating system remains incomplete, and the adult animation market is not well-developed. MG animation in the new media environment fills this gap in adult animation development in China. With its wide-ranging themes, rich content, diverse forms, and broad coverage, MG animation attracts adult viewers by closely following the pulse of the times and social hot topics, encouraging adult participation in topic interactions. For example, during the Two Sessions in May 2020, media outlets used MG animation to explain the highlights and features of the Civil Code in simple terms. This creative expression transformed serious and profound legal texts into lively, interesting, and easily understandable content, which was widely welcomed by netizens. Evidently, MG animation has significantly expanded the audience for Chinese animation, bringing new development opportunities to China' s animation industry.

4. Current Communication Dilemmas of MG Animation and Response Strategies

Although MG animation has secured a place in the communication market and created good communication benefits through its advantages in the new media environment, it still has many shortcomings in design and production, visual effects, and creative narrative that constrain its development and dissemination. Therefore, we must continuously explore MG animation design, production, and

application at deeper levels, learn from advanced experiences, and enable MG animation to achieve information dissemination through higher-quality expressive forms and presentation methods.

4.1 Communication Dilemmas

4.1.1 Overall Design and Production Levels Need Improvement First, China's MG animation design and production exhibit characteristics of being short, flat, and fast. While this allows for high output efficiency, both creative forms and visual styles are relatively monotonous, with presentation and content being rather formulaic and generally lacking novelty. This results in insufficient watchability and aesthetic value, and the overall design and production quality urgently needs improvement. Taking MG animation transitions and character animation styling as examples, most MG animation designs are largely similar, eventually causing audience fatigue. Second, while MG animation templates have improved production efficiency, uniform templates similarly create aesthetic fatigue. Homogenized creative concepts, thinking patterns, content presentation, and visual styles not only reduce the overall quality of MG animation but also inevitably cause aesthetic fatigue among the public, which will greatly diminish MG animation's communication effectiveness over time.

4.1.2 Insufficient Overall Innovation Capacity First, China's MG animation industry places excessive emphasis on economic benefits and commercial development, imitating foreign MG animation works in creation without fully absorbing foreign MG animation's excellent innovative concepts and forms, while neglecting independent innovation and MG animation's own artistic creation. There are few high-quality works that integrate watchability, artistry, and ideological content, while works with similar styles and content are abundant, contributing relatively little to China's cultural development and spiritual civilization construction. Second, in the changing market economy environment, China's protection of original MG animation works is insufficient, which seriously dampens the enthusiasm of original creators, hinders China's MG animation innovation capacity, and consequently restricts the development and progress of MG animation [3].

4.1.3 Insufficient Cultural Content To create excellent MG animation works, certain cultural content is essential. Sufficient cultural content can compensate for MG animation's inherent disadvantages and help improve its content interest and communication effectiveness. The current development of China's MG animation has limitations. Most Chinese MG animation imitates and replicates foreign fast-food culture, lacking local characteristics and cultural connotations. Although sporadic Chinese characteristic elements can be seen in many local MG animation works, these elements are too scattered and lack unified logic, making it impossible to fully embody excellent Chinese culture. It should be noted that MG animation should not follow a purely technical development path; it should absorb the core of excellent culture and incorporate

creators' unique understanding. Otherwise, MG animation will lack necessary humanistic spirit and fall into mechanized, templated ruts.

4.1.4 Lack of High-End MG Animation Production and Communication Talent MG animation remains an emerging industry. Although it has achieved certain development in China, its overall scale remains small and cannot support the industry's required development speed. MG animation production and communication are crucial links in the industry chain, yet China currently lacks high-end talent in these areas and rarely sees eye-catching original works. The shortage of high-end MG animation production and communication talent has led to declining originality in the industry and constrained its normal growth.

4.2 Response Strategies

4.2.1 Emphasize Design and Production Quality to Build MG Animation Brands MG animation is the product of combining animation and graphic design—a perfect fusion of design and creative thinking, technology and art. It demands high design, production, and aesthetic capabilities from creators. Therefore, MG animation creators must not only follow overall aesthetic principles, strengthen visual novelty, continuously optimize artistic structure and aesthetic characteristics, but also enhance copywriting planning capabilities and visual coordination performance. They should focus on deepening content and interpreting meaning in copywriting design, visual style, and lens language, emphasize style design, attach importance to work depth, and achieve diversified and artistic presentation of MG animation content. This will allow people to enjoy visual communication experiences that are both clear and orderly as well as watchable and artistic, ultimately creating representative excellent MG animation brands.

4.2.2 Strengthen Innovation and Develop Distinctive Creative Styles Through Imitation MG animation works require unique creativity to stand out in complex information. In terms of MG animation design, production, and artistic appreciation, Europe and America have become leaders due to their early start. For example, Apple's annual MG animation product launches attract high welcome and enthusiastic pursuit from users worldwide. For China's MG animation to achieve creative development or even surpass existing standards, creators must continuously learn creative concepts from excellent foreign works, strengthen personal creative exploration, and summarize their own creative methodologies. Additionally, virtual and interactive technologies have begun to proliferate, and the direction of technological dialogue and expression will also become one of MG animation's future development paths. MG animation creation should incorporate emerging VR and AR technologies to create entirely new ways of obtaining information and audiovisual sensory experiences.

4.2.3 Endow MG Animation with Cultural Connotations Although MG animation focuses on content dissemination through technology, this does not mean its content is unimportant. MG animation's content carrier has limited information capacity, which requires creators to have high artistic sensitivity and condensation ability to express innovative culture and thinking within limited space. Specifically, endowing MG animation with cultural connotations can proceed from the following aspects: First, integrate multiple media forms to compensate for MG animation's cultural insufficiency using the content advantages of text media; second, absorb artistic crystallizations from other visual media, synthesize their information delivery methods, and subtly integrate culture into MG animation's carrier; third, call on MG animation creators to broaden their creative horizons to wider social fields, viewing MG animation as a humanistic art rather than merely a communication tool.

4.2.4 Cultivate High-End MG Animation Production and Communication Talent To promote efficient communication and sustainable development of MG animation, the industry needs to cultivate excellent MG animation production and communication talent. Universities and major media companies should actively undertake work related to MG animation media construction, guide MG animation talent reserves to enter the market, and foster a talent cultivation pattern that balances "market and art." Cultivating high-end MG animation production and communication talent requires substantial upfront investment. Universities and media companies need to focus on talent's soft competitiveness while also consolidating equipment and technological advantages, using favorable creative environments to attract aspiring individuals.

Conclusion

With the continuous development of digital media technology and the constant evolution of information communication methods, China's market demand for MG animation continues to grow. In the long run, only by producing high-quality MG animation works that meet market demands, align with public aesthetic tastes, and lead public aesthetic trends can we create more development and communication space for MG animation. Currently, China's animation industry has enhanced its creative and communication awareness, and the prospects for creation are exceptionally broad. As an emerging media communication art, MG animation brings unique sensory and emotional experiences through its novel design concepts and highly interesting expressive forms. The new media era has created richer communication spaces and channels for MG animation, giving it characteristics such as large information capacity, diversified communication methods, strong interactivity, and novel and interesting visual styles [4]. Once MG animation breaks through its communication constraints in the new media environment, its future will be limitless. With the continued development of the national economy, MG animation will undoubtedly receive more attention and possess unique communication functions.

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Note: Figure translations are in progress. See original paper for figures.

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