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The Innovation and Application of Digital Media Animation in the Field of Non-Genetic Inheritance--Taking Bozhou City as an Example

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Abstract: Starting from the perspective of protecting non-heritage culture and taking Bozhou non-heritage culture as an entry point to carry out the research, in the field of non-heritage cultural inheritance, the study of non-heritage culture with the help of digital media animation to realize the new form of presentation and innovation, to broaden the direction of non-heritage culture propaganda and cultural dissemination channels. The non-heritage culture of Bozhou is taken as the basis of artistic creation, given vivid technical support, and the inheritance and protection are taken as the core theme, which provides an innovative way for the inheritance and protection of non-heritage culture.

Keywords: Intangible cultural heritage; Digital media; Digital animation; Inheritance and innovation

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1. Bozhou non-heritage culture protection status quo

1.1 Protection Achievements

Bozhou Municipal People’s Government in the protection of cultural heritage information disclosure that: in recent years, Bozhou City, intangible cultural heritage protection work has always been adhering to the “protection-oriented, rescue first, rational utilization, inheritance and development” policy, vigorously promote the protection of intangible cultural heritage^[1]. In order to promote the inheritance and development of non-heritage culture, Bozhou Municipal Culture Center has opened a number of courses covering topography, guqin, five bird play, taijiquan, Bozhou paper-cutting, Mulan Wushu, national non-heritage lucid Yang palm, and many other courses, aiming to promote the work of non-heritage cultural inheritance and development. Accelerate the construction of intangible cultural heritage exhibition halls, strengthen academic construction and other measures at the same time, and comprehensively promote the inheritance and development of intangible cultural heritage.

1.2 Limitations

The inheritance of folk culture and art is facing the problem of disconnection. Due to historical changes and the impact of modern lifestyles, most of China’s intangible heritage resources are scattered in the folk, many intangible heritage programs lack a long-term display platform, the inheritance work is still stuck in the state of oral transmission, voluntary inheritance. At present, the existing non-heritage bearers are generally older, coupled with the long learning cycle, and engaged in related business income is limited. Therefore, it is difficult to attract young people to take the initiative to integrate. Some intangible cultural heritages that rely on oral transmission are facing the risk of continuous shrinkage or even disappearance^[2].

2. The possibility of digital media technology and Bozhou non-heritage culture conversion presentation

Showing intangible cultural heritage in form of digital animation is digital animation's re-creation of intangible cultural heritage with unique national cultural background and historical time and space. This kind of creation breaks through the traditional way of expression, makes it more well-known, and promotes the development of China's animation industry in a creative way^[3]. Through digital media art, the audience is shown the diversified elements of non-heritage culture, realizing the deep intermingling of external form and spiritual connotation. The use of digital media technology makes it possible to comprehensively promote ICH, transforming the production process and technical craft of ICH cultural products into digital forms and presenting them in a variety of media, including video, audio, pictures, and so on. Digital media technology gives intangible cultural heritage a new way of expression, using digital media technology to transform intangible cultural heritage into three-dimensional animation, continuous plane and other image types, highlighting its original appearance and enhancing the display effect and publicity effectiveness.

3. Digital Media Animation Performance Strategy Based on Bozhou Non-legacy Cultural Symbols

3.1 Mining Bozhou's non-heritage cultural kernel for storytelling innovation

In the creation of animation scripts, animators can make in-depth field trips to Bozhou to study the local customs and local conditions and the skills of non-heritage culture inheritors. In-depth excavation of Bozhou Laozhuang culture, Cao Wei culture, traditional Chinese medicine culture, Bozhou local folk culture habits and folk original story as the basis of animation script creation. With the help of animation and creative touches, the script combines Bozhou's non-legacy culture with people's strong life heritage. The script will carry the unique flavor of Bozhou's non-heritage culture, and at the same time show the innovation of animation creation in the form. In addition, it can also incorporate Bozhou's unique historical allusions into some key episodes, which not only adds to the excitement of the animation script, but also intuitively presents Bozhou's profound non-heritage cultural connotations to the audience. For example, in the process of animation script creation, the intangible cultural heritage of Bozhou and the great deeds of ancient outstanding historical figures such as Cao Cao and Lao Zi can be integrated into the story plot, and the local customs and customs can be used as the historical background to give the animation script deeper historical background. Eventually, the animation is presented in the form of animation, creating a unique style of Bozhou non-legacy animation, making it one of the most colorful features.

3.2 Modeling the Bozhou Cultural Elements in Animation Characters

When designing the animation characters, the elements of Bozhou herbs can be incorporated into the character modeling in a clever way. Take the Bozhou herbs Bo Ju and Bo Shao as an example, as the animation characters have a large degree of modelling variability, the characteristics of these herbs can be incorporated into the character images, costumes and props through anthropomorphism, including their shapes, colors, qualities and personalities. The anthropomorphization of herbal elements is achieved by giving herbs personalized characteristics. This approach transforms something that otherwise lacks movement and emotion into a character that is capable of expressing movement and emotion. In this way, the characteristics of herbs can be transformed into the appearance, costumes and props of the characters, which in turn give them more vividness and attractiveness. For example, the orange color of Bo Ju can be applied to the character's costume, so as to convey the positive emotion of the character through the choice of color. In addition, the element of Bo Ju can be embedded into the props used by the characters to show their resilience and unyielding character during the battle. By organically combining the herbal elements with the character's costumes and props, it not only gives the character a deeper level of individuality and uniqueness, but also enhances the emotional resonance between the character and the audience. This kind of creative application will make the animation characters more vivid and interesting, integrating the characteristics of Bozhou Chinese herbs into the character design, giving the animation a richer connotation, and thus making it more fascinating.

3.3 Create animation scene design with Bozhou characteristics

In the process of animation scene design, the local landmarks of Bozhou can be integrated to create a historical mood. Digital media technology is used to conduct 3D scanning and collection of Bozhou Herbal Garden, Laozi Niu and other buildings. The modeler uses 3D technology to conduct scene modeling, and adds lighting rendering and other processing to create real three-dimensional animation scenes. The integration of these elements into the 3D animation not only reflects the artistry of Bozhou's non-legacy, but also allows the audience to experience an immersive feeling while watching the animation. For example, when creating the animation

in the style of ink animation, the iconic buildings of Bozhou's non-heritage culture, such as the Laozi Cow Building and Bozhou Herb Garden, are used as the scene elements, which are blended with the ink painting's thick and thin and light and elegant images to give the work a touch of Bozhou's non-heritage culture's sense of historical gravity, and to enrich the performance of the ink painting.

3.4 Integration of Bozhou's traditional opera into audiovisual presentation

Bozhou Sui's suona has a history of nearly 200 years, with a strong volume, high and bright tone, and the use of large and small suona, handle clutches, hairy-faced tubes, muffles, ha tubes and other leading instruments. In animation audio-visual presentation, Bozhou Sui's suona's emotional changes in tone and volume control can vividly present the character, emotional changes and psychological activities, and create a changing sense of picture in sound transmission to achieve sound immersion effects. The variety of suona instruments and the richness of emotional expression are unique in the diversity of playing techniques, including the unique techniques of "spitting, muffling, covering and clenching". These techniques can be skillfully used to portray different types of roles in the drama, such as the living, the dan, the pure, the last, the ugly, and so on, thus giving vivid personalities to the dramatic images. In addition, the suona is able to create a variety of different artistic atmospheres, such as joyful, affectionate, and sad, so that the audience can have an emotionally rich experience.

Conclusion

Bozhou intangible cultural heritage culture with the help of digital media art to realize the integration of innovation and inheritance, follow the trend of the times, so that intangible cultural heritage can sit on the technology of this new century ship. Relying on the new carrier of digital media art, the non-heritage culture glows more brightly. These not only inherits the outstanding intangible heritage, but also innovatively develops and realizes the quality of digital media art to improve and leap. Bozhou intangible cultural heritage in the inheritance and protection at the same time, and digital media art integration, to promote digital media animation and the common development of non-heritage culture, in order to promote the Bozhou non-heritage innovation, protection and development and the training of inheritors of great significance.

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