

Research on Digital Animation Dissemination of Flower Drum Lamp Art in Bengbu

Nan Shen*, Dan Liu

Anhui University of Finance and Economics, Bengbu 233000, China

*Corresponding author: Nan Shen, 1586063730@qq.com

Abstract: With the development of the times and science and technology, the traditional form of flower drum lantern art has been impacted by new media and entertainment methods, and is facing an unprecedented dilemma. The article first expounds the value of digital animation to the dissemination of Huagu Lantern, then analyzes the development ideas of the integration of Huagu Lantern and digital animation, and finally proposes the strategy of using digital animation to spread the art of Bengbu Huagu Lantern.

Keywords: Flower drum lamp art; Digital animation; Communication; Inheritance

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1. Introduction

The masses of contemporary society are impacted by menacing new cultures every day. At the same time, the spread of new cultures is wider and the channels of transmission are rich and diverse. However, traditional cultures are naturally outdated and monotonous compared to modern cultures due to the different eras of their origins. Cannot attract the attention of modern people. As one of the folk cultural heritages of Bengbu, Anhui, the flower drum lantern has extremely high artistic charm and inheritance value. For the inheritance of the Bengbu flower drum lamp culture, it is necessary to integrate the development of the times, take advantage of the trend, and use new technology to transform the form of Bengbu flower drum lamp cultural communication, break through the traditional constraints, and expand the development space.

2. The Digital Animation Communication Value of Huagudeng Art ^[1]

2.1. The diversification of the cultural communication of Bengbu flower drum lanterns has been promoted, and new power has been injected into Anhui animation

For many years, the animation industry has always prospered in Japan, Europe and the United States. Few Chinese animation companies can stand out and occupy a place. The general public is still at the stage of “obsolete and backward” cognition of animations based on traditional Chinese culture. Today, when visual culture is dominated, images occupy an important position, and people are surrounded by overwhelming visual images every day. Due to its special form of expression, animation has strong attraction and affinity, and is more and more popular with the public. Moreover, the diversification of modern animation themes and the richness of content make the audience of animation not limited to children ^[2]. At present, the influence of animation cannot be underestimated. More and more traditional Chinese culture and folk stories are shown to the public through animation. The combination of traditional culture and modern technology is accepted by the public, and the development path of traditional culture is gradually open up.

Anhui animation cannot float in form in the process of development. It must be inherited and innovated. Only in this way can the sustainable development of traditional culture be realized. The story of the flower drum lamp inheritor and the origin of the flower drum lamp are used as the animation theme, and multimedia animation is produced, which is displayed in a relaxed and acceptable form of animation. This form of promotion can promote the diversification of Huagudeng art, allowing Bengbu Huagudeng to find a new foothold in the process of inheritance. While inheriting the Huagu Lantern culture, it is looking for new ways of development and using emerging technologies to present the colorful artistic features of Bengbu Huagu Lantern to the public.

2.2. Promote the industrialization of the art development of Bengbu flower drum lanterns, and provide new ideas for the development of traditional culture

Bengbu Huagu Lantern provides a wealth of creative resources for digital animation. At the same time, digital animation is also used as a carrier to penetrate all aspects of the spread and development of Bengbu Huagu Lan. While using digital animation to spread Bengbu flower drum lanterns, a flower drum lantern animation cultural industrial park can be established in Bengbu to attract talents from all over the world, develop the Bengbu flower drum lantern culture, and free Bengbu flower drum lanterns from the development difficulties. The Huagu Lantern Carnival in Bengbu is a paradise with the theme of Bengbu Huagu Lantern. While providing many amusement projects, the facilities inside show the characteristics of Bengbu Huagu Lantern, which brings inspiration for the spread and development of Bengbu Huagu Lantern. The current new media environment has brought opportunities for Bengbu Huagudeng to explore new development paths, which not only broadens the development path of Bengbu Huagudeng, but also promotes the prosperity and development of Bengbu's cultural economy.

The traditional performances of Bengbu Huagudeng are generally square performances and traditional temple fairs, and then the Huagudeng Art Festival has gradually formed, but the scope and effect of promotion are limited. With the development of the times, the newer promotion methods are mostly flower drum lantern theme photography exhibitions and documentaries^[3], but these promotion methods often have little effect. The innovation of digital media technology in the new media environment and the rise of interactive communication modes have added new wings to Bengbu Huagudeng communication. The cultural symbols of Bengbu flower drum lanterns are used in digital animation to produce flower drum lantern animation, which makes the reproduction of art more interesting and convenient.

3. The Effective Integration of Flower Drum Lantern Art Symbols and Digital Animation

The performance of Bengbu Huagu Lantern is rich in content, integrating song, dance, drama, and acrobatics. This dynamic form coincides with the nature of animation. It is a useful attempt to promote Huagu Lantern with digital animation. According to the performance characteristics of the Huagu Lamp, it can be divided into: image, body, sound, three artistic symbols. These precious materials and digital animation are organically combined to show the public a deeper, three-dimensional and all-round display of the Bengbu Huagu Lamp. Artistic connotation.

3.1. The integration of image symbols and digital animation

In the visual design of Huagudeng animation, all the visual elements of its character costumes, props, etc. constitute the art style of a film. As the most important artistic language in digital animation, image acts on human vision and is the most important part of digital animation. The main components of image language are color, line, composition, shape, light and shadow, block surface, etc. Bengbu flower drum lantern art has a very rich image language. The image language in the flower drum lantern is mainly manifested in the aspects of costumes, props, stage beauty, makeup and so on.

The costumes of Bengbu flower drum lantern art are decorated with traditional decorative auspicious patterns such as dragons, clouds and flowers, expressing the positive attitude of the people of Bengbu and their yearning for a better life. As an indispensable part of Bengbu flower drum lantern art, props play an important role in dance. The main ways of Bengbu flower drum lantern include folding fans, handkerchiefs and umbrellas. Using these props, Bengbu flower drum lantern performers can expand their expressive power. To maximize the appeal of the stage. These props have strong meaning and symbolic functions, which can deepen the audience's memory of the Bengbu flower drum lantern. They connect with the actors, bring the actors into their emotions, and then convey the actor's emotions deeply and accurately through props. The stage art is mainly used to set off the atmosphere, highlight the theme of the performance, and achieve the optimization of the performance effect through scene construction and scene scheduling. The above-mentioned graphic symbols of the flower drum lamp can be used in the production of the flower drum lamp animation. For example, the costumes and scenes of the animation characters can be used in the costume and scene style of the flower drum lamp performance.

3.2.The integration of body symbols and digital animation

As a dance performance of Bengbu Huagu Lantern, the most important thing is body language ^[4]. Bengbu flower drum lanterns perform various and full movements, rich formations, vivid expressions, and graceful shapes. These elements constitute the body language symbols. On the one hand, the body language in the Huagu Lantern performance is mostly a representation of objective life, such as showing the process of labor and production in life and imitating various animals. On the other hand, Huagudeng is a performance performed on a festive day or after a flood. The Huai River Basin has been plagued by floods for a long time. According to legend, Dayu fought outside to control the floods. In order to express their gratitude to Dayu, the people of Bengbu established the Yuwang Temple in Tushan and held temple fairs in Yuwang Temple every year, gradually forming the current Bengbu Huagu Lantern. The body language in the Huagu Lantern expresses the local people's appreciation. Dayu's admiration and yearning for a better life.

Bengbu Huagu Deng has accumulated the folk customs and customs of the people along the Huai River, as well as the enthusiasm and yearning for life and tenacious vitality of the people on the Huai River. These emotions are mainly expressed through the expression changes and body language of the actors. The abundant body movements of Bengbu Huagu Lan bring a lot of material for the dynamic animation. The movements of the animated characters can learn from the Huagu Lan dance movement, making the Huagu Lan animation more local characteristics of Bengbu.

3.3.The integration of sound symbols and digital animation

Sound language permeates all aspects of life, and is also a commonly used artistic language in singing, reading, performance, and animation. In the Huagudeng performance, gongs and drums are the soul of the art of Huagudeng, and different gongs and drums are matched with different dance rhythms. Drum ideas can be played on the spot according to the mood, details, and vocabulary of the characters. The gongs and drums are magnificent and enthusiastic, and they are integrated with the dance during the Huagu Lantern performance, pushing the performance atmosphere to the extreme.

Vision gives people the most intuitive first impression, and hearing is also crucial. Music can connect different pictures together, play a role in fusing the scene, and also can enhance the atmosphere and render the situation. Music can set the tone of the style of a digital animation. Therefore, in the animation, we can learn from the musical form of the flower drum lamp art. The melody of the Bengbu flower drum lamp and the sound of gongs and drums can be used as sound symbols to render the atmosphere of the animation ^[5].

4. The Digital Animation Communication Strategy of Huagudeng Art

The artistic symbol of the flower drum lantern provides precious materials for the digital animation of the flower drum lantern. These materials are integrated into the digital animation of the flower drum lantern to show and spread the artistic ideas and charm of the flower drum lantern, so as to find a suitable Bengbu flower drum lantern culture and have local characteristics. Characteristic new ways of cultural development.

4.1. Create a new type of digital animation by using the artistic symbols of the flower drum lamp

Digital animation mainly uses color, music, and images to narrate, creating a unique artistic environment, setting a specific atmosphere, and communicating with the audience through the integration of color, music, and image language, so as to achieve the understanding of the story and the resonance of emotions. The colors, music, and images in the animation show the style and charm of the animation, which are the internal factors and important guarantees for the success of the animation works.

As one of the important visual elements in digital animation, color is an important way to portray characters and enhance the atmosphere of the scene. The application of color in contemporary animation is no longer a direct response to realism, but a symbolic and imaginative attribute given by the producer. There are many kinds of artistic colors of the flower drum lamp, and the application of the color symbols of the flower drum lamp to the scenes and costumes of the flower drum lamp animation can more highlight the national characteristics of the flower drum lamp animation. Secondly, the Huagudeng dance language is rich, and it captures the enthusiasm and unrestrained characteristics of the Huagudeng dance movement. It is used in the character movement system of the Huagudeng animation, which is more conducive to strengthening the character image. In addition, the melody of the flower drum light and the sound of gongs and drums can be used in the animation soundtrack. For example, the melody of the flower drum light and the gongs and drums in the animation can be used for scene transition and background music of the animation. The combination of music can better convey animation emotions and sublimate emotions. Through the integration of a series of flower drum lantern art symbols and digital animation, the traditional animation production level is improved, the traditional animation production concept is changed, and the conceptualization is avoided, and the flower drum lantern digital animation that truly has the foundation of traditional culture is created.

4.2. Dig deep into the cultural connotation of flower drum lanterns and spread high-quality animation content

For contemporary digital animators, animation works must have a spiritual and cultural core, and must not only conform to the development trend of the times, but also have vitality and appeal. Animation is a way for creators to express their thoughts. Therefore, this requires animators to create in cultural soil. While rooted in cultural soil, they are not blindly and one-sidedly bringing the performance style and style of Bengbu flower drum lanterns into animation. However, to understand its development context and dig deep into its cultural connotations. For the dissemination and popularization of Bengbu flower drum lantern culture, dissemination is only the foundation, and how to better inherit and develop is the ultimate goal.

While adhering to the combination of digital animation and Bengbu flower drum lamp culture, awareness should also be constantly innovating, absorbing the latest technological methods and fashion trends to enhance the taste of animation and enrich the forms of expression. To produce a characteristic animation of the flower drum lamp in line with the current aesthetic trend, the traditional Bengbu flower drum lamp cultural symbols must be selected and improved. Only by grasping the essence of Bengbu flower drum lantern culture, can we lay a good foundation for the production of digital animation, and then add more bricks and tiles.

In the process of cultural exchanges in the digital media era, cultural inheritance and innovation workers

need to use open thinking to conduct in-depth exploration of symbols, analyze the rules of formal beauty, deconstruct and reorganize, give contemporary aesthetic concepts, stimulate the inherent vitality and expression of traditional culture Artistic beauty, traditional beauty and modern beauty. What the current communicator has to do is to reflect the tradition and face the future, inherit the tradition and at the same time make certain innovations, so that its excellent culture can be inherited and continue to move forward. Digital animation is used to deeply explore the cultural connotation of Bengbu flower drum lanterns, to innovate symbols and communication methods, to express the spirit of the times of Bengbu flower drum lanterns, and to win more development space for Bengbu flower drum lantern culture.

4.3. Enriching the communication form of Bengbu flower drum lantern animation and enhancing the communication effect

The dissemination of digital animation is characterized by diversity and richness. Therefore, it is necessary to give full play to the communication advantages of digital animation, continue to innovate communication methods, enrich communication forms, and enhance communication effects. The digital communication of Bengbu Huagu Lantern can be combined online and offline to enhance the interaction of communication. The online animation of Huagu Lantern can be made to attract more audiences, enhance the interest of Bengbu Huagu Lantern, and lower the threshold of appreciation. In addition, a series of mini-games for the Huagu Lantern can be made to allow the audience to learn about the Huagu Lantern of Bengbu in a more relaxed, pleasant and enjoyable way. Make full use of Douyin, Weibo, WeChat mini programs, official accounts, etc. for online promotion. The Huagu Lantern Art Experience Hall and Bengbu Huagu Lantern Art Exhibition can be built offline, using animation, VR and other technologies to bring audiences an immersive experience, increase interactivity, and subtly enhance the public's love for Huagu Lantern.

While applying digital animation technology to enrich the spread of Bengbu Huagu Lamps, it is necessary to grasp the relationship between art and technology. In the process of artistic creation, whether it is technique or technique, it is just a creative tool, and the theme of creation is still the art of flower drum lanterns. Therefore, the flower drum lamp should still be used as the subject of expression in the creative process. Only by attaching technology to art, embodying science and technology and preserving cultural characteristics, can the Bengbu flower drum lamp and digital animation be better integrated, and the purpose of enhancing the effect of the flower drum lamp can be truly achieved.

5. Conclusion

The Bengbu flower drum lantern reflects the daily life of the people of Bengbu, contains Bengbu cultural characteristics, and has extremely high cultural and artistic value. In the current society, the Bengbu flower drum lamp has encountered many obstacles on the road of development. Therefore, it is necessary to deeply think about the issue of protecting the Bengbu flower drum lamp and seek new methods. Digital animation technology has brought new inspiration. How to make better use of digital animation and other new technologies to promote the Bengbu flower drum lamp, and then realize the industrial development of the flower drum lamp culture, has great research space and extremely high research value. To take the road of sustainable development for Bengbu flower drum lantern culture, it must first stand at the height of human modern civilization and combine the essence of flower drum lantern culture with the connotation of the new era. Only by exploring new ways to show traditional culture under the perspective of technology can the art of Bengbu flower drum lanterns truly stand among human culture.

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