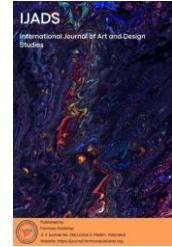




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Traditional Chinese Cultural Elements in the Chinese 3D Animation (Nezha: The Devil Child Descends)

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ABSTRACT

This study aims to explore the user experience design of digitized presentation of the craftsmanship of Dong ethnic wooden architecture in San Jiang County, Guangxi, using the Unreal Engine technology. By extracting the interactive features of Unreal Engine, the characteristics of Dong ethnic wooden architecture, and user experience elements, and analyzing empirical cases, this research investigates the digitization and user experience from the perspectives of immersive experience, interactive experience, and imaginative experience. The results indicate that Unreal Engine technology creates realistic digital scenes, enhancing users' perception and engagement with wooden architecture. The multi-modal interactive design provides a more immersive learning experience, while the internalization of emotional experience fosters an emotional connection between users and the cultural heritage of Dong ethnic wooden architecture. This study provides a feasible reference for the application of Unreal Engine technology in the digitized presentation and preservation of intangible cultural heritage.

INTRODUCTION

In childhood memory, one of the carriers that accompany our growth is cartoons, which are our spiritual sustenance and a tool for entertainment

in our leisure time. But while we are watching, although we do not understand those high-sounding principles, we have also dreamed of becoming a hero admired by the world when we grow up, and we have also

dreamed of walking the world with a sword. This is something that almost every little child can say casually. I have to say that at that time, China's domestic animation deeply affected our generation, even now, the transformation and upgrading speed of domestic animation is accelerating, and it is also constantly optimized in order to meet the psychological needs of the old and young masses. The movie "Nezha: The Devil Child Descends" was hot throughout the summer vacation, and people were full of praise after watching it, and the characters in the film were fuller and more in line with the public's aesthetic taste. It has created a new situation in domestic animation, the glory of domestic animation has become a thing of the past, and with it comes 3D domestic animation in the 21st century."

RESULTS AND DISCUSSION

The animation market is becoming increasingly strong, foreign animation accounts for too much share, and the current situation of Chinese animation is complicated, and it is urgent to rebuild the Chinese animation school and determine the local national style. Among the animated films released since the 21st century, foreign animation has attracted most of the attention, and Chinese animated films have received relatively little attention before, and many works have obvious traces of imitating foreign animation styles, and local characteristics are not prominent.

Chinese animated films have not yet developed a clear local style.

Creating animated film works with a unique local style has always been the pursuit of Chinese animation filmmakers. They are constantly exploring for this. In recent years, "Journey to the West: The Return of the Great Sage", "Big Fish and Begonia",

"Wind Mantra", "White Snake Origin" and "Nezha: The Devil Child Descends", etc., have begun to have a certain national style, and have carried out a variety of explorations and innovations in exploring local styles, and have made obvious progress, gained high market benefits, and have also been affirmed by critics. According to box office data, these animated films adapted or absorbed traditional elements based on traditional Chinese story themes are more popular with audiences than films of other themes.

(2) The characteristic application of traditional Chinese story themes and cultural elements in Chinese animation creation

1. *Ancient Chinese legends and various stories have been deeply rooted in the hearts of the people, and are the most characteristic subject matter resources, providing rich content for animated films to form a local style.*

Since the 21st century, animated films with the development of technology, the sense of the times and technology is breathtaking; An important reason why foreign animation is competitive and has a high market share is that each has its own style.

In order to stand out in the fierce competition, Chinese animation films must explore the formation of new local styles on new technical means, and cannot be satisfied with simply imitating foreign animation styles, which is the only way for Chinese animation to mature. The exploration of local style can be carried out from many aspects, mainly the content theme and the expression style. The legends, stories and cultural and artistic elements in traditional Chinese culture are the

effective paths and the most powerful advantages.

Ancient Chinese legends and stories are rich and diverse, including myths and legends, folk tales, poetry, dramas, famous works, etc., which are important carriers of Chinese traditional culture. These ancient legends, stories and the ideology, culture and values contained in them not only had a significant social impact in the era of their formation and dissemination, constituting an important aspect of traditional Chinese concepts, but also still have their social value today. The values contained in and disseminated in some traditional stories can still inspire people and have positive significance in modern society.

2. Explore local animation styles using traditional Chinese cultural and artistic elements

The Chinese animation industry has actively explored and achieved successful experience in using traditional Chinese stories and elements to create animation works with national style. In the fifties and sixties of the twentieth century, a number of animation works with strong oriental cultural and traditional characteristics appeared - "Trouble in the Heavenly Palace", "Little Tadpole Looking for Mother", "Mudi Di", "Landscape and Water Love" and so on. These cartoons either use traditional stories, or use traditional elements and expression techniques, and have made outstanding achievements in exploring and constructing a national art style, giving people a refreshing feeling in the international animation industry and winning many awards internationally. These animation works with a strong Chinese style are known as the "Chinese School". It can be said that Chinese animated films have made remarkable

achievements in forming their own unique style.

The animation industry has entered a new stage of development.

The theme of "Journey to the West: The Return of the Great Sage" is taken from classical masterpieces, and a variety of traditional Chinese aesthetic expression techniques are used in its creation, and finally achieved the double affirmation of high box office and high word of mouth. The success of the film has attracted attention and heated discussion about the national creative style.

"Big Fish and Begonia" starts with "There is a fish in the north, its name is Kun", and unfolds a beautiful Chinese-style animation, which is presented in an all-round way from many aspects such as character modeling, scene design, and language style.

"Wind Mantra" is more mature in terms of technology, and the quaint town in the movie and the five elements embodied in the landscape have a strong Chinese flavor. "White Snake Origin" is based on the folklore "The Legend of the White Snake", and at the same time makes new breakthroughs in digital technology, with beautiful pictures and exquisite composition, which is a new improvement over previous films. In "Nezha: The Devil Child Descends".

It can be seen that Chinese animated films have gradually begun to pursue their own style on the basis of a large number of ancient legends, stories, elements, expression techniques, etc.

Traditional Chinese cultural elements have been affirmed by the market.

- The concrete manifestation of the reconstruction of the Chinese

animation school in the dissemination of national culture, as well as in academia; Apply; Value and significance in the social sphere.

1. Academic value

Establishing the style of the new Chinese animation school can determine the mainstream animation form of Chinese national style, spread Chinese culture more widely, and promote movement. The benign development of the painting industry chain has promoted the birth of a number of heavyweight Chinese-style animation products.

2. Applied value and social significance

Let the world know more about Chinese culture and history, and let young people understand the history of Chinese ancestors and Chinese civilization, and enter the world animation market.

The introduction of Chinese elements into animated films is increasingly valued by creators. Research by Mu Huailin and Wang Shaojun shows that taking traditional Chinese stories and using traditional aesthetic styles is a good way for animated films to achieve high box office. The animated films "Mulan" and "Kung Fu Panda" created by Americans using traditional Chinese stories and elements are unique and popular all over the world. China's long-standing civilization inheritance and profound traditional culture provide inexhaustible resources for animated films.

Animated films can further strengthen the development of traditional themes, not limited to the four well-known masterpieces, but also set their sights on "Classic of Mountains and Seas", "Liaozhai Zhi Yi", "Fengshen

List" and other legends and stories that are relatively unfamiliar and mysterious to many people, using modern concepts and technologies to recreate, produce more works with distinct national characteristics and impress the audience, and make greater achievements in exploring the local style of animated films. The Chinese element is China's best weapon to enter the international market. Fully excavating the ideological characteristics and artistic characteristics contained in ancient Chinese legends, stories and elements is the first step for Chinese animation films to realize Chinese style, and the unique national style is an effective way for us to stand tall in the world animation industry.

First, the reason for the success of the domestic animation "Nezha: The Devil Child Descends"

The domestic animation "Nezha: The Devil Child Descends" can make people remember and have a far-reaching impact, not by accident but as an inevitable result. Previous animations such as "Black Cat Sheriff" and "Trouble in the Heavenly Palace" were also popular at the time, but the former glory was defeated step by step by the emerging industry, so that China's animation film road was forcibly blocked, of course, there are also its own reasons. Faced with these challenges, China began to reflect on how domestic animated films should continue in the future; In the context of the great recovery of the film market, whether domestic animation can seize the opportunity and face the challenge head-on. Looking at the development of domestic animation, the following points are the main influencing factors.

(1) *Integrate Chinese cultural elements*

China has a rich history and culture of 5,000 years, and its application will enable the culture to be inherited. Although the originality of the work "Nezha: The Devil Child Descends" is a little lacking, this does not affect the degree of care in its production. It starts from the aesthetic needs of the audience, based on Chinese culture, and adopts mostly Chinese classical elements in production, through vivid images, humorous and touching stories, coupled with the combination of internal art and external technology, people will unconsciously have a sense of substitution. With the laughter and scolding of the film story, the ups and downs of the plot, this is not only a visual feast, but also a sensory enjoyment, thoughts and emotions, which is more likely to arouse people's emotional resonance, of course, it will not be very laborious in publicity².

(2) Tell Chinese stories and cultivate Chinese characteristics

The animated film "Nezha: The Devil Child Descends" breaks people's stereotypes, changes the image of the Monkey King, and retouches it on the basis of the classic book "Journey to the West" to make the story more in line with the taste of the public and the theme of the spirit of the times. The Monkey King in the film is a hero of the world, very oriental, he also has times of confusion and confusion, there are times of failure and depravity, but no matter how many setbacks and tribulations he has experienced, he still does not give up lightly, which does not correctly interpret the beautiful character that Eastern China has had since ancient times. At the beginning of the film, shadow puppets are also integrated, which has also been included in the

scope of protection of intangible cultural heritage; There is also the perfect chimerism of the opera, which does not bring a boring feeling to the film, but adds a touch of delicacy and momentum.

(3) Industrial upgrading plus online ticket purchase

In 2015, domestic animated films have rapidly fermented and become a competitive new industry in the market. The box office sales of movies are closely related to the degree of socio-economic development at that time, and the continuous expansion of market demand is the main factor; In addition, the development of the Internet has also promoted the sale of movies, online ticket purchase is more convenient and fast, coupled with people's wide dissemination, the popularity of domestic brands. Moreover, the Internet also provides subsidies for the masses to buy tickets, reducing the price of tickets, and making people's consumption levels reach an acceptable level; The vigorous publicity of new media, as well as the guidance of social discussion, have subtly played a psychological guiding role, people around people are word of mouth, greatly stimulating the curiosity of the masses, and then increasing box office revenue, which is an uninterrupted cycle.

(4) Attract the attention of the masses and promote the brand

Animation has always been the preserve of children, but now it has transcended the age limit, attracting not only children, but also a large number of male and female audiences. Hero is a synonym, how can you call it a hero, in the hearts of boys is probably the kind of person based on Sun Wukong, for heaven and earth, for the people, for the

saint to continue the school, for all things to open peace, this is the hero image in the hearts of most boys. In the hearts of girls, they also have their own little nine-nine, and they rarely fantasize about becoming such or that hero, and most of what they want is to be saved and blessed by heroes. This is also an emotional substitution, a sign of the film's continuous maturity. At the same time, the film can well meet the psychological needs of the public, find the correct positioning under the support of national policies, and actively promote its own brand³.

Second, suggestions for strengthening the integration of 3D animation design and traditional culture

With the development of Internet technology, scientists have discovered 3D technology based on this. Movies made with 3D technology, especially animated films, make people feel immersed, can experience the tense plot in the film, and enjoy an indescribable sense of tension and excitement, bringing the audience a new visual experience. With the improvement and development of a series of 3D animations such as "Nezha: The Devil Child Descends", coupled with the inclusion of traditional culture, it has made the film rich, interesting, three-dimensional and realistic, and the economic benefits and increasingly different repercussions brought by it cannot be ignored. In China, the combination of traditional culture and animation films has also become the hottest trend at present, and it will also be the mainstream development direction in the industry for a long time.

(1) *Persist in creating with national characteristics*

From the perspective of social repercussions, the spark generated by the collision of 3D technology and culture is quite good. Therefore, we can conclude that there must be traditional culture on the road of animation in the future, and both are indispensable, which is a bright road that can be sustainable. However, from the current point of view, traditional culture is uneven, and if it wants to exert its greatest value, it cannot be copied and moved to the west, etc., and these aspects require the strength of the team to organize and coordinate. In the preparation process of the party, the planner needs to cooperate with the team to conduct a safety investigation of the venue of the performance to ensure the security of the party. At the beginning of the party, the performance

Before that, the actors need to be rehearsed and the evening will be simulated and rehearsed. During the party, each department of the team has its own responsibilities. After the party, it is necessary to analyze the party, summarize the experience and existing problems of this party, and also It is necessary to collect and analyze the feedback of the audience to provide experience for holding future parties.

5. The process of planning large-scale cultural evenings and large-scale performance activities

(1) Form a party planning team

As mentioned above, a well-functioning team plays a vital role in a party, so it is necessary to have an in-depth understanding of the members of the team and clarify their ability to achieve the purpose of joint coordination and cooperation, so that the entire planning team can improve the systematization of the implementation of

activities and ensure the smooth progress of large-scale parties and activities.

(2) Conduct thorough investigation and analysis

After the planning team is established, all aspects need to be investigated and analyzed. First of all, it is necessary to investigate and analyze the venue of the performance, focusing on the safety of the venue

Analyze and eliminate security risks as much as possible. Secondly, it is necessary to investigate and analyze the audience involved, understand the interests of the audience, and cater to the taste of the audience in the setting of the program.

(3) Establish a theme

As mentioned above, the theme is the support of a party, only by clarifying the theme of the party, can the other arrangements of the party be carried out smoothly, so the establishment of the theme should be closely related to the theme of the times and in line with the psychology of the audience.

(4) Draw up a plan for planning

After establishing the theme of the large-scale party, it is necessary to formulate a planning plan, which requires the planning department to seriously think about the entire event, consider all aspects of the party, and ensure that every detail is targeted. It is necessary to arrange and adjust the program of the party, and ensure that the intention of the evening program is closely related to the theme of the party on the premise of grasping the theme of the party.

When planning the plan, prepare a variety of different plans to ensure that the party can proceed smoothly in the

event of an emergency. Therefore, the various plans of the party cannot be ignored, and only the preparation of a solid plan can enable the staff to deal with various things according to the plan, and make adjustments to the party in various aspects in a planned and countermeasure manner.

(5) Summarizing and reflecting on the session

After a large-scale party and performance, it is necessary to strictly summarize and reflect on the party, and at the same time play back the entire party in time, absorb the experience in the party in time, and carefully summarize the lessons existing in the party. This link is a summary and summary of a party, which is often ignored by many party planners, but this link does have a very important role. It not only allows every participant to learn from the excellent experience of the party, so that everyone can improve their personal management and organizational level, but also experience the problems and shortcomings exposed by the party.

CONCLUSION

Large-scale cultural evenings and large-scale performance activities with the development of the times, the quality required is getting higher and higher, the level of planning is related to the good and bad of a party, so a good planning team, the investigation and collection of information, clear theme of the party, the content of the party planning and arrangement, the summary and reflection after the party is an important work of large-scale cultural evening planning.

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