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INNOVATIVE EXPLORATION OF IDEOLOGICAL AND POLITICAL ELEMENTS IN THE CREATION OF TWO-DIMENSIONAL ANIMATION SHORT FILMS

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Abstract: In the creation of two-dimensional animation short films, the effective application of ideological and political elements can enrich the ideological connotation of two-dimensional animation short film creation.Make the creation of two-dimensional animation short films show a certain ideological and political educational significance and ideological and political cultural propaganda value, and improve the cultural influence of two-dimensional animation short films.This article combines the creation of two-dimensional animation short films to explore the innovative application of ideological and political elements in creation, and aims to provide a corresponding reference for the highlighting of cultural and educational attributes in the creation of two-dimensional animation short films.

Keywords: Ideological and Political Elements; Two-Dimensional Animation Short Film; Animation Creation

1   INTRODUCTION

Animation works enrich the life of public, and the spread of unhealthy animation works will inevitably lead to the spread of wrong ideology and culture, which has an important impact on the publicity of social mainstream ideology and the construction of socialist spiritual civilization system.Therefore, the creators of two-dimensional animation short films should take the initiative to assume social responsibility, recognize the importance of spreading positive and healthy cultural ideas and promoting the dissemination of mainstream ideology, and consciously explore the rational application of Ideological and political elements in the process of creating two-dimensional animation short films, so as to enrich the ideological and spiritual connotation of two-dimensional animation short films,make it play a good value leading role in cultural communication and help the construction of the cultural system with socialist characteristics.

1.1 The necessity of Integrating ideological and political elements into the creation of two-dimensional animated short films

Ideological and political elements are the ideological and moral cultural content that can lead the society or social groups and influence the moral norms. The influence of this ideological and moral cultural content can enable social members to have the ideological and moral character in line with the mainstream ideology of the society.Under the background of the new era, with the development of science and technology and the diversified application of animation technology, the creation of two-dimensional animation short films has developed vigorously in the field of digital media art creation

in China, and the application of two-dimensional animation short films is relatively wide. With the help of interesting and humorous animation short films, touching music,Leisure puzzle games have an important impact on people's thoughts, and the production of two-dimensional animated short films can also serve social publicity activities, the dissemination of social positive energy and the design of public service advertisements, which are deeply welcomed and loved by the social youth groups.In the creation of two-dimensional animation short films, guide creators to consciously infiltrate ideological and political elements, closely integrate ideological and political elements with the creation of two-dimensional animation short films, infiltrate positive and healthy educational ideas in the production of two-dimensional animation short films, promote the promotion of advanced spiritual ideas, and promote the effective dissemination of socialist core values,It can not only play an important role in promoting the dissemination of social mainstream ideology and the construction of socialist spiritual civilization, but also provide good support for the construction of socialist cultural system with Chinese characteristics.Therefore, under the condition of market economy and the uneven animation quality in the two-dimensional animation short film market, it is very necessary to actively advocate the creators of two-dimensional animation short films to integrate ideological and political elements into animation creation, promote the effective dissemination of positive and healthy spiritual and cultural ideas, and improve the communication effect of socialist advanced culture in the field of animation.

1.2 Innovative exploration of Ideological and political elements in the creation of two-dimensional animation short films

The application of Ideological and political elements will have a direct impact on the development of 2D animation short film creation activities. Therefore, in the actual process of designing and creating 2D animation short films, we should pay attention to mining the ideological and political elements from different angles to promote the rational application of Ideological and political elements, so as to improve the overall quality of 2D animation short film creation on the basis of innovative application,Give the creation of two-dimensional animation short films more profound cultural connotation and spiritual education significance.The following is a detailed analysis of the innovative exploration of Ideological and political elements in the creation of two-dimensional animated short films in combination with the actual situation of the creation of two-dimensional animated short films:

(1) Exploration on the concept of green and shared development

Combined with the application of Ideological and political elements, in the process of actually promoting the creation of two-dimensional animation short films, in order to increase the cultural and educational attributes of two-dimensional animation short films and enrich their spiritual connotation, creators can try to create around public welfare creation themes and environmental protection creation themes, and infiltrate the development concepts of green, sharing and environmental protection into two-dimensional animation short films,Practice the idea of sustainable development and promote the rational dissemination of development concepts such as green and sharing in the field of animation creation.

In the actual process of creating two-dimensional animation short films, we can adhere to the principle of combining virtual and real. In terms of the idea of animation script, we can try to select

the public welfare content related to ecological and environmental protection as the theme of animation short film creation, and create the content and script of two-dimensional animation short films around the public welfare theme, so as to ensure that different public welfare elements The concept of green shared development is integrated into the short film creation practice to better express the creators' ideological understanding and emotional attitude, and promote the rational dissemination of positive energy in animated short films. For example, in terms of the creation of the two-dimensional animated short film of the earth guard, environmental protection and public welfare publicity are taken as the core, and the creative idea of low-carbon and environmental protection is introduced in the short film design. In the animation creation, Adobe Flash, adobe, 3ds Max and other software are mainly used, and the artistic expression method of black line drawing is adopted to present the plot of human disaster in front of the audience, It conveys the theme that protecting the environment is protecting human beings to the audience, hoping to advocate people's role in protecting the environment, make people aware of the serious consequences of environmental pollution, and actively participate in the cause of environmental protection. It can be seen that the introduction of green and shared development concepts in the creation of two-dimensional animation short films and the innovative exploration of these development concepts in the way of animation can better present the ideological and political elements in the creation of two-dimensional animation short films, improve the socialized influence of Ideological and political education, and highlight the ideological education value and cultural communication value of two-dimensional animation short films.

(2) Innovative exploration of patriotism

The report of the 19th National Congress of the Communist Party of China clearly puts forward that we should continue to practice and cultivate the socialist core values of youth groups, strengthen the feelings of home and country of youth groups, help young people strengthen their ideals and beliefs, and produce the determination and courage to constantly struggle for the country and the nation.In this case, patriotism publicity has become a key issue in social and cultural undertakings. How to actively publicize patriotism and promote the effective dissemination and cultivation of socialist core values has attracted great attention from all walks of life.Therefore, in the practice of two-dimensional animation short film creation, we should actively explore the practice of socialist core values, integrate into the common value pursuit of the people of all ethnic groups from the perspective of individual and state relations, promote the innovative publicity of patriotic ideals, and improve the comprehensive effect of cultural education and publicity activities with the help of the power of two-dimensional animation short film creation.In view of this, in the process of actually creating animation works, the creators of two-dimensional animation short films can try to design animation in the way of sound and picture synchronization from the perspective of in-depth excavation of patriotism, and comprehensively apply art forms such as comics, music, digital media and literary creation to show patriotism directly and clearly,Make the two-dimensional animation short film become an important carrier for the dissemination of patriotism, and effectively promote the diversified and efficient dissemination of patriotism.[1]

For example, in terms of the creation of the two-dimensional animated short film "experiencing the Weihua uprising", we use the two-dimensional animation to express the revolutionary history of

the Communist Party of China. In the animation with unique visual impact, we more vividly express the revolutionary emotion, carry forward the revolutionary spirit and revolutionary feelings, and stimulate the audience;s enthusiasm for the revolutionary cause and the cause of national construction.In terms of animation creation, it shows the tragic scene of Weihua uprising from one side, and makes a positive exploration on the revolutionary activities in the animation. It contains a certain tragic color from the character design, sub lens design and background design, which can show the audience the heroic behavior of revolutionary martyrs in the difficult war environment in the revolutionary historical period.In addition, in the creation process of animated short films, the creators grasp the application of Ideological and political elements, explore the organic integration of digital technology and artistic creation, and present the animated short films reflecting patriotism and revolutionary historical activities to the audience, which can arouse the resonance of the audience with the help of the power of animated works,Thus, the role of two-dimensional animated short film in spreading patriotic emotion is further demonstrated, and the function of Ideological and political education of two-dimensional animated short film is fully excavated.In this process, the innovative exploration of patriotic elements is the main direction of the creation of two-dimensional animated short films. The integration of revolutionary combat elements into the creation can show the revolutionary struggle spirit and the revolutionary;s feelings of home and country, provide important assistance for the audience to strengthen their patriotic consciousness during watching two-dimensional animated short films, and improve the effect of cultural publicity.Taking patriotism as the main ideological basis of two-dimensional animation short film creation can also enrich the ideological connotation and overall quality of two-dimensional animation short film creation, which has an important impact on comprehensively promoting the high-quality and connotative development of two-dimensional animation short film creation in modern society.

(3) Innovative exploration of national spirit in the new era

Animation art is an important carrier and medium of cultural communication. The introduction of Ideological and political elements in animation art creation can make animation art transmit advanced ideas as a special cultural symbol, so as to promote the good dissemination of socialist advanced culture.In view of this, in the process of two-dimensional animation short film creation, in order to better improve the creative quality, make the two-dimensional animation short film creation show vigorous vitality, and realize the goal of long-term and stable development under the support of cultural connotation, the creator can explore the penetration of traditional cultural elements and the excavation of national spirit in the process of actually exploring creative activities,Give the two-dimensional animation short film the vitality of the times, so that it can be well spread in modern society.In the process of innovating and exploring the national spirit of the new era in the creation of two-dimensional animation short films, we can try to make a systematic exploration from two aspects to realize the innovative application of the national spirit of the new era in the creation:

First, excavate the new era meaning of traditional culture and national spirit, and promote the reproduction of national spirit by means of two-dimensional animation short film creation.The national spirit of the Chinese nation is rich and has profound cultural connotation. In the process of trying to create a two-dimensional animation short film, the creator can deeply excavate the traditional

Confucianism, Buddhism and Taoism culture, re interpret and deconstruct the Confucianism, Buddhism and Taoism culture from the perspective of modern national spirit, and express it by means of animation creation,It reflects the innovative inheritance of traditional culture and the effective promotion of national spirit in the creation of two-dimensional animation short films, which helps to improve the spiritual and cultural communication effect of two-dimensional animation short films.For example, in the creation of the two-dimensional animated short film cloud clothes, we fully excavate the cultural elements of Chinese traditional Hanfu, take Hanfu and poetry as the performance theme, select the representative talented women in the spring and autumn, Han, Tang and Song Dynasties, show the historical stories through the display of costumes and talents, and use the ink and watercolor style as the theme background to create classical costumesThe special artistic effect of classical music, classical patterns and classical poetry against each other, and in the process of showing the production of cloud clothes, creatively introduced the comparison of craftsman spirit between the present and the past, so that the audience can be educated and edified by the advanced spiritual thought while feeling the aesthetic picture in the animation,It can form a deep understanding of the inheritance and dissemination of traditional culture and the manifestation of national spirit in the new era, so as to promote the further promotion of national spirit in the creation of two-dimensional animation short films, and further highlight the value and role of two-dimensional animation short films in the dissemination of national spirit and advanced culture.[2]

Second, the expression and promotion of the meaning of the national spirit in the new era.In terms of two-dimensional animation short film creation, we can not only excavate the historical spiritual and cultural ideas and express the spiritual meaning of traditional culture, but also select the representative national spirit and typical stories of the new era as the starting point in the actual creation process to express the educational theme of the new era, so that the two-dimensional animation short film creation can be highly recognized by the audience of the new era,Play an important educational role in carrying forward the national spirit and advanced ideas.For example, novel coronavirus pneumonia has left many precious stories and pictures in the process of fighting against the new crown pneumonia epidemic. The animator of the virus has taken this as the theme idea, and has shown the white angels and ordinary people fighting in the struggle against epidemic diseases through the creation of 2D animated short films.In this animation, the story content is presented in the form of pure two-dimensional animation, the artistic sense of the work is relatively strong, and the cartoon lines enhance the dynamic experience of the animation.In terms of the performance of the animation content, it mainly focuses on the publicity of the anti epidemic spirit, showing the value concept of "the epidemic will eventually pass, and only great love will last forever". It publicizes the anti epidemic spirit, reflecting the idea of refueling for Wuhan and China.In the creation process of such two-dimensional animation short films, we focus on the expression and promotion of the national spirit of the new era, and take the presentation of the national spirit as the main creative direction.

2 PRACTICAL APPLICATION OF IDEOLOGICAL AND POLITICAL ELEMENTS IN THE CREATION OF TWO-DIMENSIONAL ANIMATION SHORT FILMS

The practical application of Ideological and political elements in two-dimensional animation short films can have an important impact on the improvement of the quality of two-dimensional animation short films and the in-depth excavation of ideological connotation. In the creative practice of two-dimensional animation short films, only by exploring the rational integration and application of Ideological and political elements can we further highlight the creative effect and make two-dimensional animation short films become the communication carrier of Ideological and political elements, Give 2D animation short films more profound cultural connotation [3]. In the research, we try to analyze the practical application of Ideological and political elements in the creation of two-dimensional animation short films in combination with the creation of publicity animation of 100 years of Party Construction.

(1) Determine the creation theme and clarify the creation goal

In the creation of two-dimensional animation short films, "one hundred years of Party building" is the main direction of creation. In order to promote the dissemination of mainstream ideology, in the process of designing the creation theme of two-dimensional animation short films, attention should be paid to showing the major decisions and remarkable achievements made by the Communist Party of China in the one hundred year development process,Focus on the party;s self-construction and self revolutionary spirit, fully integrate the advanced ideas and beliefs of the Chinese Communists, the spirit of hard struggle and the ideal and belief of serving the people into the creation, and enrich the creative ideological connotation of two-dimensional animation short films.On the basis of determining the creation theme, in order to express the ideological and political elements in the creation, we can focus on screening the contents that can show obvious educational significance in the 100 year development process of the founding of the party, select different entry points to promote the good dissemination of Ideological and political elements, so as to enrich the cultural connotation of two-dimensional animation short films.[4]

(2) Refine creative links and set creative tasks

The creation of two-dimensional animation short films is not achieved overnight. It is a systematic project and contains complex work. Therefore, in the actual creation process, in order to better reflect the ideological and political elements, the creator should refine the creation links and processes and clarify the specific tasks of different creation links, so as to promote the rational penetration of Ideological and political elements in different links.[5]The following are the detailed analysis based on the representative creative links and the penetration of Ideological and political elements.

First, design the propaganda poster with the theme of "the 100th anniversary of the party's construction" to express the party's revolutionary struggle spirit.In the creation of two-dimensional short film animation, the design of publicity posters is the finishing touch. Integrating Ideological and political elements into publicity posters can better promote the dissemination of Ideological and political elements in animation.Combined with the animation theme of "the 100th anniversary of the founding of the party", we can highlight the representative spiritual thoughts in the centennial development of the founding of the party in the design of publicity posters, such as the Yan'an spirit , Daqing spirit, craftsman spirit, anti epidemic spirit, and embody the theme of patriotic education and national spirit publicity through the integration of various spirits,Highlight the comprehensive application effect of Ideological and political elements.

Second, design animation clips of "typical character stories" to express patriotism.In terms of the design of the two-dimensional animation short film "one hundred years of Party building", it is a more important theme for the performance of the heroes in the one hundred years of Party building. Therefore, in order to promote the rational penetration of Ideological and political elements, animation creators should pay attention to selecting the design of typical character story animation clips to express revolutionary ideas and publicize patriotism to the audience.In the process of designing animation clips, we can use the design of animation graphics to show the heroes emerging in the course of one hundred years of the founding of the party in a short time through the display of heroes and their famous words, and use their famous words to show their patriotism, revolutionary struggle spirit, social construction spirit,In the process of appreciating the two-dimensional animation, the audience can intuitively feel the glorious course of the party;s construction for 100 years and the great contributions made by generations of Communists in the development of China;s social construction, so as to stimulate the audience;s sense of identity with the party and the country, strengthen their patriotic feelings, and improve the comprehensive influence of Ideological and political elements in the animation design,Highlight the creative ideological connotation of two-dimensional short animation.

Third, design the animation soundtrack of "the 100th anniversary of the party's construction". Music is an important carrier for transmitting thoughts and emotions. In the process of designing two-dimensional animation short films, in order to promote the demonstration of Ideological and political elements, the soundtrack of animation should be screened. Under the condition of ensuring the effective connection between animation pictures and music, the music content that can stimulate the audience's emotion and arouse the audience's spiritual resonance should be screened as far as possible, Realize the effective communication of Ideological and political elements through rational music. In the actual selection of animation soundtrack, taking "the 100th anniversary of the party's construction" as the theme, we can try to screen representative music elements, such as the soundtrack in the Yellow River Chorus, the content of songs related to me and my motherland, so as to show the development process of the party in the educational integration of a variety of patriotic theme music elements, Show the relationship between the party and the people more clearly in front of the masses, stimulate the patriotic feelings of the masses, and further highlight the educational significance of Ideological and political elements .[6]

3   CONCLUSION

To sum up, in the practice of two-dimensional animation short film creation, effectively exploring the rational application of Ideological and political elements can give play to the important role of Ideological and political elements, enrich the cultural connotation of two-dimensional animation short film creation, strengthen its spiritual attributes, improve the overall quality of creation, and further highlight the value and role of two-dimensional animation short film creation in cultural publicity and ideological education.Therefore, in the process of exploration and innovation of two-dimensional animation short film creation, we should objectively examine the importance of the practical application of Ideological and political elements, and explore the rational application of Ideological

and political elements from multiple angles, so as to lay a foundation for the modern development of two-dimensional animation short film creation.

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