

Research on Animation Talents Cultivation Mode Based on Inheritance of the Fujian Culture

Xiao-Yu Huang^{1, a}

¹Department of Digital Media Arts, Xiamen Academy of Arts and Design, Fuzhou University, 852 Ligong. Rd., Jimei District, Xiamen City, Fujian Province, China

^a20769210@qq.com

Abstract

This paper researches the animation talents cultivation modes at the universities and colleges in Fujian province in the context of local cultural inheritance. The Xiamen Academy of Arts and Design, Fuzhou University has set up the serialized characteristic education modules with undergraduate practical education as the benchmark, and guides its students to understand the regional culture of Fujian province from such aspects as intangible cultural heritages, traditional life and modern humanities; it develops students' independent thinking by integrating with cultural inheritance, explores the spiritual core based on the regional culture of Fujian in the reconstruction and expression of the animation creativity, and further forms the relationship between the cultural inheritance of the Fujian culture and the creation of animation brands. In such way has the Academy cultivated its students' consciousness of humanity, inheritance, animation and brand-building, and explored the new animation talents cultivation modes featuring "Culture + Education + Industry."

Keywords: Regional culture in Fujian, Cultural inheritance, Animation talents cultivation modes

Foreword

Fujian is also known as "Ba'min," "eight administrative offices" literally in ancient China. In the Southern Song Dynasty, the Central Government set up "one government office, five prefectures and two military headquarters," which were then regarded as a total of eight administrative functions of the prefecture level. Since the ancient time, Fujian had been known for its numerous mountains and coastal areas. Located at the southeast corner of China, it had developed a distinctive regional culture, and the outstanding features of diversity and oceanicity had contributed to this process. Also local people had developed an exclusive mode of existence, life wisdom, way of thinking, imagination and cultural awareness. The UNESCO pointed out in *the Universal Declaration on Cultural Diversity*, "All cultural heritages should be protected, exploited and passed down from generation to generation as witnesses to human experience and expectations, thus supporting creations and communications between different cultures;" the "protected, exploited and passed down" here refers to cultural inheritance. The context of cultural inheritance in Fujian provides rich local cultural backgrounds and materials for the research and development of the animation talents cultivation modes in the universities and colleges in Fujian province.

Excavate and inherit the cultural traditions in Fujian

Ever since the ancient time, different from the Central

Plains which had been based on intensive agriculture, Fujian had developed its own peculiarities in terms of historical and humanistic traditions, which are mainly expressed in the following aspects: First, the diversified production modes. The territory of Fujian province is mostly occupied by mountains and coastal areas so that the farmlands there were far from enough to ensure a sufficient and happy life for local people; hence, they had to develop the diversified and comprehensive livelihood patterns, in which commerce, handicraft and agriculture were equally emphasized. Second, the marine culture. Fujian people were formed in the fusion of the Han people from the Central Plains and the aboriginal Yue people. Originally, indigenous people used to live on fishing in coastal waters, rivers and lakes, with the cultural characteristics of sea people. During the merger with the immigrants from the Central Plains, "a new people" was formed, which had preserved the factors of marine culture; hence, there had developed the saying that "sea serves as the farmlands of Fujian people." Third, the culture of the hometown of overseas Chinese. Fujian had been all the time densely populated, especially in the coastal areas, so that from the ancient time, countless local people were forced to emigrate, and sought their fortune on alien lands. For this reason, there are now a great number of overseas Chinese with the roots in Fujian province, who have maintained the high consciousness of hometown and kinship. The above three characteristics run through the traditional life and modern humanity among Fujian people, thus developing rich intangible cultural heritages. At present, Fujian Province possesses five world intangible cultural heritages: the Southern Music in Fujian, Mazu Belief, paper-cutting, Chinese wooden arch bridge construction technologies and "the China Watertight Bulkhead Craftsmanship of Fujian Ships," as well as 124 national-level intangible cultural heritages and 364 provincial-level intangible cultural heritages, including 108 traditional arts and crafts such as the porcelain-cutting and carving craftsmanship and the paint-line carving craftsmanship, and 66 folklore techniques in association with the Mazu Belief, the Fujian-Taiwan King Ship and the Fujian-Taiwan Wind Lion King; moreover, Fujian is in possession of dozens of traditional arts, sports & acrobatics, and medicines, all of which combined to form the long-standing and well-established cultural traditions in Fujian (Table1). The cultural traditions were developed by local people in the long-period social life, and formed and obtained by them by means of public communications in certain areas; they feature the profound cultural connotation and historical accumulation and inheritance; they are also the sources of re-creation in Fujian. [1]

Set up characteristic animation education modules in the context of cultural inheritance in Fujian province

As the hometown of overseas Chinese, Fujian is extremely rich and distinctive in terms of local culture, with various folk activities and traditional skills, and characterized with diversity and oceanity. The cultural traditions here are not outdated, but closely related to people's life, and penetrate into the material production and cultural life of local people. Moreover, cultural inheritance and innovative ideas among Fujian people provide profound cultural backgrounds and materials to the universities and colleges in the province in their research and development of the animation talents cultivation modes, and also provide college students with a high-quality platform for practical activities. [2]

Correspondingly, the Digital Media Art Department of the Xiamen Academy of Arts and Design, Fuzhou University has set up the serialized characteristic education modules with the undergraduate animation practical education as the benchmark, guides students to understand the Fujian culture from different aspects of intangible cultural heritage, traditional life and modern humanities, transmits unique elements or genes of the Fujian culture, conducts creative reconstruction and brand building, and develops through animation creation, so as to cultivate animation creation talents with the consciousness of humanity, inheritance, animation and branding. On the one hand, the Academy promotes the innovative inheritance mode for the traditional culture in Fujian; on the other hand, it explores the innovative modes in the animation and humanistic education in Fujian and excavates the traditional culture in Fujian, with a view to innovating, constructing and integrating them with the digital industry. [3]

Module I: Inspection on and appreciation of the Fujian culture. Based on undergraduate practice teaching in the first year and with the original framework as the professional basic courses for the animation talents cultivation, Module I attaches importance to the initial basic animation cultivation and accumulation. The main courses include *An Introduction to Animation*, *Animation Movement Rules*, *Cartoon Techniques*, *Audio-visual Language* and *Animation Performance*. The original cultivation framework focuses on the development of animation concepts and basic techniques, but lacks the guidance for students in terms of humanistic consciousness; therefore, digital art and local culture courses are embedded in this module, with an aim of guiding students to get involved in the preliminary inspection and research on the Fujian culture. By means of collection of text materials and field researches, etc., the students will form a basic impression on the characteristics and classification of the Fujian culture, and their interests in the Fujian culture will be thus stimulated. The basic courses in the original framework of this module consist of ten credit hours, accounting for 83.3% of the total credit hours, while the guided courses for the Fujian culture include two credit hours, accounting for 16.7%.

Module II: Analysis and creation of the Fujian culture. Based on the undergraduate practice teaching in the second year and with the original framework as the interim courses of animation talents cultivation, Module II focuses on students' exercise of basic interim animation skills. The main courses

include *Animation Design*, *Animation Scripts*, *Animation Visual Style Design*, *Nonlinear Editing*, *Sub-lens Design* and *2D Animation Design Basis*. The original cultivation framework focuses on the development of different aspects such as movement drawing, picture style and consciousness of lens, but lacks the guidance for students in terms of the consciousness of humanity in the regional culture of Fujian; therefore, this module selects four courses to form continuous clues. The animation script course sorts and analyzes the materials collected in Module I, guides students in the further understanding of the specific direction of their interest in the Fujian culture, reflects on script clues and subjects of expression, and further forms the storyboard in the Fujian cultural creation. The animation visual style design course guides students to pay attention to traditional arts in Fujian, and extract local aesthetic materials, while the basic course of 2D animation design leads students to create short animation films with the Fujian culture as the theme. The basic courses in the original framework of this module consist of 14 credit hours, accounting for 77.8% of the total credit hours, while the guided course for the Fujian culture require four credit hours, accounting for 22.2%.

Module III: Creation and application of the Fujian culture. Based on the undergraduate practice teaching in the third year and with the original framework as the creative practice stage for the animation talents cultivation, Module III focuses on the students' ability of use and comprehensive creation of different animation tools. The main courses include *Commercial Animation*, *2D Animation Creation*, *3D Animation Creation*, *Stop-motion Animation* and *Animation Creation and Debate*, aiming to guide students to establish the good consciousness of animation through a series of creative courses, on the basis of which they introduce the consciousness of inheritance of the Fujian culture into all creation courses, and use animation skills in the reconstruction and expression of ideas through a deep understanding of the elements and connotations of the Fujian culture. The basic courses in the original framework of this module consist of 20 credit hours, including five credit hours for the guided courses for the Fujian culture, accounting for 25% of the total credit hours.

Module IV: Exploration of the brand consciousness of the Fujian culture. Based on the undergraduate practice teaching in the fourth year and with the original framework as the creation and summary stage of the animation talents cultivation, Module IV requires students to summarize what they have learned in the animation graduation creation during this school year, and on the basis of which it builds the awareness of inheritance of the Fujian culture and the animation brand building. This module guides students to extract and reconstruct the cultural elements contained in the Fujian culture and convert them into cultural products, check if the elements of the Fujian culture can be continued and even integrated into new cultural products today, and if the traditional cultural elements reconstructed and reemerging in the animation products will still maintain the core significance and symbol, thus achieving the authentic inheritance and innovation. The guided course for the Fujian culture in this module runs from the early creation stage of graduation design to the final stage of animation synthesis and design of derivatives.

The four modules gradually increase the proportion of the

guided courses for the Fujian culture in the basic animation talents cultivation system, assists students to acquire the consciousness of humanity and inheritance, while grasping the animation creation thinking and skills, so as to establish the animation brand awareness in the context of the inheritance of the Fujian culture.

Objectives and effects of animation talents cultivation based on the inheritance of the Fujian culture

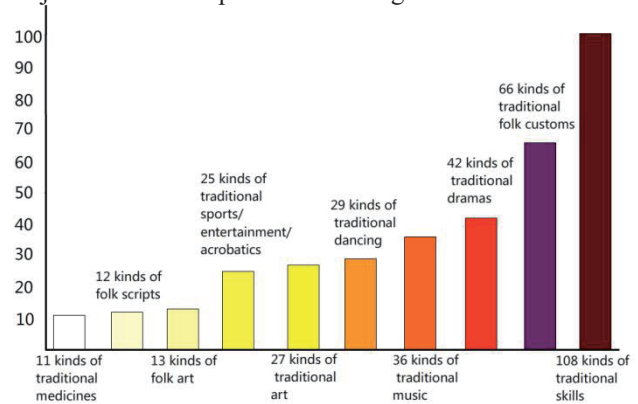
Currently, economic globalization vigorously promotes cultural integration, resulting in the decline of the characteristics of regional cultures, so there is no time to delay the protection and inheritance of traditional cultures and regional cultures. The animation talents cultivation modes, based on the inheritance of the Fujian culture, start from such background and strive to assume the responsibility of promoting the animation education in Fujian province. By exploring the animation practice education modes at the undergraduate stage, the Academy seeks the linkage between the Fujian culture, modern life and animation arts; it guides students' consciousness of humanity and animation, and inspires them to reflect so as to reconstruct ideas through the animation skills. Meanwhile, it introduces the thinking of industrialization and forms the animation brands of the Fujian culture as a whole.

Since 2015, the Digital Media Art Department of the Xiamen Academy of Arts and Design, Fuzhou University has carried out an experiment of the animation practice education module on the basis of the inheritance of the Fujian culture, and explored the animation talents cultivation modes with humanistic feelings. During the past three years, it has got excellent results: more than 100 animation works of its teachers and students have won awards at national animation competitions of all kinds, including 47 national exhibition awards and 87 provincial exhibition awards; also they had got 12 golden and silver awards in the Belt and Road Innovation at the Xiamen International Animation Festival. Its teachers and students have won the prizes of more than 2 million yuan at various professional competitions. Their award-winning works at the animation events over the past years are characterized by a wide selection of themes and rich techniques, express the rich social life and humanistic feelings of Fujian people, demonstrates the unique charm of the Fujian culture and humanity from different aspects, and embodies the animation profession teaching philosophy with the cultural exchange as the spiritual core. In the future, the Academy will continue encouraging its graduates to start their own businesses, create Fujian animation brands, and explore new modes of animation talents cultivation of "Culture + Education + Industry."

References

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- [2] L. Xing, *New Handbook of Folklore.*, 2016, pp. 304-306.
- [3] Q. J. Chen, *Returning to Life - Theoretical and Practical Research on Intangible Cultural Heritage Protection.*, 2018, pp. 56-61.
- [4] Q. J. Chen, *Chinese Folklore.*, 2017, pp. 34-50.

Table 1
 Classification of existing intangible cultural heritages in Fujian Province as per cultural categories



Data source: The official website of the Fujian Provincial Intangible Cultural Heritage Protection Center

