Original Research Article

Research on the Application of Pop Art in Animation and its Enlightenment -- A Case Study of Spider-man: Parallel Universe

Huali Wang , Xinxin He

Zhengzhou University of Light Industry , Zhengzhou, Henan Province,45000,China

Abstract: Pop art is an artistic trend that emerged in the 1950s, combining commercial art with modern technology, a popular culture that meets the aesthetic of the masses and is characterised by its novelty. The animated film Spider-Man: Parallel Universe is combined with Pop Art, and this post-modern art style enrichis the art form of animation works. This article mainly analyzes the application of pop art in Spider-man: Parallel Universe from the aspects of color elements and composition, discusses the Chinese animation production under the influence of pop trend of thought, and puts forward thinking and inspiration for the development of Chinese animation.

Keywords: Pop art;Spider-man: Parallel Universe;Domestic animation

1. Overview of Pop Art

Pop art sprang up in Britain in the 1950s and developed to flourish in Europe and America. Pop art is regarded as an international art movement, and it is also a trend of thought of modern art. [1] Pop is an abbreviation for "popular". one of the main characteristics of pop art is the popular and popularised style of art and design.Pop art takes commercial culture as its basic feature, mainly reflecting the cultural outlook of young people in the West and the aesthetic interest of anti-traditional thinking, breaking the overly serious and single-minded character of design, resisting the elite culture represented by American abstract art through irony and other means, thus forming a new form and appearance of art, challenging the traditional art aesthetics with wit and exaggeration and endows it with new meaning.The images are created through deconstruction, collage and repetition, with an emphasis on the new and bizarre in design, and the bold use of gaudy colours and unconventional design styles, giving people a refreshing feeling. [2]

2. The application of pop style in animation

Spider-man: Parallel Universe is an American animated film produced by SONY, which integrates classic comics with CGI to create an unprecedented visual style. It combines several kinds of painting styles together to make the whole film innovative and colorful.

Spider-man: Parallel Universe boldly applies the colors and forms of pop art directly to close-ups of scenes, characters, etc., adding a unique visual style to the film. There is a high degree of agreement between the film and the original work. It is very similar in terms of visual effects and character design, etc. The intentional frame abstraction effect does not look smooth, but it has temporary visual impact and residual vision, which makes the animation of Spider-man: Parallel Universe look like a thick comic book with countless pages. From the perspective of character image analysis, the two-dimensional cartoon image of Spider-man in the animation retains the identity of two-dimensional cartoon, and the color and form of pop style are adopted in the animation design. The difference between this image and other spiderman images lies in the unique sense of retro and the sense of The Times, which is consistent with the novelty of pop style. In the film, the spider-man of every image, image rendering virtual world by means of complementary color, ghosting, high and pop colors the same colors and high contrast to the entire color style massiness, also brings to the audience strong visual experience, strengthen the rhythm of the film, the colour of the psychedelic elements make the film presents a Ming yan, gorgeous feeling. [3] Spider-man: Parallel Universe not only restores comic works, but also integrates and rebuilds pop art style, which is a bright spot in the field of animation. Pop elements are also present everywhere in the film. Many scenes, props, billboards and so on directly use pop color style. At the same time, the film integrates some post-modern style elements, making the film present a shocking visual beauty.

Pop art and Spider-Man: Parallel Universe both take advantage of various features of modern printing technology. Film creators transform the effects produced by offset printing into visual styles in films, which is exactly the same as the way pop art deconstructs, parodies, collages and repeats the image modeling of posters, consumer goods and comics in daily life through printing technology [4]. Screen characteristics can not achieve the gradual change of color, only through the color of the performance of the change. After the screen printing machine is closed, if the color is not correct and more chaotic, it is impossible to identify the printed color, the fuzzy feeling is very strong. [5] The film restores the texture of paper comics and forms a strong visual effect. Although the film is a THREE-DIMENSIONAL animation, the animation production team combines a large number of two-dimensional pictures and presents hand-

drawn visual effects by using pen touch and color of lines. In many details, it also shows the integration with the original work, such as the comic elements such as the dot, dialog box, shadow line, etc., which makes the audience who have read the original work feel new. Outlets in cartoons and movies are a big characteristic, printing film copy generated when a defect, because early cartoon printing effect is rough, so there will be printing images of outlets, the network effect is preserved, is also a characteristic, paper comic film also combines outlets and images, make it a comic contrast effect. Let the film retro fun sense. [6]

3. Enlightenment to Domestic animated films

Chinese animation industry has its own advantages and glory in the early stage, but due to the impact of European and American and Japanese animation, domestic animation is shrinking day by day. animation creation themes and artistic style has huge limitations, a variety of reasons lead to the stagnation of domestic animation. After the 21st century, China's animation industry has produced a number of excellent works, such as Ne Zha, Monkey King: Hero Is Back, Big Fish & Begonia and other films, the Chinese style of animation works in recent years also gradually to get the audience recognition, to nezha conquers familiars down "as an example, the film gained five billions, have such achievement because the abundance of the content, the picture made of fine and increase the dialect of the punchline, the characters of reverse design, such as a series of innovations contributed to the success of the film. But in general, the development of Chinese animation is only a small step, has not reached the world level. First of all, the subject matter is not new. We still focus on making such popular stories as Journey to the West, Nezha and Legend of White Snake, and the subject matter innovation still needs to be improved. Secondly, the form innovation of film style also needs to be improved, and most films stay in the original style. The film spider-man: Parallel Universe is a successful example of the successful integration of different art styles. The film itself originated from the comic book, which is loyal to the original work but not bound by the original work. In this animated film, the storyboard and various elements of the comic book are directly used to let the audience review the classic in a new form. The enthusiastic market response amply justifies the attempt.For China, imitation has long been impossible. It is also extremely important to combine our national advantages, national characteristics, clothing, language and other aspects of innovation to promote national elements to the world. It is also indispensable to establish a good system,It is necessary to adjust the shortcomings of domestic animation and give play to China's advantages on the basis of learning from the excellent experience and technology of foreign countries. [7]

4. Conclusion

Spider-Man: Parallel Universe" boldly innovates the art style and presentation of animated films,which makes the film special. The innovative and rebellious spirit of Spider-Man: The Parallel Universe towards the original has inspired us to not only stay true to our original heart in telling a good story, but also to dare to break through the shackles of traditional themes and styles. The animation industry should not only be based on technological development, but also focus on the integration and innovation of artistic styles. [8]

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