

NEW PRACTICES OF DIGITAL MEDIA ART IN THE ANIMATION INDUSTRY

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This paper delves into digital media art's new practices in the animation industry. By examining its application in production, communication, and marketing, it uncovers both positive impacts and challenges, offering insights for industry development [1].

The purpose of the Explore new digital media art practices in the modern animation industry.

Material and Methods. The research uses a diverse range of animated works from different regions and studios, including feature - length, short - form animations, and animated series. Industry reports, academic papers, and data from production companies are also gathered to understand the animation industry and digital media art application. A comprehensive review of academic articles, industry magazines, and books on digital media art and the animation industry provides theoretical insights and past research findings. Multiple case studies of representative animated works analyze production, marketing, and audience feedback to explore digital media art's practical use. Interviews with animators, producers, and other professionals offer first - hand experiences and insights on using digital media art in animation.

Results and their Discussion. In pre - production, big data analysis selects topics and targets audiences, while VR creates immersive previews. During production, 3D modeling and digital sculpting enhance character and scene details. Motion capture and intelligent animation generation improve efficiency. Digital matte painting and special effects create stunning visuals. In post-production, immersive audio and AI - assisted editing enhance the viewing experience [2].

Animation Industry Communication and Marketing. Social media and short - video platforms are key promotion channels. Transmedia storytelling and IP derivative development expand an animated IP's influence. VR and AR experiential marketing offer new audience engagement.

Digital media art enriches animation's artistic expression, optimizes production efficiency, and broadens the market reach through new marketing methods [3].

The fast - paced technological advancements demand continuous skill - upgrading for professionals, posing a talent - cultivation challenge. Balancing art and technology is tricky; over - emphasizing technology may undermine artistic value. Also, digital copyright and content security are pressing issues.

Conclusion. Digital media art has introduced new practices that deeply impact the animation industry, from creation to promotion [4]. These changes bring benefits like enhanced expressiveness and efficiency but also challenges in talent, art - technology balance, and digital security. To ensure sustainable industry growth, these challenges must be addressed while leveraging digital media art's advantages. Future research could focus on better art - technology integration and improving digital security and copyright protection [5].

Reference list

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