

"The Pan Animation in China"

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Chinese Animation has started since 1927.

Many outstanding works got international honors and award before 1980's.

From 1980's the people and media was not satisfied with Chinese animation and industry was stagnant or even declined.

Chinese animator cannot meet the child needs, even if they made the great efforts on work. The children would rather like Japan's Nowara Shinnosuke, Sakura momoko, Doraemon, but not interested with the a full artistic style of Chinese animation.

In fact, These are two kinds of animation, and the contents are very different. Some famous Chinese animation program, such as "Where is the Mama", "Love on Mountain and river", is art style animation, and Japanese animation which is loved by children is story animation, the content is similar to the comic's content, its core values of the story.

Chinese traditional animation art animation, its core values of the art, if you see the film, it is more like music.

Today, worldwide, the animation development is followed by media technology. Animation begins from the movie, then go through with television, the internet, the mobile, content and form of great changes have taken place.

We extended the development of animation terms, you will find: Today's animation has been turned into an expression, a form of dynamic graphics and video performance. This expression can be applied in various fields, but also the development changes constantly, is different from the traditional animation program, we call this the content of the pan-animation.

French, Louis Daguerre invented the camera in 1839. It brought disappointment and panic to painter. Some artist believe it's last day for oil painting.

But today, the traditional art of painting Still exists, and even still develop, while the camera is also build in mobile phones and portable implementation become basic equipment. But the original art of artistic expression and record the success of these two functions were separated. Assumed the functions of the camera recording, and painting bearing the thought and art from the perspective of the role of performance targets.

Pan animation today, has become the basic tools of show on various applications. Under the research of the pan animation, we can promote the development of animation on various trades, the exchange of ideas and business promotion. By following the development of animation and media technology, animation industry may disappear in the future.