

Analysis of the relationship between color elements and character shaping in animation film

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ABSTRACT

Color psychology suggests that color can significantly influence people's emotions and psychology. In animated films, there is a close relationship between the use of color and character development. This study analyzes the color elements in animation films to explore the correlation between color and character personality, as well as the role of color in shaping characters. The paper argues that the effective use of color can make characters more vivid and three-dimensional, and that the thoughtful integration of color and character is crucial to character development in animation films.

KEYWORDS

animation and film; color elements; character and character

As a unique art form, animation's visual expression and appeal are closely tied to the use of color. Color is not only a key aesthetic element in animated films but also an effective tool for expressing emotions, shaping atmosphere, and defining characters. In recent years, the use of color in animation has become increasingly diverse, with works from various styles and schools showcasing distinctive color aesthetics. The role of color in animation and film narratives is growing in importance. Directors now consciously use color to shape characters' personalities and express their inner worlds. In this context, it is essential to analyze the application of color in animated films and explore its correlation with character development, as this can enhance the understanding of animation art and improve the quality of animation creation. This paper, from the perspective of color psychology, will examine the principles and potential innovations of color usage in character personality development, offering a new lens for studying the color aesthetics of animated films.

1 Overview of color psychology theory

1.1 The emotional meaning of color

Color is closely related to the human emotional experience. Color is deeply connected to human emotional experience. Different colors can evoke distinct emotional reactions and psychological responses. Research in color psychology has shown that warm colors such as red, orange, and yellow tend to create positive, excited, and enthusiastic feelings, often stimulating vitality and desire. In contrast, cool colors like blue and green evoke calmness, tranquility, and peacefulness, giving a rational and composed impression. Neutral colors such as white, gray, and black carry unique emotional meanings, symbolizing purity, neutrality, and mystery, among others. Additionally, the combination of different colors can create a diverse emotional atmosphere. For instance, contrasting colors can convey conflict and turbulence, while analogous colors promote a

sense of harmony and unity. The emotional expressive power of color provides a rich tool for animation creation. By using color effectively, animators can enhance the atmosphere and convey inner emotions with precision.

1.2 Application of color in animation and movies

In the creation of animation and film, the use of color is mainly reflected in two aspects: character design and scene design. The color setting of a character can directly show the character characteristics of a character. For example, bright and bright colors are often used for positive and optimistic characters, while deep and dark colors are easy to give people a gloomy and introverted feeling. The scene color can foil the character and create a specific atmosphere. For example, the warm scene can highlight the enthusiasm and vitality of the character, while the cool scene can foil the calm and rationality of the character. Animation color setting has the dual characteristics of objectivity and subjectivity. On the one hand, the color needs to imitate and restore the real world, in order to arouse the audiences sense of reality. On the other hand, the color also contains the creators subjective emotional expression and the pursuit of the style. Through exaggeration, deformation, symbolic metaphor and other techniques, the color is endowed with a unique artistic appeal. In addition, the animation color also has the technical, time, montage and other characteristics. Different production technologies and materials will affect the texture and texture of color. The introduction of time dimension makes color have a sense of rhythm and rhythm beauty, while the montage combination of color between different shots can trigger rich association and emotional experience. The theory of color psychology provides the scientific basis and creative inspiration for the color application of animation film. When the creator is undertaking color design, should follow color already. Objective laws should also give full play to the subjective artistic imagination, considering not only the psychological meaning of color, but also the possibility of the realization of technical means. Only by deeply understanding the internal characteristics of color and creatively using the expression of color, can the color design of animation characters and scenes achieve the artistic effect of both internal and external repair, shape and spirit, and inject vitality into the narrative expression and emotional rendering of animation films

2 Animation and film character color design and personality shaping

In animation films, the design of the character colors should not only meet the needs of the art style of the picture and scene, but also strengthen the sense of form of the character colors with the help of the national and regional cultural characteristics or the personal style of the creators, and reveal the character characteristics of the characters. Animated films from different countries and regions present their own distinctive color styles: Japanese animations are fresh and delicate colors, rendering beautiful pictures, and the characters are soft and dreamy. The American animation is colorful and realistic, and the characters are straightforward and lively. The French animation "Crazy Date Beauty Capital" is retro and beautiful, with romantic and charming characters. The African style animation Ji Li Gu and the Witch is colorful and fantastic, and the witch image is beautiful and mysterious. Chinese animation can shape characters with distinct personalities according to different regional cultures: Selling Pigs originated from the northern Shaanxi Plateau, and the characters are bold and simple and honest."Acacia" based on jiangnan water town, the role of color elegant and beautiful, personality gentle and affectionate. Even in Japan, Shinkand Kim have formed highly representative and distinctive animation styles and character personalities: Shinkis good at creating dreamy, bright color effects and creating simple and beautiful characters. Today min prefers a realistic strong color, its character personality is rich and full. Thus it can be seen that

the color design of animation and film characters is closely related to personality shaping, which should not only match the overall art style, and can learn from the cultural characteristics, and highlight the unique performance of the creators

3 The role of color in shaping the personality of animation characters

3.1 The role of color in shaping the character of animation characters

Color plays a vital role in the design of animation characters, which can not only shape the external image of the characters, but also vividly express the inner character of the characters. Through the careful design of the characters skin color, hair color, costumes and props color, the color can intuitively convey the character characteristics of the character. For example, Disney princesses generally use soft light colors, such as light red, light blue, light green, light yellow, etc., reflecting their gentle and kind personality. Some of the villains often dress in black, suggesting their dark and evil nature. Different hair colors and skin tones can also indicate the personality differences of the characters. For example, the white Elsa and the red Anna in *Frozen*, respectively represent a calm, introverted and lively and cheerful personality. In addition, the color design of the props can also show the characters character. For example, the purple props of Hani Lemon in *The Big Hero 6* symbolize her gentle, kind and warm character, while the yellow and black props of the divine royal sister reflect her perseverance and loyalty.

The symbolic meaning of color is also an important means to shape the characters character. Different regions and cultures have endowed color with unique connotation, and color has become a symbol of character. In traditional Chinese facial makeup, red, black, white, blue and purple respectively symbolize Guan Yu's loyalty, Bao Gong's honesty, Cao Cao's cunning, Dou E's firmness, and Xu Yan's steadiness. The differences in color concepts in different regions also affect people's cognition of color. For example, the Chinese Han nationality advocates red and regards it as a symbol of good luck. The ancient Egyptians preferred yellow and green, seeing them as the embodiment of the sun and the hope of life. Contemporary animation is also good at using such cultural color symbols to shape the characters. For example, *Spirit Hotel* follows the black and red color of European vampires, while *Big Fish & Begonia* highlights the enthusiasm and kindness of Chun and Qiu through the traditional Chinese red. Thus it can be seen that the use of color symbolic meaning can enrich the connotation of the role and make its personality more three-dimensional and distinct.

3.2 The role of scene color on the performance of the character

Scene color can not only truly reproduce the real life and time changes, but also foil the character through the psychological feeling of color. In the scene color design, although there are some conventional concepts, such as the land is yellow, the grass is green, and the sky is blue, the animation creators can reconstruct the color on this basis, and show the emotional changes of the characters through the adjustment of the color relationship, area and proportion. Generally speaking, bright colors are often used to show the characters happy, optimistic and positive emotions, while gray colors are used to show negative emotions such as disappointment, pain and depression. In *Despicable Me*, for example, when the scene is pointed toward the three children, it is yellow and orange, showing their innocent and cute personality. When she turned to Miss Hattie, the background became a dark shade of turquoise, reflecting her mean character. In addition to simulating the colors of the natural world, the scene colors can also create non-realistic color effects with decorative interest through the artistic techniques of exaggeration, deformation and other

artistic techniques, so as to convey the unique character of the character. For example, in Kung Fu Panda, when Master Turtle and Niuniu fight, the two characters show distinct personality characteristics through a very strong contrast between cold and warm colors.

Scene color can also express the character through symbolic metaphor. The symbolic metaphorical function of color is usually attached to a certain form, separated from the form, the internal meaning of color disappears. For example, in "Shrek", the old king's castle is gray, and the outer walls of the castle are decorated with gray Celtic symbols, symbolizing the serious and stubborn character of King Serachi. This gray stone symbol stems from the custom of treating "stone" as sacred objects.

For example, when depicting the fierce and brutal character of Nordic kings, before the war begins, the scene is the white of snowflakes flying. When attacking the city, the smoke nitrate diffuse appears black. After the city fell, the blood stained the whole picture red. Thus it can be seen that although people have a certain understanding of color expression and personality, the same color can show different personalities in different situations, which is the unique symbolic meaning formed by the combination of color and things.

3.3 The role of light and shadow relationship on the performance of the characters character

Light and shadow design is one of the important methods of animation narrative, which not only affects the visual style of the whole film, but also can effectively express the character characteristics of the characters. The brightness and quality of the light will affect the audience's perception of the character. The bright light brings a bright and cheerful feeling, while the dim light will create a quiet, implicit and melancholy atmosphere. Direct light creates a strong contrast effect, making the characters' shadow clear and prominent. Soft light creates a faint shadow of gray, even without a shadow.

For example, in "Ghost Mother," the real mother is in a yellow background and light, with clean makeup and soft clothing colors, giving people a friendly and gentle feeling. And the ghost mother part has a beam of red light, producing the contrast between light and shade, creating a decadent and dark inner world. When the truth is revealed, the ghost mother is shrouded in the green light, creating an atmosphere of terror and infiltration, confirming its false character and leaving a deep impression on the audience.

The direction of the light exposure also affects the performance of the characters' personality. Under the light, the characters and scenes are evenly illuminated, the shadows and the object are integrated, and the light and shadow colors are soft, giving people a quiet and dull feeling. Under the side light, the object presents an obvious relationship between light and shade, and the projection effect is prominent, which enhances the three-dimensional sense. The rich light and shadow relationship and tone make the characters' character more delicate and diversified. Under the backlight, the object is illuminated by the light in the back direction of it, and the flashing light around it, the outline is clear, and the brightness contrast of the front and negative sides is huge, which can create a romantic, warm or unknown terror atmosphere. The overhead light shone down from directly above, creating a sense of solemnity.

The bottom light forms a sharp contrast with the reality, making the characters present strange, evil character characteristics. In Zootopia, the gentle and delicate vice mayor is portrayed with soft light, the cautious Judy's father uses warm side light, the bad-tempered buffalo chief uses backlight, the wild leopard uses the bottom light, and Mr. Bigs' majestic authority is reflected through the top light.

4 Sum up

Character shaping of animated characters is a complex and delicate process, which requires the comprehensive use of a variety of artistic expression techniques. In the character modeling design, the selection and combination of visual elements such as facial features, body shape, costumes and props will have a subtle impact on the characters character. The action performance of the characters, including the time rhythm, strength change, action deformation and exaggeration, can vividly depict the inner emotions and personality characteristics of the characters. In addition, the design of the relationship between the scene color and light and shadow can not be ignored. Color shade, temperature, saturation and other attributes, as well as the direction, intensity, texture of the light, can create a unique emotional atmosphere, foil the character characteristics of the role. Animation creators need to deeply understand these techniques of expression, and flexibly use and skillfully combine according to the character setting and story needs, so as to create vivid and lifelike animation characters, and bring beautiful enjoyment and emotional resonance to the audience.

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