21世纪高等院校动画专业系列教材

ANIMATION ENGLISH

动画（专业）英语

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序

　　人总是生活在现实之中，但无论在什么情况下，希望与梦想乃至由此产生的冲动都深深根植于每一个人的心中，动画就是我们这样一批人追求的理想。我们坚信：中国动画，承载着太多人的梦想，总有一天会乘风破浪、气贯长虹的。

　　面对当今全球动画产业的惊人发展，我们愕然：曾经辉煌过的中国动画如何发展？与国外相比，我们的确相差得太多——高素质的人才、精彩的创意、最先进的技术、充足的资金、超前的市场理念和管理手段……不一而足。为此，每每提及中国动画，不免会有人诟病。然而批评一种艺术的表现水准，乃至一个行业的发展是简单的，但这种轻而易举的、停留在口头上的批评是不会促进任何事业发展与进步的。文王拘而演《周易》、仲尼厄而作《春秋》、屈原放逐乃赋《离骚》、左丘失明厥有《国语》，中国动画要在烈火中复生，需要的是脚踏实地的付出与努力。

　　每念及此，就无时无刻不让我们意识到自身的责任。"汇佳动画"自1997年成立以来，卧薪尝胆，勤勉不怠，建立了中学、大学、动画公司，产、学、研三位一体的动画产业实体和以能力为本位，以课程模块为基础，包括8大专业16个教学方向，从选课到工作室的三级课程体系。由于其业绩突出，现在已经成为动画学会理事、中国动画学会教育委员会常务理事、中国电视家协会卡通艺术委员会理事。

　　同时"汇佳动画"也培养了一支有学识、有思想、有经验、有热情的教师队伍。不断地推敲、论证，虚心地学习、借鉴，大胆地摸索、创新，悉心地总结、完善，成就了这套动画教材。这里不仅沁润着教师的教学经验，凝聚着从业心得，更饱含着我们对于中国动画发展和行业理念的深入了解和体会。我们的教师在工作繁忙、缺少经费和诸多外来干扰的情况下，没有写四平八稳而毫无创见的应景文章，而是凭着良心、热情和责任感，爬罗剔抉，条理成文；旁征博引，整修为篇。其间含辛茹苦，废寝忘食，可窥一斑，但是，我们相信这样的披荆斩棘是值得的，因为必先有赋予动画教育生命的教师，而后才能有一批赋予动画活力与成功希望的新生力量。

　　作为从事动画艺术的教育者，我们愿承前启后，去期盼、创造中国动画的又一个辉煌。前面的路还很长，而且必定满是艰辛困苦，希望我们的努力能够在我们身后成就一片充满欢乐和激情的乐土。设想在若干年后，当中国动画为人们所津津乐道之时，其中的甘苦也会成为我们记忆中一段弥足珍贵的情怀。

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前言

　　本书综合了动画专业和英语教育两方面的知识，涵盖了动画概况与基础知识、艺术特性和制作技术以及动画全球产业的发展，在专业方面完全可以成为一本动画入门百科。在英语教育方面，内容安排由浅至深，针对三个级别的不同要求和侧重设置了不同的编写体例，特别注意吸取前沿的语言教学理论，兼顾功能大纲和语法大纲，注重对学生的词汇教学和阅读能力的提高；而且为了方便学生制订个性化的学习计划，每课都设立了独立的词汇表。

　　本书的出版弥补了国内空白，有针对性地提高英语在专业学习和工作中的实用能力。本书甄选了国外诸多专家的专业文章，内容上涵盖广泛，题材难度的梯度明显，适合不同英语基础的读者学习。在专业和英语的配合上堪称双璧；同时本教材也是我们这支年轻的英语教师队伍共同努力的结晶，是我们潜心钻研教学的初步成果。希望这本教材能对大家在今后动画专业的学习和发展上起到一定的铺垫作用。

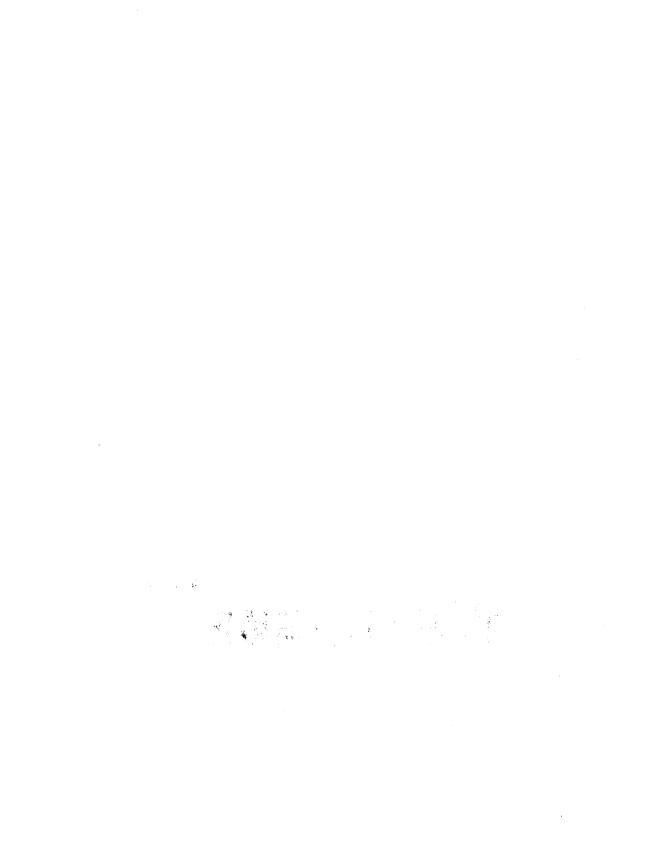　　在本书的编写过程中，我们得到了外国的数十位专家的热忱帮助，在此，对大家的支持表示衷心的感谢！并感谢武汉理工大学出版社给予的支持！

目录

初级

动画基本理论与概况

Lesson One
Animation and its Characteristics

Text

Abstract

动画一词来源于拉丁语,意为"赋予生命"。作为一个电影术语,动画是指一种逐格拍摄的技术;随着电脑的应用,大大提高了动画生产的效率。现在,人们普遍认为动画更适于表现富有幻想色彩的内容,以及帮助阐释复杂的问题。

Animation comes from the Latin word animare which means to give life to. This is what our animators do. They create characters and bring them to life. Whether a spoon, a dog or a person, all characters take on human mannerisms. In the English language animation is mostly associated with the work of filmmakers. Animation refers to the process in which each frame of a film or movie is produced individually, whether generated as a computer graphic, or by photographing a drawn image, or by repeatedly making small changes to a model (see claymation), and then photographing the result. When the frames are strung together and the resulting film is viewed at a speed of 16 or more frames per second, there is an illusion of continuous movement. Generating such a film is very labour intensive and tedious, though the development of computer animation has greatly sped up the process.

Now, people believe animation is good for:

- Illustrating processes.
- Describing things not possible in real world.
- Summarizing complex real–world events.

New Words

Latin ['lætɪn;(US)'lætin] n.拉丁语

animator [ænɪmeɪtə(r)] n.动画师

character ['kærɪktə(r)] n.人物

mannerism ['mænərɪz(ə)m]n.特殊习惯

associated [ə'səuʃɪətɪd] adj.相关的

frame [freɪm] n.格,画面

produce ['prɔdjuːs] v.生产

individually [ɪndɪ'vɪdjuəlɪ]adv.个别地

generate ['dʒenəreɪt] v.生产

graphic ['græfɪk] n.图形

image ['ɪmɪdʒ] n.图像

repeatedly [rɪ'piːtɪdlɪ] adv.重复地

model ['mɔd(ə)l] n.模型

string [strɪŋ] v.排成一线

illusion [ɪ'luːʒ(ə)n] n.幻想,错觉

continuous [kən'tɪnjuəs]adj.连续的

intensive [ɪn'tensɪv] adj.强烈的

labour intensive 劳动密集型的,工作量很
大的

tedious ['tiːdɪəs] adj.乏味的

development [dɪ'veləpmənt] n.发展

illustrate ['ɪləstreɪt] v.阐释

describe [dɪ'skraɪb] v.描述

summarize ['sʌməraɪz] v.概括

complex ['kɔmpleks; (US)kəmp'leks]
adj.复杂的

1. Make judgements according to the text

(1)Animation comes from a Latin word.

(2)Now animation means a kind of film.

(3)Animation is good to describe something abstract.

2. Translate into Chinese

(1)Whether a spoon, a dog or a person, all characters take on human mannerisms.

(2)Animation refers to the process in which each frame of a film or movie is produced individually, whether generated as a computer graphic, or by photographing a drawn image, or by repeatedly making small changes to a model (see claymation), and then photographing the result.

(3)Generating such a film is very labour intensive and tedious, though the development of computer animation has greatly sped up the process.

3. Translate into English

(1)别忘了把书拿来。

(2)小城里的建筑呈现出拉丁的风格。

(3)英语的字母来源于拉丁语字母。

(4)请概括一下这篇文章的大意。

(5)我要成为一名动画师。

(6)动画片每秒钟 24 格。

(7)电脑提高了动画片生产的速度。

4. Discussion

谈谈你对动画片的理解。

Reading

In French and Italian especially, "animation" takes on a further meaning. It is linked to the activities of community workers, arts workers and others, for example:

Using theatre and play as means of self-expression with community groups, children and people with special learning needs (sometimes called creative-expressive animation).

Working with people and groups so that they participate in and manage the communities in which they live (sometimes called socio-cultural animation). Developing opportunities for pre-school and school-children such as adventure playgrounds, toy libraries, outdoor activity centers, and organized sports activities (sometimes called leisure-time animation).

Questions

(1)在法国和意大利 Animation 还有什么意义？

(2)中国曾经把动画叫做什么？

Lesson Two
Animation History

Abstract

本文简要介绍了动画艺术的发展历史。

在动画艺术的发展历程中,迪士尼的作用和影响是不能忽视的,她生产了第一部有声动画影片,并且造就了全世界最著名的动画明星——米老鼠。20 世纪 30 年代到 50 年代,是动画发展(就美国而言)的黄金期;到了 60 年代,随着电视的普及,电视动画得到了人们的青睐。1977 年,动画技术在《星球大战》中大显身手后,被越来越多地运用到视觉效果的创作中。从此,电脑动画异军突起,现在著名的电脑动画工作室大都是在那时建立的。

The history of animation that most people are familiar with is the Disney version. You can clearly see that to this point, there were many people and studios that came before Disney. But, the influence of the Disney animated films should not be understated. Disney designed a character called Mortimer Mouse. He later changed the name to Mickey. They produced two silent films with Mickey, but it was their third that was actually released first. The third film was "Steamboat Willie", which not only made Mickey a star, but also was the very first sound cartoon.

The Golden Age of animation is generally considered to be the period between 1937 and the late 1950's. During this time the studios produced some of the best and funniest cartoons of all time. Disney continued to make animated features, but also short cartoons with Mickey Mouse,

Donald Duck, Goofy.

In 1960's, people were staying home more for their entertainment than going out. This created a new demand, but required a new kind of studio, one that could produce a lot more animation in much shorter time. Televisions took off.

In 1977, the world changed with "Star Wars". This really ushered in the age of the special effects movie. With the Star Wars films, ET, animation moved towards effects. Much like Disney did in the 1930's, people invested a lot of energy and money into R & D, and greatly improved the quality and quantity of animated visual effects.

Computer animation also took off. The original CG studios did animation for commercials, and flying logos for network TV. And as the computer hardware dropped in price, newer CG studios came to take their place. Studios like Pixar and Blue Sky began during this time. Also, in the late 1980's personal computers were becoming more capable, and the first desktop CG animation tools started coming out. Most of today's 3D tools can be traced back to these programs.

Note

1. **Pixar**　详见工作室一课
2. **Star War**　星球大战
3. **ET**　外星人
4. **R & D**　研发工作

New Words

version ['və:ʃ(ə)n;(US) 'veʒn] n. 译文，译本，翻译，版本

studio ['stju:dɪəʊ; (US) 'stu:-] n. 工作室

influence ['ɪnfluəns] n. 影响，感应，感化

understate [ˌʌndə'steɪt] v. 保守地说，轻描淡写

release [rɪ'li:s] v. 释放，发行

steamboat ['sti:mbəʊt] n. 蒸汽船

entertainment [ˌentə'teɪnmənt] n. 娱乐，娱乐表演，款待

demand [dɪ'mɑ:nd; (US) di'mænd]

n. 需求

usher ['ʌʃə(r)] *v.* 引导，展示

invest [ɪn'vest] *v.* 投资

quantity ['kwɔntətɪ] *n.* 数量

visual ['vɪʒjuəl] *adj.* 视觉的

original [ə'rɪdʒɪn(ə)l] *adj.* 最初的，独创

的，新颖的

commercial [kə'mɜːʃ(ə)l] *n.* （广播、电视的）广告

logo ['ləugəu; 'lɔgəu] *n.* 标志

trace [treɪs] *v.* 追踪，探索，上溯

1. Make judgements according to the text

(1)Disney is the first animation producer.

(2)Steamboat is the first film with Mickey.

(3)Golden age of animation is between 1937 and 1950's.

(4)In the 1960's, TV animation show became popular.

(5)Computer has greatly improved the quality and quantity of animated visual effects.

2. Translate into Chinese

(1)The third film was "Steamboat Willie", which not only made Mickey a star, but also was the very first sound cartoon.

(2)Disney continued to make animated features, but also short cartoons with Mickey Mouse, Donald Duck, Goofy.

(3)In 1960's, people were staying home more for their entertainment than going out.

(4)And as the computer hardware dropped in price, newer CG studios came to take their place.

(5)Also, in the late 1980's personal computers were becoming more capable and the first desktop CG animation tools started coming out.

3. Translate into English

(1)不仅孩子们，就连大人也喜欢动画片。

(2)他不仅喜欢动画，而且喜欢游戏。

(3)春天来了，人们有更多的时间在户外，而不是呆在家里。

(4)你应该把更多的精力花在学习上，而不是花在玩游戏上。

(5)中国动画发展很快。

(6)没有人能够代替迪士尼在动画史上的位置。

(7)中国动画的发展是不能低估的。

(8)他不仅会做 Flash 动画，还会制作三维动画。

(9)中国动画的发展可以追溯到上个世纪初。

(10)中国正在为动画的发展投入更多的人力和财力。

4. Discussion

(1)简述动画发展的历史。

(2)讲讲中国动画的发展史。

(3)说说为什么人们会喜欢动画？

The future of animation is all about the Internet, broadband, moderately budgeted features, uninhibited access of artists to production and distribution. The future of animation is not in the major studios. It is in all the independent studios that are popping up and generating content. The future is all about us and what we do.

broadband	*n.* 宽频带，宽波段	**uninhibited**	*adj.* 无拘无束的
moderately	*adv.* 适度地	**distribution**	*n.* 发行
budget	*v.* 编预算	**pop up**	*v.* 突然出现
budgeted	*adj.* 低廉的，花钱不多的		

Questions

谈谈你认为的动画发展的未来。