THE DESIGN OF CHARACTERISTIC OF CHINESE CARTOON

Xianzi Zhong[1] and Jaipak Burapajatana[2]
[1,2] Faculty of Liberal Arts, Shinawatra University, Thailand,
E-mail: zhonxianzi@gmail.com, jaipak.b@siu.ac.th

Abstract

The purpose of this research is to study favorite of audiences in the character of Chinese cartoon and to design the Characteristic Chinese cartoon. The research has analyzed development, innovation, character of present Chinese in order to understand the Chinese cartoon industry of China for further development. The first step of this research is to analyze potential of development and currently problem, and the second step is to study cultural characteristics of Chinese and its position in the market in order to set up means of development. The process of this research consists of 2 methods as 1 by questionnaire survey and 2 by interviewing. The outcome of this research reveals that: 1) The cultural characteristics of Chinese cartoon are the integration of traditional cultural elements and modern innovation, showing deep historical heritage and unique artistic style. 2) Chinese market is the integration of influence from international innovation and traditional culture 3) To formulate guidelines for the development of Chinese cartoon, formulate guidelines that encourage innovation, promote diversity and focus on international cooperation, and promote the development of China cartoon industry to a more positive, diversified and influential direction on the world stage.The outcome of research to favorite of sample audiences revealed that teenagers prefer Chinese cartoon with depth emotional expression, sci-fi adventure, young adults prefer Chinese cartoon of unique style which reflects profound thinking and literary character, people of middle age and above prefer Chinese cartoon with nostalgic style with character that give positive emotion for their works.The information which obtained from the research was used in designing the Chinese cartoon with designed character which is a guideline in further developing the Chinese cartoon industry of China.

Keywords : Chinese cartoon design, Character of Chinese cartoon, Innovation and culture

Introduction

Research on "The Design of characteristic of Chinese Cartoon" start by the idea of how can improve the character of Chinese cartoon.

This chapter starts with background information, problem statement, research questions, research objectives, research scope, research methods, timetable, research definition, expected research benefits, and conceptual framework. The background information describes the current situation of Chinese cartoon and why we need to develop Chinese cartoon, and a clear understanding of these can provide help for subsequent research. The problem statement proposes how we can strike a balance between the preservation and innovation of traditional Chinese culture to meet the needs of different audiences. According to the statement of the problem, two research questions are raised. First, how to strike a balance between the creation and innovation of Chinese culture and meet the needs of different audiences? Second, when designing Chinese cartoon characters, how to create attractive and influential cartoon characters? According to the research questions, two research objectives are confirmed: first, to study the needs of different audiences for Chinese cartoon characters; second, the designs of Chinese cartoon characters are based on Chinese traditions and culture. Variables are divided into independent variables and dependent variables. Population and samples are selected from the research scope, and population samples of different ages are selected to provide more

accurate support for the research data. Research methods: Literature review and analysis, investigation, content analysis, comparative study. The schedule is arranged according to the research content to be done at different stages. Research definitions write about the innovation and creation of cartoon, the integration and creativity of traditional cultures, audience changes and marketing strategies, the application of technology and cross-media expansion, legal, commercial and copyright issues, international cooperation and influence. Expected research benefits include understanding industry trends, promoting innovation and creativity, cultural inheritance and innovative integration, meeting the needs of diverse audiences, expanding business value and market impact, enhancing domestic cultural confidence, increasing international influence, and providing references for policy formulation.

Literature Review

The literature review of "The Design of characteristic of Chinese Cartoon" should be as follows:

In this chapter, the characters in Chinese cartoon, the cultural integration and inheritance of Chinese cartoon innovation, the innovation and development of cartoon technology, the application in movies, TV games and other fields, the impact of cartoon on education and society, the cultivation of innovative talents and industrial development, and the prospect of technological innovation and related research are discussed.

Fig. 1. From the cartoon "Pig Eating Watermelon", Scriptwriter Bao Lei，(1958)

Fig. 2. From the cartoon Little Tadpoles Looking for their mother, based on the fairy tale of the same name created by Fang Huizhen and Sheng Lude (1960)

Fig. 3. From the cartoon Clever Duck, Zheguang Yu,(1960)

Fig. 4. From the cartoon Uproar in Heaven, Laiming Wan,(1965)

Relevant research：

Liu Zhen & Yin Na, (2024). Inheritance and Fusion: A Brief Discussion on the symbolic construction of Meaning in contemporary Chinese Animated Films. Journal of Culture (01),71-74.

Yang Teng-xiao. (2024). Chinese cartoon: New Expression of Traditional Culture. Cultural Industry (01),111-113.

Chen Ying. (2020). Inheritance and Innovation of National Culture in Chinese cartoon. Journal of Luliang Institute of Education (01),161-162.

Zhang Yi Dan. (2020). "Chinese school" inheritance and innovation of cartoon research (a master's degree thesis, Beijing institute of printing. https://kns.cnki.net/KCMS/detail/detail.aspx?dbcode=CMFD&dbname=CMFD2020 &file name=1020762572.nh

Research Methodology

The research method applied for gather data in order to answer the research question for this study. The chapter covers design of the study, development experimental treatment, data collection procedures, data analysis procedures, method of verification.

The study aims to explore the balance between creativity and innovation in Chinese cartoons and investigate the needs of different audiences for Chinese cartoon. Through the integration of traditional and modern elements, as well as diversified forms of creation, the combination of cultural inheritance and innovation can be achieved to meet the needs of diverse audiences and promote the development of China's cartoon industry. Data types include social survey data, marketing data, cartoon data, and cultural data. Social survey data collected opinions and suggestions on the innovation and development of Chinese cartoon, marketing

data analyzed the publicity strategy and box office of cartoon works, cartoon production data revealed the production process and resource investment, and cultural data covered the application of traditional Chinese cultural elements in cartoon and the transmission of cultural values. The research scope covers teachers of different ages and freshmen majoring in cartoon design in Fuzhou Software Vocational and Technical College. Research focuses on the impact of technical innovation, visual style, content themes on cartoon, and audience responses to artistic style, plot design, and emotional expression. This paper adopts questionnaire survey as research tool and inserts questionnaire form. The study uses social survey, marketing and cartoon data to draw conclusions through quantitative and comparative analysis. Balance traditional culture and innovation, cultivate creative talents, promote traditional culture education, diversify creative forms, use social media interaction, organize cultural events, optimize marketing strategies, and promote cross-cultural communication.

Data Analysis Result

In scientific research, researchers often use questionnaires and interviews as research tools to collect data. Questionnaires can help researchers understand the views, attitudes, behaviors and other information of the respondents, providing important data support for the research, while interviews are a method of collecting original data and information, and researchers can obtain their views, experiences, attitudes, beliefs and so on by communicating with the interviewees. This data and information can help researchers answer research questions, test hypotheses, or discover new ideas and trends.

For descriptive analysis, the resulting data showed that the gender distribution of the sample showed slightly more women than men, but was generally more balanced. This shows that both men and women have shown a strong interest in exploring the level of design and innovation in Chinese cartoon. The questionnaire survey data shows that the number of people aged 18-24 is the largest, accounting for more than half, reflecting the high attention of contemporary young people to Chinese cartoon. Other age groups, though smaller, also showed interest in and engagement with Chinese cartoon, indicating the broad appeal of the topic. By occupation, students have a strong interest in Chinese cartoon, accounting for 60% of the survey sample, and teachers participate in 40%, reflecting a shared concern among teachers and students to explore this field of cartoon. Regarding the balance between creativity and innovation of Chinese cartoon characters, the data showed that students and teachers who participated in the survey generally agreed that the two should be combined. There are also different views presented. Firstly, good cartoon characters are the product of creativity and innovation. Secondly, innovation is not to subvert tradition, but to seek new development on the basis of inheritance. Finally, the balance between innovation and creativity will be different for different audiences. The survey on how to achieve the long-term development of Chinese cartoon shows that the long-term development of Chinese cartoon needs to focus on creativity, the integration of traditional culture, the application of emerging technologies and the expansion of cross-border cooperation. These aspects together constitute the basis and driving force for the sustainable development of China's cartoon industry. A survey on whether there is a lack of innovation in Chinese cartoon shows that innovation in Chinese cartoon has both progress and shortcomings. Respondents generally believe that Chinese cartoon needs to continue to strengthen its competitiveness with international cartoon, while focusing on the transformation and application of market demand and innovation results to promote the sustainable development of China's cartoon industry. Through exchanges with cartoon industry professionals, the following points can be drawn about the development trends and changes in China's cartoon industry: In recent years, China's cartoon industry has made remarkable progress, thanks to factors such as policy support, technological innovation and international

cooperation. The quality of cartoon works continues to improve, a large number of high-quality original works emerge, especially the rise of online cartoon and online platforms to inject new vitality into the industry.

The status and influence of Chinese cartoon on the international stage has gradually increased, mainly due to the implementation of policy support and industrial development planning. The combination of technological innovation and traditional culture is an important feature of China's cartoon industry. The rise of online platforms has promoted the development of online cartoon, making cartoon content more diverse and introducing more advanced production techniques and special effects. The implementation of the administrative licensing system of network drama by the State Administration of Radio, Film and Television has promoted the development of the network cartoon industry, and the market operation value system has also shown a spiral upward trend.

Fig. 5. Talking and communicating with Teacher Fan

Fig. 6. Talking and communicating with Miss Li

Fig. 7. Talking and communicating with Teacher Zhang

Conclusion, Discuss results and Suggestions

The conclusions, discussions and recommendations of the researchers concerning the development of research on Chinese cartoon innovation and application: The character of Chinese cartoon, the information obtained is as follows:

Audiences have different needs for Chinese cartoon characters, including cute images, characters related to traditional Chinese culture, and characters with unique personalities and charm. This demand is influenced by factors such as audience age, occupation and preference. When designing Chinese cartoon characters, factors such as audience preferences, cultural characteristics and market demand should be comprehensively considered to create attractive and influential characters. These characters should be able to appeal to the target audience, reflect the innovation and application of Chinese cartoon, and improve the quality and influence of the works. Audience preferences vary by age and occupation. Teenagers may prefer cartoons with depth and emotional expression, while younger respondents may pay more attention to the quality and innovation of the work. Middle-aged and older respondents may be more inclined to traditional and nostalgic cartoon styles. Cartoon character design should be combined with traditional Chinese cultural elements, such as historical stories, folk customs, festival customs, etc., in order to increase the cultural connotation and national characteristics of the work, and attract more audience's attention and recognition.

Fig. 8. Examples of Chinese cartoon character designs

Design idea: According to the previous investigation, the character designed is a cute little girl image, which is in line with the audience's aesthetic. With Jasmine flower, the city flower of Fuzhou, as the background element, and the breasted buckle of traditional Chinese cheongsam as the element of dress, it conforms to the regional characteristics and combines the characteristics of traditional Chinese culture.

Fig. 9. Examples of Chinese cartoon character designs

Design ideas: Modern audiences often expect cuteness, cuteness, and humor from cute cartoon characters. They want to see lively, playful, funny cartoon characters, but also like images with unique personalities and cute expressions. Most of our usual cartoon images are mainly rabbits, cats and dogs. The reason why we choose the image of fox is that in ancient Chinese mythology, fox has always been a mysterious and ancient animal. The topic of antiquity is very consistent with the ancient city culture of Fuzhou, so we choose fox as the element of design. In the design of the fox cartoon image, its soft expression, lively action and lovely appearance can be emphasized to attract the attention and love of modern audiences. The eyebrows of the fox are also embellished with jasmine flowers, making the image of the fox look more playful.

Fig. 10. Examples of Chinese cartoon character designs

Design idea: According to the survey, the majority of the audience surveyed are teenagers, who prefer some cartoon with youthful vitality, depth and emotional expression, such as youth campus, friendship and love, growth and talent and other themes. They are also interested in exploring the unknown, sci-fi adventure and other types of cartoon. Therefore, according to the above information, the design of two youthful images. In China, both primary and middle school students and high school students in school are dominated by sports school uniforms, so two characters are designed, respectively a little boy and a little girl, wearing a modified version of sports style clothing, adding Chinese style elements on the basis of sports style. The two characters each carry a backpack, permeating with the breath of youth, representing the boys and girls on campus. The background of the design is the image of two teenagers who like adventure, so the scene combines the city streets of Fuzhou and the alleys

of the ancient city, representing the "adventure" that the two are about to embark on and the unknown journey ahead.

References

Fu Guangchao.(2023). *On the individual expression of animators in collective Creation -- A case study of character cartoon creation in Uproar in Heaven.* Contemporary cartoon (03),48-57.

Zhang Yongning & Han Le. (2023). *Application Analysis of Virtual Reality technology in 3D cartoon design.* Grand View (12),130-132.

Liu Zhen & Yin Na. (2024). *Inheritance and Fusion: A Brief Discussion on the symbolic construction of Meaning in contemporary Chinese Animated Films.* Journal of Culture (01),71-74.

Yang Teng-xiao. (2024). *Chinese cartoon: New Expression of Traditional Culture.* Cultural Industry (01),111-113.

Chen Ying. (2020). *Inheritance and Innovation of National Culture in Chinese cartoon.* Journal of Luliang Institute of Education (01),161-162.

Zhang Yi Dan. (2020). *"Chinese school" inheritance and innovation of cartoon research* (a master's degree thesis, Beijing institute of printing). https://kns.cnki.net/KCMS/detail/detail.aspx?dbcode=CMFD&dbname=CMFD2020&file name=1020762572.nh

Li Hua. (2023). *The representation of the Glorious Tang Dynasty in China's film and television works in recent years -- The Twelve Hours in Chang 'an, the Di Renjie Series, Chang 'an Thirty Thousand Li, etc., as examples.* Film Review (19),61-65. DOI:10.16583/j.cnki.52-1014/j.2023.19.002.

Zhang J. (2015). *The development context of domestic animated films under policy support since 1990s.* Contemporary Film (11),185-188.

Gong Li.(2023). *The Dilemma and Path Analysis of Chinese Film Communication under the Background of "Culture Going Global" -- A Case study of Ne Zha and Monkey King Is Back.* Journal of Hengyang Normal University (05),122-127. DOI:10.13914/j.cnki.cn43-1453/z.2023.05.017.

Tao Ye & Shao Zixuan. (2024). *At the right time -- a survey on the development of Chinese TV cartoon and network cartoon in 2023.* Contemporary cartoon (01),15-23.