

# THE DESIGN OF CHARACTERISTIC OF CHINESE CARTOON

Xian Zhong

**1<sup>st</sup> International Conference on Multidisciplinary Research (ICMR2024)**



**16 May 2024 | Shinawatra University, Thailand**

# What is the problem?



How to strike a balance between the creation and innovation of Chinese culture and meet the needs of different audiences?



When designing Chinese cartoon characters, how to create attractive and influential cartoon characters?

## Conclusion

Study different audiences' needs for Chinese cartoon characters.  
Designing Chinese cartoon characters.

# The aims of the study:

To study different audiences' demand for Chinese cartoon characters



The designs of Chinese cartoon characters are based on Chinese traditions and culture

# Our Solution

The participants of this study are teachers and students of Fuzhou Software Vocational and Technical College.

1. Teachers of different ages from Fuzhou Software Vocational and Technical College.

2. Freshman and sophomore majoring in cartoon design at Rongyi Film and Television Industry College.



Design questionnaires or interviews to investigate the needs, preferences and views of the audience on animation works.

Through the survey, get the feedback of the audience, understand the needs and satisfaction of the audience.



There are 50 faculty members aged 18-24, 50 faculty members aged 25-35, 50 faculty members aged 35-45 and 60 faculty members aged 45-60.  $50 * 3 + 60 = 210$

There are five classes for freshmen majoring in cartoon design in Rongyi College of Film and Television Industry, and 44 students are selected from each class. There are five classes for sophomore majori in cartoon design, and 44 students are selected from each class,  $44 * 10 = 440$ .

# Our Solution

The research tools were questionnaire survey and interview



Closed-ended questions.



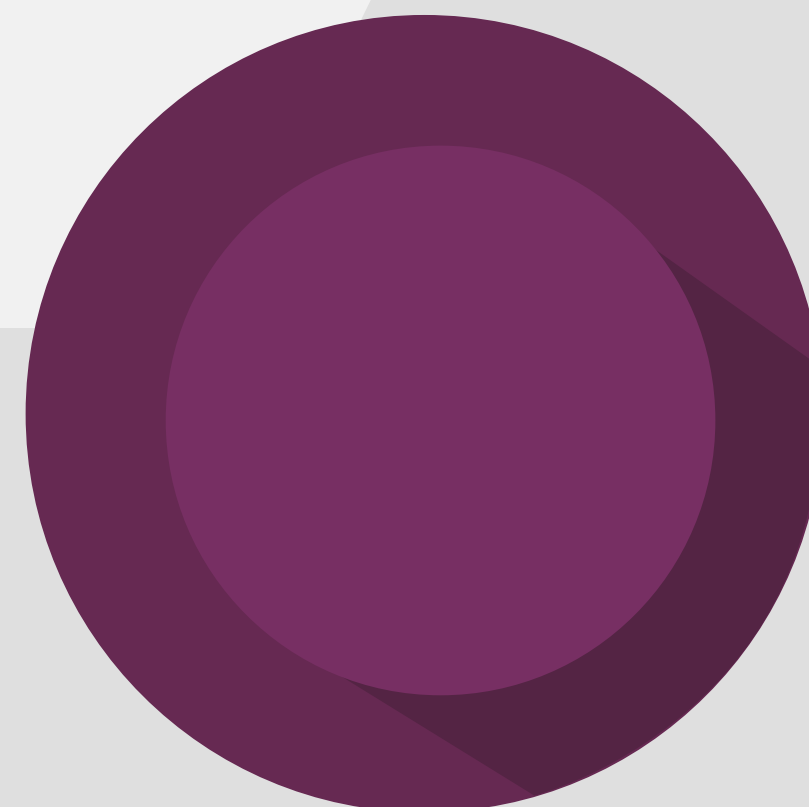
Open-ended questions.



# Conclusions and Recommendations



The study investigated various audiences' demands for Chinese cartoon characters through surveys and interviews. Findings revealed diverse preferences, including cute images, characters linked to traditional culture, and those with unique personalities. These preferences varied based on age, occupation, and personal taste. Designing eye-catching characters tailored to audience characteristics and preferences can enhance a work's appeal and impact. Considering factors like audience preferences, cultural traits, and market demand is crucial for creating influential Chinese cartoon characters that reflect innovation and contribute to the quality of animation works.



In brief, the key points for advancing China's cartoon industry include understanding diverse audience preferences, integrating traditional culture with modern aesthetics, enhancing marketing efforts, adopting new technologies, fostering talent, collaborating internationally, preserving traditional culture, emphasizing social values, establishing industry norms, and government support. These strategies aim to drive innovation, quality improvement, and international competitiveness, ensuring the industry's prosperity and sustainable growth.

# Further study



Prioritize innovation, integration, and quality improvement to harness the vast potential of China's cartoon industry.



Focus on technology research, personnel training, and cultural innovation to create works with distinct Chinese characteristics and global appeal.



Strengthen international collaboration, learn from global best practices, and enhance government support to promote the industry's prosperity and sustainable development.

# Contact

**Xianzi Zhong**  
+86 17350336002



zhonxianzi@gmail.com



# Credits



**Fonts** - this template uses free fonts you can download and install yourself.



**Images** - we used creative commons photos as placeholders. You can easily replace them.



**Copyrights** - This work is licensed under a [Creative Commons License](#).

## FONTS

Aleo Free Font

<http://fontfabric.com/aleo-free-font/>

Lato Font

<http://www.fontsquirrel.com/fonts/lato>

## IMAGE CREDITS

Image 1

<http://www.flickr.com/photos/thomaschung/9407289467/>

Image 2

<http://unsplash.com/post/55904523633/>