Innovative Design and Application of Animation Image Derivative Packaging

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Abstract: This paper begins with an analysis of the psychological characteristics of children of different ages and makes an exploratory analysis and research on their aesthetic needs. It is concluded that the use of cartoon characters in the design of cartoon product packaging meets the aesthetic psychological needs of children. It is precisely because children love the cartoon image, plus the imitative nature of children's consumer psychology, the cartoon image they are eager to see in the book or seen on TV can also be seen in their daily life, which produces a strong possessive desire. This is why the cartoon image application will be successful in children's packaging design.

1. Introduction

"The general meaning of cartoon characters refers to the image of a fictional character carried by animation, comics, games, etc., consisting of personality characteristics, plots and reactions. Personality features include the name, appearance, identity, and costume of the character; It refers to the narrative that revolves around the character and reflects the experience of the person; the reaction involves the reaction to the person and the reaction to the object." 2 The external basic form of the cartoon image is difficult to change greatly, and it is difficult to surpass the original visual image. Less the possibility of being rewritten and recreated. A well-designed cartoon image not only has a unique aesthetic but also has a long-lasting affinity, which often makes people forget. The cartoon image is different from other artistic images, both unique and concise, easy to watch and easy to remember. The uniqueness of the cartoon image is that it is created and concentrated on the aesthetic and spiritual needs of the contemporary people. The simplicity and straightforwardness is determined by its audience, especially the children. Easy to watch is determined by the film and television media, and easy to remember is the shaping of this image. In today's information age, watching cartoon characters does not require too much thought, and the creation of cartoon characters must be closely combined with these characteristics. Of course, an entrepreneur or designer must also see that its application is not limited to TV screens, and is no longer limited to book illustrations. A successful cartoon image is more of a commercial significance, for example, a cartoon image the application of children's packaging design will be more vital and commercial appeal than the real movie stars.

2. Problems in cartoon image packaging design application

The cartoon image is not suitable for high popularity, and must have a high degree of relevance to the product itself and the brand concept. The cartoon image selected in the cartoon product packaging design must match the child's psychological and personality characteristics, so that it will have a multiplier effect. But in the product packaging design that we usually touch, we often see some negative films. In order to respond to Mengniu, Yili has developed a new product specifically for the children's market called QQ Star Children's Yogurt, which was launched in the 2007 New Year. Unfortunately, QQ is a network term that has an impact on adults, but it has little influence on children. Because children are far away from the Internet, Chinese minors cannot enter Internet cafes. Wrong to find a cartoon image far away from the target consumer group to communicate with them, the emotions cannot be connected, can it be attractive? Going to the campus to come to a site survey: "The Armor Warrior" and "Pleasant Goat", which one do you prefer?" The echoes heard were not uniform, and the girls had more calls for "Pleasant Goat", while the boys heard The words

"Army Warrior" are very excited. Since cartoon-patterned works are mostly imaginative and highly anthropomorphic animals, plants, and all natural objects, the elements of cartoon patterns can be widely used, from ancient times to modern times, from earth to space, from land to sea. The principles that should be followed should be simple generalized lines or blocks. They are all incarnations of justice. These children's products designed with the image of justice are naturally able to be loved by children. In short, it is not possible to make a hard copy. It is necessary to carry out a differentiated design according to the gender and age of the child, and it will be better combined with a certain color change effect. The "big star, small product" effect often encounters such a situation when using celebrities. Similarly, if the cartoon image is used improperly, it will also have such a reaction. When the strong name of the selected cartoon image is over the product of the endorsement, it will cover up the brilliance of the product, so that the audience only has an impression on the cartoon image rather than the product, such as hello kitty. This Hello Kitty was named the most marketable cat in history, and its image has now appeared on more than 20,000 different products. It is printed on any product you can imagine: stickers, notebooks, clothes, pencils, toys, chopsticks, cups, etc. But there aren't a lot of information points that can make us remember. Hello Kitty has already seized the limelight of brand promotion. That is to say, when shaping the brand image, it is necessary to select a suitable cartoon image according to the characteristics of the product, and the best is suitable.

For the enterprise, the cartoon image is a representative of the brand's long-term stable image. Once set, it is necessary to accompany the brand to grow together. Therefore, it is necessary to locate accurately, the image is clear and lasting, and the penetration is strong, which establishes a good appeal and influence for the public. However, when we neglect the flexibility of the cartoon image and only regard it as an ordinary graphic design work, we will not work hard on the promotion effect and the promotion of the product image, and the effect will be unsatisfactory. For example, a company specializing in the production and sales of children's wear, because they feel that the dynamic shape of their original cartoon image is too simple and rigid, it requires adding some dynamic and emotional design on the basis of the original, like this cartoon image, It seems that wearing a beautiful coat for the product is no longer a graphic design work without vitality and vitality. It can replace the enterprise products and communicate emotionally with children. Only pay attention to the use of the Table level, there is no deeper combination with the connotation of the cartoon image. Due to the lack of in-depth understanding of the cartoon image, many cartoon product manufacturers use the cartoon image as limited to the cartoon avatar, and do not apply the character, character, and movement characteristics of the cartoon image flexibly. In addition, in the development of follow-up products in conjunction with the playback of cartoons, the promotion strategy and terminal promotion outside the cartoon packaging, combined with the personality characteristics and preferences of different children's consumption, and the development of new products, there is no theory to rely on, so The licensing fees for investing huge sums of money did not achieve the desired results.

3. Creative ideas and specific measures of cartoon characters in cartoon product packaging design

The cultural meaning of cartoon characters must be reflected in the packaging design of cartoon products. If there is no cultural taste, this kind of packaging is a body without a spiritual soul, like a tangible zombie, such a work cannot get people's attention. Whether it is Chinese or foreign, whether historical or modern, all the packaging designs that people admire are successful with a healthy and positive and rich cultural connotation. When packaging designers apply cartoon characters to cartoon product packaging design, they must have innovative ideas in cultural connotation and win people's love with strong cultural color. Although cartoon characters do not exist in the real world, this does not mean that they have no feelings and character in the virtual world. In today's era of emotional communication, as long as the cartoon image is warmly welcomed, it is a well-designed image with strong emotional color, and finally it can be recognized by the children's consumer group in terms of image and personality. Here we want to mention the

various cartoons of the cartoon image of Pleasant Goat. The reason why it is easy to get the favor of countless children is that the cute and clever personality of Pleasant Goat is not only cute, but also complete in identity. While understanding the Pleasant Goat, I fell in love with him unconsciously. Its image, which is loved by consumers, has become an important boosting factor for Pleasant Goat Stationery, which has been listed on the famous stationery list, and has created a myth of market sales.

The development of the cartoon image has so far won the love of the majority of children, and has bred a batch of children's fans, relying on the lively vitality and distinctive character of the cartoon image. In the process of applying this business strategy, in addition to the application in simple packaging design, enterprises can also combine the animation industry to continuously enrich the character traits of the cartoon image of the goods, and improve the intangible value of the cartoon image, according to the changes of the times. Extension and development. At present, the use of cartoon images in domestic packaging design is generally at a lower level because it does not give the cartoon image more soul and life. In fact, for all successful designs, creativity is an indispensable factor, and the application of cartoon characters in packaging design is no exception. In order for children to truly accept these characters that do not exist, there is no other way than to enrich the personality characteristics of cartoon characters in advertising creativity. The boring and dull works are ignored and forgotten by the children and cannot bring any benefits to the company. Cartoon is a symbol and a symbol of culture. The product is real, it can be said to be a service, or even a symbol. When the product is not consumed, it is the object that people are eager for, and it is an expectation of the heart; when it is consumed, it is a mark in the memory; even when it is being consumed, it will act more on the soul. So the sign and symbol meet, there is no impossible. When Disney licensed the Mickey Mouse trademark to the owner of the furniture store, Coca-Cola pushed queer to the public. When Hong Kong has Disneyland, what else is impossible? This fascinating world is a fairy tale in the eyes of children. Therefore, cartoon products are toys. The simpler the better, the better the better. When designing the actual design, it is necessary to take into account that children's understanding of the text is very limited. The brand logo of children's consumer goods should pay more attention to the logo. Graphic design. The graphics are simple and more interesting than simple text. The "cartoon image" in the packaging design of cartoon products should meet the aesthetic needs of the times. It should be full of flesh and blood, and have all-round roles of its own characteristics, living habits and personality traits. It is easier for children to accept their own personality, rather than relying on words to explain.

4. Conclusion

This paper studies and analyzes some typical cases of cartoon image packaging design in cartoon products, and illustrates the great significance of cartoon images in cartoon product packaging design. No matter how long it lasts, it has found a special development path for contemporary cartoon product design style. It is of great significance to study how to choose and design a suitable cartoon image for cartoon product packaging design.

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