

Research on the Derivative Products Design of Pottery and Cartoon

Man Fang¹, Fang Zhou²

(1. Jingdezhen Comprehensive College, Jingdezhen, Jiangxi, China 333000)

(2. Jingdezhen Ceramic Institute, Jingdezhen, Jiangxi, China 333000)

Abstract. The animation gradually started to become a sunrise industry, the combination of ceramics and animation is a fusion of classical culture and modern culture try. Market situation determines the potters to move closer to the animation industry, the derivative products of animation ceramic is inevitable. Positioning in the market, combined with the feasibility of the above we have done some relevant analysis, drawing that the animation ceramics market prospect is broad, and have identified several possible design directions.

Keywords: Pottery, Animation development, Design, Industry prospects

1 Introduction

The global economic and cultural collision and fusion seems to have become an inevitable trend, how to seize the spark of inspiration in the collision of Chinese and foreign cultures to create economic and social value becomes the primary thinking of investors. Pottery is an important part of ancient Chinese culture, which has a pivotal position in the ancient civilizations. The modern pottery precipitate has five thousand years of history and ceramics and a rich cultural heritage. How can such a typical Chinese classical culture combine with the modern animation culture to reflect the beauty and value, and open up new market is a problem very worthwhile to think about.

2 Cartoon Derivative Products Market Situation

At present, in the global animation market, Japan is well-deserved animation main theme nation; well-developed animation culture and universal animation passion in this country make it become the world's largest anime animation output and the highest quality. Development of animation industry of Britain and other countries are also very impressive, which the U.S. Disney series animation especially is the representative. China's animation industry started late, cannot keep up with other aspects of cultural ideas, but in recent years with the development of animation industry on a global scale, China's animation industry is gradually emerging, strong foreign animation into the leading force to occupy the Chinese animation market, China excellent work in recent years made no small contribution for the development of animation industry, Pleasant, Monkey King, a small break children and other classic image viewers mind.

The development of animation industry has a huge market potential, we can see from the sales in animation products. In recent years, due to the instability of economic markets, a number of investment directions have shown a downturn in sight, but the momentum of the development of animation industry was strong and full. Year of 2004 is the first developing year of China's

animation market, the entire operation of the trade volume up to tens of billions of dollars. This is not the peak of animation development, as the market becomes larger, more and more consumers are interested in animation products, and the market demand continues to expand. The report estimates that currently about 15 billion Yuan is in the domestic animation output value, 70% of this figure will be derived from the cartoon derivative products.

The animation products, which as the most important part of the animation derivative products, they mainly cover the animation role of clothing, toys, gifts, snacks, park, day of supplies, accessories and other kinds of products, the use of animation roles of the images, or the role of the use of weapons, clothing, animation scene are the main line of development. Cartoon derivative products can basically cover all aspects of life of consumer. If the positioning is accurate, the animation derivative products will bring diversity to the enterprise. Cartoon derivative products market has great potential, and depends on the development of animation industry, emerging out of the new animation enthusiasts to promote the increased earnings of the main population. The survey data shows that in 2006 only to go northward wide three-tier cities, young crowd animation total spending reaches \$ 1.3 billion. Of which there is a data fully proves that the future development of the animation industry will only become more strong and brilliant, the report shows that young people under the age of 20 consumers to buy up to 87% of animation products, which proves that the golden era of animation industry development is coming to us.

3 Cartoon Derivative Products and Ceramic Design

3.1 To Combine with the Feasibility

Faced with the excellent prospects of animation industry, how to use their own resources and technology in the industry needs to be considered. We first combined from the two cultures in terms of feasibility. Pottery culture is an important part of Chinese

classical culture; we can say is typical of classical oriental culture. Pottery from the initial life of appliances evolved into decorative collection process is the formation and precipitation process of the pottery culture. Modern ceramic art culture is based on the top of the classical culture and the production process, but at the same time, it looks for the combination of modern culture to adapt to the meeting point of contemporary economic development. Animation is the same as pottery, which is also a culture, it has their own unique form of expression and advocates. But the ceramic culture is more modern, its historical heritage is not deep as the pottery culture, in the form of expression and cultural connotations, animation culture is more in line with modern social and economic development. Due to its imbalance of the global market, it has also led to the foreign market-led phenomenon, even if the domestic animation, there are many elements to take into account the preferences of the audience closer to the direction of mainstream animation with a certain foreign culture. It can be said that the combination of the pottery culture and animation culture is a combination of classical and modern Chinese culture and foreign culture.

The combination of ceramics and animation no doubt lies in the process of pottery to make all kinds of animation derivative products, in order to serve the target customer group, to stabilize the market and prospects for development. Whether ceramic animation derivative products are feasible, let us start with the process perspective. Ceramics technology development in China has a high technical level, hundreds of production and details of the design is fully capable of anime one is of the character modeling, scenarios, weapons, and pottery also has its own unique performance style, which can be blend together to give cartoon characters a different kind of features, which is the most important point to be different from other animation derivative products.

Secondly, we must take into account the combination of ceramics and animation derivative products, design products, whether it is the real cause of the social concerns of consumers. We know that pottery is a classical Chinese culture has a large number of collectors in China, and it also served in daily life. Compared to the target customer base of animation products, there are both cross-cutting groups and separate groups. The combination of ceramics and animation can help the customer base of these gradually developing into each other's customer base, and truly realize the expansion of the consumer market, expanding the market demand. For the cartoon lovers, new forms of animation derivative products cannot only bring their collection of animation products enjoy, but also at the same time it allows to contact with China's traditional culture, meaning deeper. In everyday life, animation ceramics increased, bringing more direct publicity to animation products, and the adorable animation ceramic products are also likely to cause the consumer to buy.

3.2 Market Positioning

To study the design direction of ceramic art and animation derivative products, we must first discuss the animation ceramics market positioning, because only to truly grasp the

target consumer preferences, they can really produce out-selling products.

In the above description, we also mentioned that for the derivative product that is a combination of ceramics and animation ceramics target customer base is mainly in two directions.

The first and most important is the original cartoon customer base. It can be said that it is the combination of cartoon animation ceramics and pottery cultures, but the dominant should still be a cartoon culture, it has a strong target, because this is the animation industry, ceramics industry initiative with the current hot to move closer to results. In the current situation of the development of animation industry, the age of animation enthusiasts is mostly concentrated in the crowd of young people under the age of 30. Although the number of audience of more than 30 years old interested in animation is not small, but in China the whole takes a low percentage. So basically, we can determine that the number of the target customer base for animation and cultural aspects of partial younger animation ceramics, it needs to focus on the consumer under the age of 30. Of course, when the animation ceramics began to enter the foreign market, this age level needs to re-statistics to master, such as in Japan, anime culture has become universal culture, its coverage is much broader.

Secondly, it should be focus on the pottery customer base. We know that the pottery is generally has the role of decoration, collection, and the life appliances. For decoration and collection of the above, in addition to cross-customer base with animation, the others are basically the real lovers of pottery and formal decorative. In the country, the animation had not yet developed to the extent of universal love, so the animation ceramics want to infection this kind of customer base is also a long way to go. In the aspect of life appliances, animation can attempt to use the classic cartoon characters above the daily use of pots and pans, vases and other objects shape or scene. Daily animation modeling may be able to attract the eyes of consumers because of the shape of typical.

3.3 Design Direction

With animation ceramics market positioning, we will be able to grasp the overall framework of the animation and ceramics combined with the design direction. The younger, popular and fun is the main design concept of animation ceramics.

Firstly, the Cartoon Humanoid and Garage Kits

Humanoid animation refers to the model of the finished product produced in accordance with the cartoon characters and they are generally the animation enthusiasts to buy the admiration of the collection, which is divided into the character models, mechanical models, animal models and scenes, props, models, etc. In traditional animation humanoid market, the use of the material is generally to be more humble PVC with resin, PVC is used to produce some low-end products; cartoon human form of the resin material is refined much in detail above, it can also be vividly. Cartoon humanoid animation has high popularity, and also high collection value, in this aspect, the clay animation humanoid may be able to take the high collection route in detail