Research on the Development of Derivative Products of Comic and Animation Advertising Video of Local Characteristic Culture

Qingbin Hou

Abstract

Rich historical and humanistic resources and local characteristic culture provides a wealth of material for creation of comic and animation. In recent years, animation industry of our country has achieved rapid development. However, the limitations of the traditional concept and the external environment make the development of derivative products of local characteristic culture comic and animation advertising video still exist many problems. It need to strengthen efforts of derivatives development of this field, clear animation market positioning, pay attention to intellectual property protection, make animation industry of our country in a state of benign development.

Keywords: local characteristic; comic and animation advertising video; derivative products; research on the development

1. INTRODUCTION

Animation industry is a new cultural industry, which helps to meet the spiritual and cultural needs of the masses, promote the construction of the advanced culture of the Chinese nation and the ideological and moral of teenagers. Animation industry chain contains many links. Among them, the development of derivatives is particularly important. It is the key content of the animation industry chain, and its largest economic growth point, which make the development of animation industry of our country more perfect. Government and enterprises should be based on the background and requirements of the development of industry, develop the derivative products of comic and animation advertising video of local characteristic cultural, develop a broader space of market for the development of animation industry.

2. The Definition, Characteristics and Classification of Comic and Animation Advertising Video of Local Characteristic Culture

2.1 The Definition of Comic and Animation Advertising Video of Local Characteristic Culture

The main content of comic and animation advertising video of local characteristic culture is all animation, which presents the traditional culture in the form of animation. And then through the post editing and synthesis, to conduct propaganda and communication to local characteristic culture, which is applied more commonly in the context of multimedia network development.

1Shaanxi Institute of International Trade & Commerce, Shaanxi Xi'an 712046
2.2 The Characteristics of Comic and Animation Advertising Video of Local Characteristic Culture

Comic and animation advertising video of local characteristic culture have a higher level of requirement to synthesis of technology and art, the creative process is complicated, the main content and related elements involved are also more. It has the characteristics of artistry, fashion, figurativeness, multimedia and practicality.

2.3 The Classification of Comic and Animation Advertising Video of Local Characteristic Culture

According to different standards, comic and animation advertising video of local characteristic culture can be divided into different categories. This paper mainly expounds the following categories: taking content as the classification standard, it can be divided into all comic and animation advertising video and comprehensive advertising video; taking comic and animation type as the classification standard, it can be divided into comic and animation advertising video of two dimension, comic and animation advertising video of three dimension, comic and animation advertising video synthesized by two dimension and three dimension; taking design style of character as the classification standard, it can be divided into cartoon, children, decoration, freehand brushwork, realism, etc.

Our national culture is extensive and profound, it has obvious regional characteristics. Each region has its own local culture; for example, Xiaoxian painting and calligraphy, Huaibei Bangzi opera, Linquan acrobatics, and so on. They provide a wealth of materials for the creation of comic and animation and the development of derivative products, play an important role in promoting design and manufacture of comic and animation, not only expand the creation space of comic and animation, but also enrich the connotation of the works, make the style more diversified, realize the continuous innovation of the content and form of comic and animation works. When producing comic and animation advertising video, it need to pay attention to the excavation of the local traditional culture elements, really integrate local characteristic culture into creation of comic and animation advertising video, lay a good foundation for development of derivative products[1].

3. Definition and Classification of Comic and Animation Derivative Products

3.1 Definition of Comic and Animation Derivative Products

Derivative is derived from a certain product, and comic and animation derivative is serial licensed product derived from entity product of comic and animation. Comic and animation derivative products take the original character image of entity product of comic and animation as foundation and carrier, after the ingenious design of designers, develop a series of service products, which are used for sale or regional culture propaganda, have a great value of market, and open up a broad space for development of animation industry. It presents three-dimensional value characteristics.

Taking the famous Disney park as an example, it takes the cartoon image of Mickey Mouse as inspiration to conduct production and development. Later, more and more comic and animation companies began to realize the importance and market value of the development of comic and animation derivative products, make the type and style of comic
and animation derivative products increase gradually, more and more mature, and have market characteristics.

In the current market environment, it can try to use cultural elements with rich local characteristic in creation of comic and animation advertising video, then develop various derivative product, which not only contribute to the development of animation industry, but also promote regional cultural publicity, enhance its popularity.\textsuperscript{2}

3.2 Classification of Comic and Animation Derivative Products

At present, there are many kinds of comic and animation derivative products, and there is an increasing trend. It spreads in all aspects of people's daily work and life. The development of comic and animation derivative products exists in many forms. It can be divided into the following three categories: First, the derivative product of content, mainly in books, magazines, phonotape and videotape, and so on. For example, series books of Ali, and so on. Second, the derivative product of images, which includes all aspects of people's daily lives. Clothing, bags, stationery, jewelry, household items, mouse pad, online games, etc. Taking Snoopy and the cat of Kitty as examples, mobile phone shell, sheet, mouse, clothing, etc., which can be seen everywhere. Third, the comprehensive derivative products; for example, comic and animation conference and exhibition, entertainment venue, theme parks, etc.

4. The Choice of the Development Path of Comic and Animation Derivative Products of Our Country

Animation industry of our country started relatively late, but the development speed is relatively fast. After investigation, it finds that our country belongs to the comic and animation derivative products consumer country, rather than a big profit country. At present, there are two main models of development of popular comic and animation derivative products: First, the cost invested is lower, according to the demand of market, it integrates creation of comic and animation, development of derivative products and the commercial market, achieves a close combination of market and development, through the quick sale and large circulation to achieve profit. Japan mainly uses this model. Second, whether investment, or the quality is relatively high, it takes original comic and animation culture as core, rely on late sales operation, gains profit and income. The United States uses this comic and animation derivative products development model.\textsuperscript{3}

Our country should be based on local characteristic culture, focusing on the development of original comic and animation derivative products. It mainly includes two aspects of the content.

4.1 Taking the Creation of Matrix as Fundamental

As the name suggests, the matrix of comic and animation derivative products is comic and animation. In the development of domestic comic and animation, it needs to attract more audiences through creativity. In the context of the network, young people can contact all kinds of cartoons. The level of appreciation, or aesthetic appeal, has improved greatly. In the development of animation industry of our country, it need to focus on the excavation of national cultural characteristics, make domestic animation more local characteristics, open up unlimited space for exploration and development for comic and animation advertising video.
derivative products, make animation enterprises more competitive advantage in the market, can also with the help of rich cultural materials with local characteristics, cast off predicament of creation of matrix of comic and animation derivative products.

4.2 Taking Commercial Operation as Linchpin

The development of comic and animation advertising video derivative products can gain profit or not, depends on its business operation mode to a large extent. Take the Bear Infested as an example, its comprehensive income is better. The success of this cartoon mainly depends on the following three aspects: First, the creative is good. It belongs to the three-dimensional animation, the image of role is rich and lovely, the story is simple, intelligent, funny. Second, popular. This cartoon has a total of 104 episodes, gets a wide range of children's love and recognition, make the development of derivative products have a broad audience base. Third, marketing being in place. At the beginning of the launch, the cartoon is very focused on advertising and marketing. And toys, books, clothing and other derivative products are launched timely, market revenue is very good[4].

5. The Development of Derivative Products of Comic and Animation Advertising Video of Local Characteristic Culture

5.1 The Current Situation of the Development of Derivative Products of Comic and Animation Advertising Video of Local Characteristic Culture

Many animation companies began to focus on the comic and animation creation, which takes local characteristic culture as material. Taking Young Sima Guang produced by Henan Huayu brothers animation film and television company as an example, the ratings and reputation of this comic and animation are better in local station. Subsequently, various derivative products began to be launched, and have good economic returns. Because of the development history of derivative products of comic and animation of local characteristic culture of our country is short, in practice, there are many problems: Lack of originality, brand awareness is not strong; Insufficient product attractiveness; Market positioning is not accurate; Lack of industrial chain; Shortage of funds; No awareness of intellectual property rights, serious piracy, etc.

5.2 The Development Strategy of Derivative Products of Comic and Animation Advertising Video of Local Characteristic Culture

The limitations of the traditional concept of thinking make the development of derivative products of comic and animation advertising video of local characteristic of our country exist many restrictive factors of American and Japanese animation industry, make innovation in the development of derivative products of comic and animation, maximize its culture and market value, make it in a development state of benign constantly.

(1) Focus on Policy and Financial Support

The development of derivative products of comic and animation advertising video of local characteristic culture of our country is difficult to achieve or has many problems, the main reason is the shortage of funds. It is necessary to establish a market-oriented investment and financing mechanism to provide sufficient funds for the development of derivative products of comic and animation. First of all, the government should be based on the
development requirements and status of derivative products of local animation industry, put the work of setting up special guide funds in place, and conduct preferential tax policy, focus on the development of original derivative products of comic and animation, achieve the goal of industrial development. Secondly, animation enterprises take bank as carrier, evaluate the value of copyright, and take it as a guarantee, get bank loans. Finally, the local government should focus on supporting local animation companies, achieve animation enterprise financing by the stock market.[5]

(2) Enhance the awareness of the development of derivative products of comic and animation advertising video

According to the characteristics of local development and regional cultural background, recognizing the importance of the development of derivative products of comic and animation advertising video and establishing the awareness of derivative product development. First, planning the development process of derivative products of comic and animation scientifically, taking into account the capital, talent, technology, market and other elements, designing cartoon image with highly applicability. Second, focusing on training design and development talents of derivative products of comic and animation, improving the quality of the development of derivative products of comic and animation advertising video of local characteristic culture, building a dedicated R & D team and marketing team. Third, creating high quality cartoon image, achieving independent intellectual property rights brand building.

(3) Ensure Market Attractiveness of Derivative Products

Due to the large amount of demand, the market competition of derivative products of comic and animation is fierce, and there are many kinds and quantity, so it is necessary to ensure its attractiveness to the audience. Realizing mainly from the following three aspects: First, creating a typical cartoon image, with works as the material, achieving the image-building in the process of the development of derivative products, and then creating a popular image of the animation, achieving market expansion. Second, making the kind of derivative products of comic and animation more abundant, meeting the demand of consumption of each object. Third, according to the background of the development of the market and the audience base, realizing the innovation of derivative products, ensuring the quality of products.

(4) Clear the Situation of Sales Market

First of all, expanding the scope of consumer groups, making the content and form of the development of derivative products of comic and animation advertising video of local characteristic culture constantly enrich, and having a broad market base. Secondly, analysing the psychology of consumer group, clearing their appeals and interests, conducting market segments to derivative products of comic and animation. Finally, paying attention to market promotion of derivative products of comic and animation, and putting the work of information feedback in place, grasping the market dynamics, according to feedback of consumer adjusting direction of marketing and service reasonably.[6]

(5) Attach Importance to Intellectual Property Protection

First of all, the local government and relevant departments need to introduce specific protection policies, take into account the application and registration of intellectual property
right and the content of other aspects, conduct copyright registration, trademark registration, patent application, etc., with animation companies and individuals. Secondly, adopting the correct methods of propaganda and training, making animation creators have a higher awareness of intellectual property protection. Finally, constructing a perfect framework of intellectual property protection, combating and punishing severely piracy and tort and other illegal acts.

6. Conclusion

To sum up, the development of derivative products of comic and animation is the main content of the development of animation industry. Animation enterprises should be based on their own development background, recognize the importance of the development of derivative products, give full play to advantages of local characteristic culture, realize the cultural value, economic value and practical value of derivative products of comic and animation at utmost, establish brand awareness, promote the rapid development of animation industry of our country.

Acknowledgements

Fund Project: Special project of Shaanxi Provincial Department of Education of Shaanxi province in 2016 "the development of animation derivatives of cultural resources of Shaanxi under the field of vision of the Silk Road" (project number: 16JK2024).

References