

# Application of cartoon Modeling in VI Design

-- Take "Solar Eclipse" as an example

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**Abstract:** As an art form, cartoon modeling is not only the embodiment of human imagination and creativity, but also a form of expression of human spirit and culture. Article first from cartoon characters to illustrate the concept of cartoon characters and the development of cartoon characters in people's minds of cognition and positioning, secondly from cartoon characters of happy, culture, innovative and comprehensive characteristics of four aspects, such as with 2 d and 3 d application of two application forms, to illustrate the rationality of cartoon modelling application in enterprise VI design. According to the above theory, through the "eclipse", for example, from the perspectives of its design concept brand concept, marketing positioning, design idea and design method of model reconstruction, and then based on the basic elements of the solar eclipse, such as color, graphics, fonts, and effects of these four aspects carries on the analysis, finally according to all previous design content and theoretical summary itself is not enough, the design proposed.

**Keywords:** Cartoon modeling; VI. Design; "Solar eclipse".

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## 1. The concept of cartoon modeling

At present, many people's understanding of cartoon is still stuck in the cartoon or children's fun artistic expression level. Cartoon originated from life and expressed as art. It is a processing expression of culture and art on the basis of numerous cultures. The rise of cartoon modeling is not simply seen as a pure entertainment, but a cultural embodiment of entertainment. From well-known cartoons to cartoon modeling, cartoon movies and even cartoon brands, there are many cartoon commercial communication modes derived in contemporary times, and cartoon modeling is also constantly developing and innovating in this mode. And cartoon modelling is the difference between the express and other works mainly in the sense of identity and resonance these two aspects, these two feelings behind the origin of culture transmission, people provide the spread of the cartoon works to look and feel of the communication, in order to achieve the flow of cartoon characters, understanding, learning, appreciation and reference are cognitive performance of cartoon characters, only if people of cartoon modelling resonate, Only when cartoon shapes evolve into cultural products with economic value can they be accepted by the public and drive relevant economic chains to generate certain economic value. In the memory of cartoon modeling, most audiences are children or children, but people's cognition of cartoon modeling is not perfect. From the academic point of view, cartoon modeling is mainly composed of three types: cartoon, animation and CG. Cartoon is the original communication medium of cartoon, cartoon is also a product reflecting the characteristics of cartoon modeling times. Strictly speaking, cartoon can even exist as an art, its form of expression is not very clear characteristics, there is no defined state institutions, is a narrative painting language, known as the "ninth art".

## 2. Character and form embodiment of cartoon modeling in enterprise VI design

### 2.1. Features of cartoon modeling

After consulting materials and literature, it can be seen that cartoon modeling is not only a simple cultural self-evolution and evolution, in the development process of cartoon modeling, it has absorbed national characteristics and kept changing with the development of The Times. Choose cartoon characters as the foundation of the enterprise or children's brand design elements sources, mainly cartoon characters possess the features of the following four aspects, the four characteristics that half of the cartoon modelling conforms to children's industry as the core of the product related businesses of entertainment, and conform to the relevant enterprises corporate culture, at the same time at the audience of the enterprise also has a group of audience must have the same aesthetic.

#### 2.1.1. Happy characteristics

Happiness is the unique spiritual connotation of cartoon modeling, and its happy attribute makes cartoon modeling not only spread as a two-dimensional image, but also a cultural and emotional sustenance. When enterprises publicize their corporate culture or basic corporate image, if they can combine with emotion, then the role of propaganda will be twice the result with half the effort. And happiness is everyone's preferred emotion, which is why children love to go to KFC, Disney consumption reasons, in addition to the taste or sensory experience can bring happy feelings, its VI let people see can associate with happy experience, so as to second consumption and second publicity. If the design of VI can absorb the happy characteristics of cartoon shape, the lovely and kind characters, funny and witty dialogue and cheerful music can be subtly substituted into the design, then the design is very successful, so that people can think of the meaning behind the design as soon as they see it, and can also feel the cultural characteristics of the enterprise.

### 2.1.2. Cultural characteristics

It is clear to the public that the emotional communication between people and countries mainly depends on the same cognition. Art is borderless, and art has no political position. Therefore, in the specific interests and Internet, cultural communication is mainly expressed through the cognition of art. Cartoon modeling, as a kind of artistic expression, brings more ways for cultural communication. Each cartoon works contains creative national culture and national history. When viewing any cartoon, we should not only appreciate its picture and music background, but also analyze the cartoon characters' modeling, plot and action display, which reveal the creative culture hidden behind it. Cartoon, as a kind of culture, can reflect the inheritance and entertainment of culture. It can well express and carry on traditional culture and regional culture, and itself is a good display platform. Because of the cultural expression behind its platform display, cartoon plays various roles such as artistic expression and commercial value system at present.

### 2.1.3. Innovative characteristics

Innovation is the biggest charm of cartoon modeling. No matter what form of cartoon works are displayed, the most attractive place is that they have very rich innovative thinking and wonderful visual experience. Visual language is also the main way of cartoon modeling. The main language content it shows is the graphic symbols with personalized and fashionable labels, and the innovative characteristics are expressed through various graphic symbols. [1 Yang Xiaotian. Cartoon Modeling and Network Expression Graphic Symbols [J]. Cultural Monthly, 2004, (03) : 40-41.] Graphic symbols are transmitted and processed through different carriers. Its innovative features are expressed through cartoon modeling, color, movement, background, music and cartoon scenes. It is worth noting that although cartoon modeling is a kind of art works, it is different from other paintings. Exaggeration and deformation are innovative ways to show their expression, mainly through complex or simple lines and witty movements to show the personality of different characters, and the cartoon modeling in graphic design gives them new vitality again through design. Cartoon is mainly reflected in its dynamic visual language, and when cartoon is used in corporate culture, the historical dynamic language of cartoon modeling itself is deep in it. Two-dimensional advertising illustration seems to be a static display, but the dynamic action behind it has become the historical background of cartoon characters. In recent years, the promotion of 3D and 4D cinemas and the adoption of LED screens in advertising have provided more space for cartoon modeling to play creatively and more possibilities for the communication media of cartoon modeling.

### 2.1.4. Comprehensive characteristics

Cartoon modeling is not a single culture, it is a carrier of comprehensive culture, in the design of cartoon modeling, cannot be a single artistic category or culture to design performance. The expression of contemporary cartoon modeling is not only limited to the carrier of two-dimensional painting, but also makes use of rich communication media to carry the expression of cartoon modeling, which makes cartoon modeling still has rich expression levels and artistic characteristics in the development of The Times. The comprehensiveness of cartoon modeling includes many cultural and artistic forms, such as contemporary cartoon movies, CG movies or "comic books" with a long history. The seemingly simple and childlike cartoon shapes are actually

integrated with many historical and cultural backgrounds, and their own images can also be integrated into other artistic fields because of their unique comprehensiveness. And comprehensiveness is not only reflected in cartoon works themselves, the diversification of its communication media, the diversity of production forms and the innovation of expression form all constitute the comprehensive nature of cartoon works. Therefore, cartoon modeling is a carrier integrating art, culture, media and commodity operation. It is no longer the continuation and rebirth of a single art type, but the integration of old and new art and culture.

## 2.2. Application form

### 2.2.1. Two-dimensional application

As shown in Figure 2.2.2, cartoon modeling is mainly divided into two-dimensional and three-dimensional application. Two-dimensional cartoon is called two-dimensional cartoon because of the creative means of traditional hand-drawing and two-dimensional computer expression. Two-dimensional cartoon is its form of expression, and two-dimensional cartoon is a planar expression with artistic characteristics when used in VI of enterprises. By combining cartoon modeling with ink painting, paper cutting and other elements, the enterprise culture is applied to the image of cartoon characters and endowed with the spiritual characteristics of corporate culture, making them the representative symbol of the enterprise. Through corporate logo, propaganda posters and other convenient two-dimensional effects to show, in order to complete the unity of cartoon modeling and corporate culture. However, the disadvantage of two-dimensional cartoon is that the visual effects cannot meet the increasing visual level sensory needs, and the three-dimensional sense of expression form is relatively simple.

### 2.2.2. Three-dimensional application

In comparison, three-dimensional cartoon is more three-dimensional and realistic. In the propaganda of corporate culture, the picture sense and color sense of three-dimensional cartoon are closer to the real feeling of the combination of cartoon characters and real characters. Such a feeling is easier to reach agreement with people's realistic aesthetic, so that the audience is more acceptable. 3D technology is mainly designed and improved by computer software, mainly 3DMAX, MAYA and other 3D drawing software to make cartoon modeling. Such software helps the expression form of VI to have a richer sense of hierarchy and infection, which is an important cartoon modeling expression tool for current enterprise publicity.



Figure 1. D Animation of Doraemon + 2D animation of Doraemon (picture from Baidu)

### 3. Cartoon modeling in the "solar eclipse" enterprise VI design application

#### 3.1. Analysis of design concept

VI design product represents the results of a brand, is the most important representation of the consumer evaluation of the enterprise brand. VI DESIGN in the enterprise publicity, positioning and even the next few years and decades of development will not change. Therefore, a systematic and perfect VI design even affects the impression of consumers in a certain way. Cartoon modeling is culture but also entertainment culture, so the application of cartoon elements in enterprises can better combine the two. The connotation of cartoon modeling is applied to the spirit of corporate culture, which is conducive to enterprises to quickly find their own positioning characteristics and development Angle.

##### 3.1.1. Brand concept shaping

In the business philosophy of the enterprise, starting from the spiritual connotation of cartoon modeling, the interests and hobbies of the audience and life concept are integrated into it, and conveyed through the enterprise's own culture, to form a personalized and differentiated enterprise brand. Cartoon modeling itself can shape and express the nationality, entertainment, fashion and artistry behind. Different corporate cultures use different brand concepts, in the entertainment company, the company brand concept is entertainment, happy, the public, the cartoon modeling can be very good into the enterprise brand concept. As shown in Figure 2, Disney's brand concept is to publicize hope, desire and optimistic firm determination to people, and advocate innovative, positive and optimistic corporate culture.

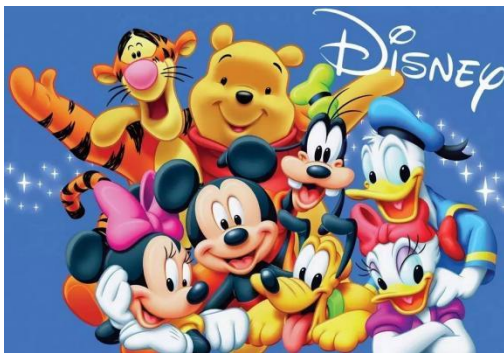


Figure 2. Disney main animation Characters and Disney logo (picture from Baidu)

"Eclipse" Light Food Restaurant was founded in 2021. Eclipse Light Food Restaurant is a newly established food company with the production of light food products as its main business area. Light eating is based on design factors such as healthy diet, no additives, and the appearance of pure natural design elements. Need to meet people's preferences healthy, simple modeling characteristics, color selection of transparent green, can attract people's attention. Solar Eclipse is a studio aiming at the food of the young generation, and there is no strict regulation on the logo. When designing the brand positioning of Solar Eclipse light food restaurant, it integrates the main core consumer groups of the studio to design the logo that the young people like, so as to attract the attention of consumers of the same age. Therefore, the main method of cartoon deformation design is considered, and the main design style is lovely and plain.

#### 3.1.2. Marketing planning and positioning

In VI design, not only the graphic design, but also the overall positioning of the brand should be considered. How to build the brand into a model in line with the enterprise is worth every designer's consideration at present. So in the process of cartoon modeling design and redesign, it is also a very key application method to give the essence of cartoon modeling to the brand marketing. Led to the purpose of marketing mode and marketing in the enterprise vi design process need to consider some factors, such as the mass of the transmission characteristics of the aesthetic, creative, media, etc., only in fully mastered the relevant corporate branding and corporate culture can be integrated with the cartoon characters itself, to better the cartoon modelling embodying the enterprise vi design. The marketing positioning of the solar eclipse light food restaurant is also designed for the consumption of the young generation, which is the hobby group of cartoon shapes. The design works need to meet the interests and hobbies of the young generation.

##### 3.1.3. Design conception of VI

Since the development of cartoon modeling, many well-known cartoon modeling have been recognized by the audience with fixed character characteristics and shape modeling. In the conception of VI design, some food materials are represented in the form of cartoons, which can present the business philosophy with corporate characteristics. It can not only increase the original competitiveness of the enterprise brand, but also enable the audience to understand the cultural definition of the enterprise through the character characteristics of enterprise VI. So as to further promote the enterprise VI design cartoon performance. As shown in 3.2.3 figure diffuse pictures of the hulk and Disney fairies, whom he had formed these cartoon characters have their own distinct characters ethos, also contains the state and national character, character the distinct characteristics of cartoon characters used in the enterprise vi design, can make the brand enterprise culture to show distinctive features, to attract the same kind of audience. As shown in Figure 3, the design idea of the solar Eclipse light food pavilion starts from the food materials. First, the food materials are molded into cartoon shapes, and the modeling, color and sales positioning of other products of the company are made into cartoon atmosphere and product concepts with cartoon characteristics.



Figure .3 Smurfs (picture from Baidu)

Logo is the symbol and identification symbol of the enterprise brand, a good logo design contains the enterprise culture concept, conveys the information of the enterprise, has played an important role in the brand publicity of the enterprise. Enterprise logo as the most important part of the core of the enterprise visual identification system, in its application scope is wide, the audience contact frequency is high, is the enterprise in the future publicity and operation to

frequent and long-term use of the design symbol. If the brand logo design is positioned, it must be positioned from the corporate culture, the audience's hobbies, the audience's age and the audience's consumption level, in order to design a suitable logo design.



Figure 4. Solar Eclipse Light Food Pavilion (self-drawn)

### 3.1.4. Design of shape

In order to better use cartoon modeling in enterprises, it is too limited to rely on the full imitation of character prototypes. In addition to copying, the use of design techniques can make cartoon modeling more widely used in the VI design of enterprises, while avoiding the occurrence of infringement events.

For the selection of cartoon modeling, refining and reorganization is a very suitable design method. On the original basis of modeling according to the cartoon modeling expression and performance basis to design the refinement of modeling, from modeling lines, expressions and the most classic action refining, according to this method can be refined more in line with the enterprise's cartoon modeling. Followed by the restructuring, reorganization is based on the basic requirements of the object, through the drawing technique, hyperbole, or personification cartoon modelling of the production process, this kind of goal oriented design process, not only can satisfy the demand of design itself, also can satisfy the need of the spread of different media, and make the enterprise have the card model not only has the characteristics of the original cartoon modelling, It also has new distinctive features.

## 3.2. Application analysis of basic element design

VI design is logo, font, standard color, auxiliary graphics and other elements, in addition to the composition of the elements, but also need to achieve unity in the overall design style and visual effects, in line with the corporate culture design positioning and development, clearly express the values of the corporate brand.

### 3.2.1. Choice of color

In the design technique of VI, a very important point is the use of color. Color is stylist according to design goal and style orientation will decide, the use of color is full of subjectivity and need strict rational sex. The color in cartoon not only contains the color itself, but also contains the character and style characteristics of cartoon modeling in the color. Such color is full of symbolic and emotional recognition.

Therefore, in the color selection of VI design, the selection of standard color and design auxiliary color can directly refer to the original color in cartoon works and directly apply it to the VI design of the enterprise. However, it should be noted that some abandonment and redesign should be carried out in the process of quotation, so as to better conform to the personalized visual expression of current design works.

The standard color in VI design of "eclipse" is green, which is more transparent and represents health, and makes people more likely to have emotional identification. In line with the brand culture of service health concept. Green is the color closest to nature. People generally prefer the color with high brightness, and also have the yearning for nature. The application of green in the design of the solar eclipse light food pavilion is easy to arouse psychological resonance among consumers.

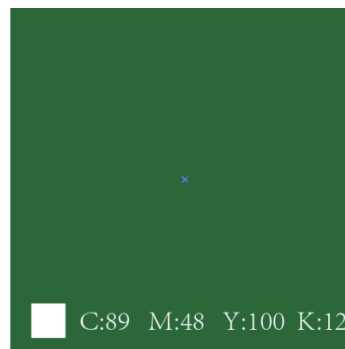


Figure 5. Selection of standard color (drawing from self)

### 3.2.2. Auxiliary graphics selection

Auxiliary graphics is an important part of VI design. The main role of auxiliary graphics is to complete the design better with the main graphics, so as to reflect the uniqueness and integrity of the brand. In the process of logo design, in addition to the use of the main graphic symbols, the frequency of the use of auxiliary graphics in the design process is also quite high, in addition to the main graphics, VI system, it can also be used as auxiliary peripheral works in the main graphics, appear in the design. The use of auxiliary graphics is flexible, as long as the overall design of graphics and style is unchanged, auxiliary graphics can be used with the logo through design techniques appear anywhere in the design, in order to achieve the desired design effect. The auxiliary graphics of the "Eclipse" light food pavilion mainly come from the graphics in the logo. Like ICONS, auxiliary graphics are rendered using cartoon characters. The color of the auxiliary graphics is cartoon and dynamic, which is in contrast with the logo of a single color, so that VI is full and consumers have a sense of appetite, as shown in Figure 6.



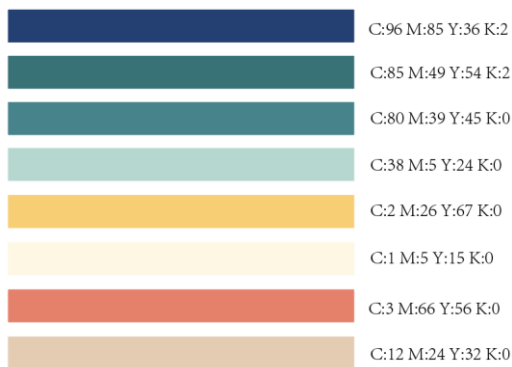


Figure 6. Color selection of auxiliary graphics (from self-drawing)

### 3.3. Font selection schematic

When selecting the font of the solar eclipse Light food museum, in addition to the recognition and recognition of the font, we should also pay attention to the core concept of the creation of the museum is simple, healthy and relaxed. So the font should not be too regular, serious. Can be used in a recognition, on the basis of a more relaxed, lively font used for the design of the vi, as shown in the figure, the figure of Chinese fonts used in the "round" adopt "circles" in English font can be reached a clearer recognition and identification, can also meet consumers' aesthetic orientation, lovely features agree with cartoon modelling, as shown in figure 7.

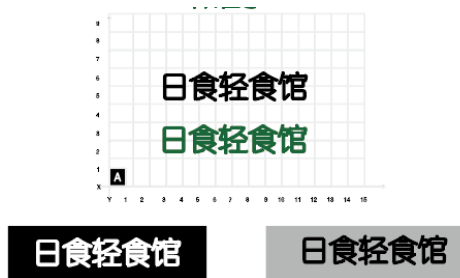


Figure 7. Schematic diagram of font design (drawing from oneself)

## 4. The trend analysis of the application of cartoon elements in the future

Enterprise as the change of The Times, its own culture and the multi-level multi-dimensional transformation, and the food related cultural enterprises and other enterprises, food culture related enterprises need to have more health, culture, creativity and regionality, and these features make the public basic status of enterprises, these characteristics has become a cartoon modelling and the enterprise can be the basis of symbiosis.

Compared with other enterprises, the development of food culture enterprises has advantages in that its visual language features are easier to attract people and bring pleasant experience to the audience. The characteristics of the enterprise have its artistic charm of entertainment in terms of image, style and expression. Peng Jianping. Cultural Deliberate Study on Contemporary Cartoon Design [D]. Hunan. Hunan University. 2006. 33 - 34. These characteristics also promote cartoon modeling to be combined with the cultural background of the enterprise in different ways of expression, so as to better serve the shaping and publicity of corporate cultural characteristics.

## 5. Conclusion

This article through to the cartoon modelling overview of cartoon modelling literature related to the use of exploring and understanding, through the classification of the cartoon characters, cartoon modelling characteristics and application of enterprise can be analyzed spent, cartoon modelling characteristics can be divided into happy, culture, innovation, comprehensive, and found that because of cartoon characters with the above characteristics, can be better combined with enterprise culture, It makes it possible to apply cartoon modeling in enterprise VI design.

Found in the second post cartoon characters use on the basis of enterprise vi design possibilities, to find the corresponding application methods, through the method of literature investigation, case analysis and so on, the cartoon characters found will give in the concept of brand, sexual pleasure of culture in the brand marketing planning, application of cartoon characters and entertainment spirit in enterprise vi design, Are successful use of cartoon modeling in the enterprise VI design method. In the design process, through the refinement and reorganization of cartoon modeling design methods, the design expression of cartoon modeling can be better integrated.

Finally in solar light food hall, for example, the design part from basic elements were analyzed, and based on the eclipse of the sun light food hall aided graphics, color selection, symbol using various ways, such as successfully designed a set of suitable for solar light food pavilion, vi design, final design results analysis design deficiency, looking to the future of cartoon modelling using outlook, It is hoped that the happy elements in cartoon modeling can be transmitted to more people through the application of cartoon modeling in the design form of enterprise VI.

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