

Research on personalized design of facial expression package based on network perspective

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Abstract: The development of network technology and the popularization of smart phones promote the rapid development of new image production technology. Network expression is a unique visual carrier of information dissemination based on network culture. Nowadays, in the major network platforms, facial expression packs have emerged in large numbers and gradually become a new communication tool. We are gradually moving towards an era in which images replace language. The arrival of the personalized era also reveals the inevitability of personalized design of network expressions.

Keywords: Network culture; Emoticon; Personalized design.

1. The Origin and Development of Expression Packets on the Internet

In 1982, Professor Scott Farman of Carnegie Mellon University in the United States created the character symbol ":-)", which is considered to be the ancestor of emoticons. In 1999, a Japanese company created emoji emoticons, which were used in mobile communications. In mainland China, Tencent QQ 2003 launched a set of emoticons and began to be widely used by users. It is also believed that the facial expression pack originated from the "Rage Comic" which appeared in 2007. From the mass media era to today's social media era, the development of online expression packs has experienced various forms of evolution. From abstract to concrete in form, from static to dynamic, from single to multiple, it has experienced a constantly updated development process.

2. Domestic market demand for online expression packs

2.1. Domestic Internet Background

As of March 2020, the number of Internet users in China has reached 904 million, an increase of 75.08 million over the end of 2018, and the Internet penetration rate has reached 64.5%. Affected by the epidemic, the number of users and utilization rate of online entertainment applications will increase significantly in 2020.

2.2. Current use of expression packs

The domestic expression pack culture has developed rapidly. Expression packs are not limited to the expressions that come with social software. Young netizens continue to collect and forward creative expressions, resulting in a large number of expression packs on the Internet with famous people, film and television animation screenshots or popular words as the theme.

3. Individualized demand of expression pack design

3.1. Concept of personalized design

Personalized design is a kind of design theory that aims at

different individual needs of users. The real formation period of personalized design is after modernism design. In the later period of the development of modernism design, people began to realize the importance of personalized design, and designers began to reflect on the neglect of modernism design to human personality. In recent years, the people-oriented design concept is more and more recognized by the public, and the design is more and more focused and inclined to reflect the uniqueness of people. Personalized design is a process of creative realization based on the designer's obtaining the needs of target users, which can meet the psychological needs of specific groups and reflect the personality characteristics and value orientation of the audience. In general, personalized design leads the development of contemporary design trends.

3.2. Personalized Design in Expression Pack

From the birth of facial expression bag abroad to its rapid development after its introduction into China, personalized design plays a crucial role in promoting. The designer endows the expression package with unique personality characteristics through color, shape, action and expression, and carries out personalized emotional transmission. The network culture and artistic trend in different periods can be reflected in the popularity of the use of network expression packs in the same period. The spread of network culture also affects the personalized design of expression packs.

3.3. The Role of Personalized Design in Expression Pack

Unique and personalized network expressions can enrich the emotional communication of network users, and words have certain limitations in the process of user communication. However, network expressions are not bound by language and words. Netizens can choose corresponding expressions for communication according to their personalized needs; Personalized design can enhance the entertainment of words and activate the atmosphere by shaping the humorous shape of facial expression package and grasping the current popular topics on the Internet; The production and dissemination of network expressions with distinctive regional culture by netizens around the world can promote cultural exchange and dissemination to a certain extent; Personalized design can meet people's personalized needs; The early online expression

was a little stiff in design. In recent years, more and more netizens have joined in the production of expression packs. The spread of personalized ideas has improved the artistic beauty of expression packs.

4. Analysis of popular expression packs

The expression package is generally presented in dynamic or static form. The early network expression image is relatively simple. With the development of the network, the network expression gradually presents diversified and personalized features.

In the contemporary society with jumbled information, most people are tired of fine and complicated things and prefer simple and pure works. This is also reflected in the use of expression packs. Almost all popular expression packs appear in simple and simple shapes.

Take "Xiaoqiao Baobao" as an example. "Xiaoqiao Baobao" is a kneeling white villain with a round head and a smile on his face, which generally presents a cute, silly and innocent personality image. On the whole, the modeling lines of the cute baby are simple and smooth; Simple expression and action language; The uniform use of white color shows a simple and cute image with strong personality characteristics.

Another popular expression pack, "Tusky", is widely used by people because of its vivid, interesting, simple and lovely image characteristics. This expression pack has a distinctive personality. It is ornamental, entertaining and innovative, and was once favored and pursued by netizens. "Tusky" mostly appears in the form of continuous motion pictures, which are very funny and humorous. The action language is rich in exaggeration, and the facial expression is weakened to a certain extent. In the process of communication, people can use this expression pack to do some exaggerated actions that they dare not do in ordinary days, to meet the personalized psychological needs, and also show their friendly and humorous side to the communication object.

5. Communication mode of network expression pack

5.1. Network social platform

WeChat, QQ, microblog and other online social platforms are widely popular in China, and they are often used as online communication tools in social activities. In addition to the system's own expressions on social platforms, users can upload their personalized expression packages to some social platforms, making the spread of online expressions richer and more convenient.

5.2. Establish brand image

Brand image refers to the unique personality characteristics of a brand in the public mind and in the market. In order to enhance brand recognition and bring good publicity to the brand, we can try to design an online expression that conforms to the image of the brand itself.

5.3. Online video games

Online video games can realize the connection and interaction between players through the Internet. During the game, players communicate through the chat window and send facial expression packets to each other, which not only saves time for text input, but also improves the entertainment of the game.

6. Personalized design principles of expression packs

6.1. Determine character personality

If you want to create a complete and unified personalized expression package, you must first think about the character personality, determine the character personality, figure out and shape the character personality, endow it with vitality, and shape the image according to the set character personality, so as to create a unified and harmonious expression and attract more audience users.

6.2. Simple modeling language

When designing emoticons, try to use simple and smooth lines, and use the facial features in the series of images

To depict different expressions and express different emotions. In addition, fluent and exaggerated body language can also express personality vividly. Convey emotion and create a simple but strong expression image. In order to make the expression package more unified and the theme more prominent, we should try to avoid the simultaneous appearance of facial expressions and body movements. Only using facial expressions or actions can avoid the occurrence of fuzzy and mixed information and improper transmission of personal emotions.

6.3. Use exaggeration

On the basis of simple modeling, exaggeration can be appropriately used to magnify or weaken the facial features of the characters and highlight the expressions of the characters, which can make the orientation of the expression package clearer and the theme more prominent.

6.4. Harmonious color matching

In visual communication design, color is a crucial part, so color also plays an indispensable role in network expression design, especially in shaping personalized image. Different colors can bring users different emotional experiences. Proper color matching can bring effective visual appeal and impact, and enhance the artistic beauty of expression packs.

6.5. Properly integrate into network culture

With the rapid development of the Internet, more and more people participate in it

The culture is also developing constantly, and a variety of network terms emerge one after another, which greatly affects the thoughts and scripts of netizens. As a tool used by people in daily communication, expression packs are also greatly influenced by network culture. Nowadays popular expression packs must conform to the current network trend. Therefore, if you want to make expression packs with a wide audience, you must properly combine some currently popular online topics and popular expressions.

7. Lack of systematic teaching of animation expression package design

The lack of systematic teaching of animation expression package design leads to the lag of teachers, teaching equipment, textbooks, etc. Since the Ministry of Education and the State Language Commission released the Report on the Living Condition of Chinese Language (2017) in 2017, and the facial expression pack was selected as one of the top ten new words of Chinese media in 2016, the facial

expression pack is still popular. This is a borderless image of people to people communication based on the Internet for more than ten years. It shows that anime expression packs have been widely used, with popularity, entertainment and humor, and across any language barrier. At present, the use of animation expression packs is more and more diversified and serialized. The change of convenience is faster and faster, and the expression methods are ever-changing. At the same time, there are spoofs, grotesque, boring, aesthetic, dynamic and static. Some even infringe copyright and plagiarize seriously. What is more serious is that some expression designs are even vulgar and lack aesthetic feeling. This needs to start from the source of design education. Carefully plan the curriculum of animation expression design package to form a systematic teaching. The animation expression design package looks like a common activity for mass collective entertainment. In fact, it contains a comprehensive embodiment of sociology, design aesthetics, marketing, psychology and social values. At present, there are few courses directly named after anime expression package design in colleges and universities. Most of them attribute expression package design to anime character design. In this way, there are only a few simple expressions in the expression package without systematic research and full and deep expression. Without a systematic curriculum, students can only learn superficial knowledge about facial expression package design. In the future, they can only do repetitive and innovative design work in this field, which can not meet people's growing pursuit of new visual enjoyment, nor the creative ability required by the animation industry. So. At present, the animation expression package design course needs to be set up in the entire animation design education system to refine the relevant design teaching content and supplement the systematic setting for the integrity of the animation teaching system.

8. The design concept of animation expression bag is mixed

At present, the design concept of animation expression packs is mixed and ambiguous. The basic conditions for professional teaching are not enough. It is necessary to systematically clarify relevant knowledge concepts, creative steps, style types, forms of expression, communication channels, etc. For example, the expressions that were once popular all over the network, including the expression of Secretary Dakang, Fu Yuanhui's "power of the wilderness", Yao Ming's face, and the expression of Curator Jin, were all derived from real life pictures, activities, films, and television. They were first spread in images or pictures, and then expressed in the form of creative cartoons. Finally, there are even simple dynamic videos. But there are many expression packs that directly deal with simple and crude technology - the next picture is regarded as the design of animation expression packs. This kind of expression bag will pollute public vision. It will exert a subtle influence on users' aesthetics. The professional courses of many colleges and universities replace the animation expression package design course with the content of technology processing life pictures, activities, film and television screenshots. CG is the general name of all computer graphics technologies, as long as they are created through computers. Are collectively referred to as CG. It can be subdivided into digital photography, animation and other contents. thus it can be seen. The learning of this part is based on technology, which is essentially different

from animation expression package design. So. It is not only necessary to clarify the concept of animation expression pack design, but the entire expression pack creation is built through concept and creativity. If only technology replaces creativity, it will lead to a mixture of design concepts of the two. Ambiguous. At present, the basic teaching conditions of animation major in colleges and universities across the country, such as teachers, teaching equipment and textbooks, are relatively backward, which will directly affect the cultivation of animation talents. Some teachers' guidance is not in place, and the lecture content only stays at some technical level. However, the teaching equipment required for students' learning can not meet the professional needs after enrollment expansion in terms of quantity and technology update. The textbooks used in the design of animation expression package are mainly animation professional textbooks. They are basically designed with several conventional expressions of animation characters, such as joy, anger, emotion, fear and surprise. There is no special standard textbook for the design of animation expression package. The design concept of animation expression pack is unclear. Promoting teaching when the basic conditions for professional teaching are insufficient will waste teaching costs and resource space. The inferior products designed also affect the social environment.

9. Unclear market positioning of animation expression pack design

In 2018. The monthly live data of WeChat has still reached an amazing 1 billion. With the active and rapid development of mobile Internet social networking. The use of anime expression packs has broken records both at home and abroad, according to WeChat data. More than 20 million people visit the express store every day, and more than 140 million people visit the store every update day. Some of the best expression packs were downloaded and used more than 2 in the first week. More than 5 million times and more than 150 million times. These data indicate that. If an excellent animation expression package can resonate with users, it will be used and disseminated by more than 100 million users on the original IP. Animation expression has naturally become commonplace in people's chat. Some animation expression packs have even become "social blockbusters". Example 1. The animation expression pack "Cat's Daily" (as shown in Figure 1), which was suddenly popular in 2019. It is spread through WeChat expression platform. Animation expression packs have become the most active animation products in the world, and businesses have long found that these small animation expression packs are a blue ocean market. However, at present, China's animation facial expression package derivatives development industry chain is still in the primary stage. The teaching system of colleges and universities for this facial expression package course has not been effectively launched, but the market always promotes the corresponding teaching reform to adapt to the market. The design of animation expression packs is usually not clearly defined in the market and has no value for derivative development. The expression pack derivatives that have not been developed through market research and art design are often too popular and lack of personalization, so they can only be put on the market for a short time with little effect. This requires designers to do more feasible research and exploration on the personalized design of animation expression package

derivatives. Find the right market position. Develop popular products that users like. According to the animation blue book "China Animation Industry Development Report" issued by the Industrial Economy Research Institute of China Animation Academy. The annual average production of animation and animated films in China has ranked first in the world. Each animation may generate animation expression packs, which are very large. At this time, accurate market positioning and design and production quality requirements play a key role. Female 1: Nearly 50 'fZ was released in 2019, and the role expression of Nezha's Demon Boy Comes to Earth at the box office was original enough. Accurately positioned in the mass market. The promotion of its expression pack is popular with the public. Animation expression package is an important part of animation culture industry, which promotes the design of animation expression package to enter the market and develop derivatives. Good market and expression pack design and development are well combined, which is to contribute to the entire animation industry. in summary. The teaching of animation expression package design lacks systematic settings, and teachers, teaching equipment and textbooks lag behind: the design concept of animation expression package is mixed. Ambiguous, insufficient basic conditions for professional teaching, unclear market positioning, etc. We can see that the development of animation expression package design in animation education major in China is not perfect. There are even many empty bags to add. Animation expression package design should have a place in the animation teaching system. At the same time, it is closely related to the healthy development of the animation market. It is an indispensable part of the animation culture industry.

10. "Expression has no borders" animation expression package design teaching

The teaching of animation expression package design has improved. In the Internet era, the animation industry has ushered in an unprecedented development opportunity. As an important part of the animation industry, animation expression package design has developed from a simple form of Douyu entertainment to an industrial form of WeChat expression, expression package derivatives development, etc. The employment platform and working methods of designers engaged in animation expression package design have also undergone tremendous changes. But in fact, the rapid development of animation expression pack design industry and the delivery of educational talents cannot be matched. The lagging animation education form cannot keep up with the market demand. The knowledge structure of dynamic immersion talents is unitary and the market positioning is chaotic, which makes it difficult to improve the animation expression pack industry.

11. The carrier of traditional festival culture is becoming more and more informative

In today's traditional festival culture, the profound meaning of traditional festivals and the festival atmosphere inherited from ancient times mostly function on the material carrier. Take a few examples: the unique decoration tradition, supplies, food, clothing and other holiday items of the festival

are the dimensions of the traditional festival atmosphere in an all-round way. A variety of unique things used to celebrate festivals and related traditional festival ceremonies are tools to strengthen the influence of traditional festivals. No matter in which historical period, the cultural functions of traditional festivals are based on social needs. The China Internet Development Report released in 2018 shows that the number of Internet users in China has exceeded 770 million, including 720 million instant messaging users. The rapid development of social life on the Internet has been driven by the popularity of instant messaging tools. Social networking through the Internet has become a very important way of life for contemporary people, especially young people. WeChat, QQ, Zhihu, Hupu, Weibo, Tianya, Tieba, Douban and other online social software or forums are the platforms that modern people rely on for their online social life. In the information network society, the proportion of online information in people's daily social interaction and education shows a rising trend year by year. The carrier of traditional festival cultural life shows the characteristics of higher and higher informatization.

12. Traditional festival expression package is an important expression in modern online social life

The expression pack about traditional festivals is a new carrier - it is a new form of inheriting traditional festival culture, and it is the emergence of online social development driven by information technology at a special stage. In the traditional social life, language and expression were the main force in chatting. Now they have been replaced by emerging online text symbols, audio and video, and various visual languages - facial expression packs are one of the most important. The visual language in the social networking platform is diverse. For example, network symbols, GIF, long pictures, emoticons, etc., of which network expressions occupy the dominant position. In a broad sense, the expression pack is composed of non-traditional text information groups such as images, cartoons and Martian characters. Emotion packs are used as symbols to express feelings on Internet media - they are composed of text, video, symbols, pictures and other various elements. It is also an emerging nonverbal symbol presented to the general public through visualization. If we look at this emerging thing from the perspective of visual decoding, we can say that it is a network language of other forms, which also makes expression more vivid and vivid.

13. Discussion on the Design of Festival Folklore Expression Pack in the Context of Network Social Communication

Nowadays, the focus of people's social life has shifted - the Internet has become the unquestionable subject. As a very important part of people's daily life, traditional festival life has also shifted with the shift of the focus of social life, and part of this has shifted to the Internet. No matter what age we live in, traditional festival culture is bound to need a carrier to carry forward the past and usher in a new era, which is an additional form of existence excluding memory and spiritual aspects. Today's research object - the traditional festival expression package in the social life of the Internet is the new

carrier on which the inheritance and development of the traditional festival culture in contemporary society rely. As a new carrier, the content and form of the traditional festival expression pack not only have the characteristics of traditional festival folk customs, but also have the brand of modern Internet social life. The difference between the formation of other traditional festivals and folk customs relying on the spontaneity of the people and the historical promotion is that the traditional festival expression package in the social life of the Internet comes from a wide range of sources, and all Internet users can participate in its design and creation, which also has the credit of many professional designers. Professional design and creation personnel

14. Conclusion

The online expression pack has greatly improved the communication quality of network users with its relaxed and humorous image. In the future, the expression pack may not only be limited to a chat tool used with words, but also become a new social means instead of words. The personalized design of expression packs combines human expressions with other interesting images, and transforms them into more eye-catching new images, enabling users to accurately capture each other's expression information, and meeting users' psychological needs and emotional expression needs. With the vigorous development of the Internet, more and more netizens participate in the team of making facial expression bags. A variety of creative personalized facial expression bags appear with distinctive personality characteristics. The personalized design of network expression is a breakthrough in innovative forms, which can enable the public to quickly find personalized customization that meets their emotional needs. The personalized development of expression can promote the unlimited cultural

exchange and information dissemination of people, so that the future network user communication will break through the traditional boundaries, break through the shackles of traditional concepts, and have more unexpected possibilities.

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