

## Research on Design and Development of High Quality Animation IP

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**Abstract:** for studying the design and development of high quality anime IP, this article will analyze the definition and types of anime IP, and explains its development present situation, the industry chain structure and related design direction, understand the high quality animation design and development of IP method, through the analysis, design and development of the current high quality anime IP, should attach great importance to the interest of user community orientation, through a variety of ways to work again, to be able to make the IP widely recognised, forming quality of IP. Through this research, the design and development of high-quality animation IP, it is difficult to achieve, how to get the masses of recognition and love, is the key to the formation of high-quality IP, so in the follow-up work, to abide by this principle, focus on the group interest orientation analysis, to provide a basis for the design and development work.

### 1. Introduction

In 2016, 62 Chinese and foreign animation films entered domestic cinemas, with more than 220 million moviegoers and a box office of 7.05 billion yuan. Among them, 3.909 million domestic animation films were screened, with more than 70 million visitors and a box office revenue of 2.343 billion yuan. China approved 182 animation films, an increase of 42 over the same period last year. Animation IP has become a hot word in the development of animation industry. In the Internet era, the value of animation IP is endowed with greater vitality, IP mining and development is accompanied by the realization and reproduction of a large number of content and creativity, forming a certain scale economy system, is the re-value of the original value. Content is the core element of high-quality IP, how to create and develop into the realization of animation IP value. According to statistics, 2016 secondary yuan users more than 200 million people, among them, the secondary core users reached 80 million yuan, and the user are called "otaku", that is made up of core users type fan group, under the background of the current development of otaku has become a huge and far-reaching subculture community, and around the "otaku" IP development work is also more and more interest orientation, indirectly from the IP based development mode, namely the play list, according to a 2016 Chinese play network top 10 works mostly adapted from a novel IP, at present, this trend also extends to the cartoon industry, The adaptation of animation IP has also become a new exploration direction in the cultural industry. With high-quality IP as the starting point, it can be extended to different levels to trigger re-creation, so as to develop a series of content products with different forms and even cross boundaries.

The following will take high-quality animation IP development as the background and focus on the interest orientation of "otaku" groups to discuss the adaptation mode of domestic animation IP. From the perspective of analysis of domestic animation IP adaptation mode, there are roughly three overlapping fields, such as film and television, games and derivatives.

### 2. Definition and development of animation IP

Definition and type of animation IP

IP can be a traditional classic content and symbol, but also can be a new form of creation, can be widely used in animation, music, film and television, games and other fields. Valuable IP can usually cause the heat effect of the market and the emotional resonance of users. With the rise of IP

concept, it has become the main concept and mode of developing animation products. From the perspective of types, animation IP can be divided into three categories: the first category can be called public IP, which is regarded as free and free to use elements. This kind of IP comes from classic works, the contents of which are familiar to people, and they have a certain affinity to the characters and plots, such as sun wukong in journey to the west, Snow White and mermaid in Hans Christian Andersen's fairy tales. The second type of IP can be called proprietary or proprietary IP, which cannot be used for free. Such IP rights because for a long time, generally is a series of or a set of cartoon style of work, the inside of the cartoon characters are more familiar, such as Disney's Mickey Mouse, Donald Duck and the vine is not two bear in the works of doraemon, hayao miyazaki works inside of my neighbor totoro, domestic cartoon "pleasant goat and Wolffy" the inside of the cartoon characters, etc. The third type of IP can be called own IP, this type of IP is in zero accumulation on the basis of a new, namely people never heard of, but after being created, are well known and loved, a typical example is the inside of the vampire slayer demon "little monsters, hu but such IP over time and the deepening of recognition, can also be gradually in the second category of IP [1-3].

### 3. Animation IP industrial chain structure

Animation film and television and cartoon publishing are the core content of animation industry. From the perspective of structural layout of animation industry, the design, development and sales of many derivative products, such as toys, clothing, stationery and food, are derived outside the core layer of content, and extended to theme parks, tourism and expos. Although the current research on the animation IP industry chain has a variety of interpretations, but the content, that is, "creative" is the head of a consensus can be reached. Animation IP industry chain is mainly divided into upstream, middle and downstream three parts. Animation content, that is, creative animation IP industry chain in the upstream. The main forms of products are novels, comics, animation and animation films. Animation and animation films adapted from novels or comics are in the middle of IP industry chain. Because adaptation is still the core content of animation, and the cost of adaptation investment is lower, but it can have greater communication coverage, so it belongs to the middle of the form. Derivative products such as games, toys and live-action entertainment theme parks are located in the downstream of the industrial chain and can realize multi-channel realization of IP value. Figure 1, 2 animation peripheral products (pillow, venue) [4-6].



Figure 1 Animation peripheral products (pillows)



Figure 2 Animation peripheral products(venues)

#### 4. Otaku analysis, namely IP adaptation development mode

##### Identity definition

In their native Japan, the word "otaku" has become more neutral, and some young people are proud of it. In the domestic cultural context, "house", on the one hand, breaks away from the two-dimensional culture and becomes a popular Internet phrase. "Otaku" is the same concept as "otaku". "otaku" is often misunderstood as someone who refuses all social activities, stays at home all day, indulges in the Internet, and is lazy. The formation of stereotypes affects people's cognition of "otaku". Such "otaku" can only be described as a life attitude and way of existence, rather than the definition of "otaku" introduced from Japan to China. Otaku refers to a group of people who have a passionate interest in ACG culture. For example, the theme song of online emoji "jiang xiaohu" cooperating with Lunar female group "go home tiger" is a successful endorsement for Chinese otaku, attracting numerous fans. In the field of animation culture communication, otaku is the carrier of cultural value and plays an important role in the generation of animation subculture. Even if people of the concept of "otaku" had certain learning and understanding, influenced by Chinese traditional animation, animation tsunami tendencies in social cognition domain remain, adults watch anime is considered childish and unproductive, therefore, the Chinese animation industry on the docking products production and consumption people always there is a deviation. In recent years, as Japanese anime spread all age and the rise of the Chinese network original cartoon teenagers has increasingly become the mainstream of anime to watch and consumption, and gradually form a fan type otaku, namely into one or one kind of anime IP, willing to pay time and money, willing to resource sharing, gathered for a specific group of ACG fans. Fan-based otaku play a positive role in promoting the development of the whole animation industry. They play multiple roles. They are readers, audiences, players and the protagonists of the second world. At the same time, as well as consumers, they will invest a lot of time, money and effort to buy ACG products, and other derivatives, more importantly, they are accumulated many experience became a production and creators of ACG industry, is not only the audience, and disseminator, organize a large COSPLAY, fan and other activities, formed the subtitle group, online translation incoming widely in Japan, the other lovers with lower cost into the perfect "secondary YuanShiJie", make "otaku" this group is more and more big. It is the strong practical spirit of otaku that blurs the distinction between communicator and receiver, producer and consumer, creator and connoisseur, industry and career, so that otaku culture has strong centrivity, creativity and spreading power. FIG. 3 and 4 are animation hands and COSPLAY[7-8].



Figure 3 Cartoon Manual



Figure4 COSPLAY

## 5. Interest orientation analysis

Anime IP promotes the identity of fan otaku. "Otaku" in otaku does not mean "stay at home" on the physical level, but rather "self-space" on the spiritual level, a need for spiritual satisfaction. "What otaku lack is just traditional face-to-face communication, shifting the field of interaction from real space to virtual society." Out of the imagination and fear of the adult world, many teenagers are immersed in the weird and bizarre world created by the quadratic element, in which they realize their dreams, make friends and interact, meet their spiritual needs, and in turn affect their perception of the real world. Take the "post-90s" and "post-00s" otaku as an example. Most of them grew up in the era of material abundance, and their consumption willingness and ability are significantly higher than those of their predecessors. This new force can contribute all their living expenses to support the development of their desired IP, such as collecting cartoon character models, attending comic con, watching concerts, etc. At the same time, the category of animation consumption is increasingly broad. With the development of animation IP, key characters, core concepts and visual images will be marketed through various channels in order to spread in a larger scope. Fashion district in the anime shop dotted, such as the classic cartoon detective conan "naruto" in "one piece" character posters are anime fans fully, conceptual theme restaurant also bustling, COSPLAY activities emerge in endlessly, simulation models and other peripheral products, such as clothing, dolls, props, etc are hot sales, including fan type otaku is the main consumption [9].

### Analysis of IP adaptation mode

High-quality animation IP adaptation and development mode can be divided into two parts, namely domestic animation IP and film and television field adaptation, domestic animation IP and game field adaptation, the specific content of the two parts is shown below.

#### (1) Domestic animation IP and film and television adaptation

Our country "the cartoon changes the reality network drama/television drama" outstanding representative "qin shi mingyue" and "painting the river's lake's bad person" two works in the last two years sudden emergence, harvest many pursue after. Adaptation of the same cartoon reality network play "bad people of painting river's lake" at the heart of broadcast quickly captured the large crowd, the original play huge fan base, and the net play a career-best height reduction of the cartoon characters in the original, through anime characters play director to find actors, even the voice team enable anime player-wise, makes every effort to restore in all aspects of animation began a battle sword fight blood quack. Similarly, the current stage of "diffuse reform" development also needs to take the theme as the starting point. From the perspective of subject matter, there are a lot of options to choose from animation works. Among them, the animation works with campus youth and pure love as the theme are very close to real life, and the success rate is even greater when adapted into film and television works. Blue book by tsinghua university, the media group of "China's IP - top 10 influential" list, select have public IP, film and television projects through a series of evaluation on the list, topped a list of the article of the diffuse type manga cartoonist old Sir's writing is 19 days, the cartoon will be "film" in the near future and meet fans [10]. Picture 5 cartoon characters in 19 days.



Figure 5 Cartoon Image of 19 Days

#### (2) Domestic animation IP and game adaptation

IP in gaming, the choice of anime adaptation development also follow the certain principle, the domestic animation "bad people of painting river's lake" RPG mobile game is made of the same name of this interpretation: select high-profile anime IP, this not only helps to quickly get the user to reduce costs, but also on the game downloads have certain help, anime fans to step in as a user to make the sense and gelling degrees are strengthened. Mobile game "bad people of painting river's lake" in the login App Store payment list for four hours after the summit, after the cartoon aimed at 90 users as the core audience, in animation broadcast in the process of combining patch advertising promotion for mobile game, such as increased in hand in the swim at the same time and anime story complementary revealed eggs, making hand play home can complete the task in the game and learn about the animation of the unknown story, this kind of animation and game double parallel, depth combined with adaptation model also accelerates the pace the operations of the IP products. Figure 6 painting the bad man in rivers and lakes animation image.



Figure 6 Animation Image of "Drawing the Bad Man of the River and Lake"

## 6. Conclusion

The comprehensive value of IP lies in the cultural artistry of creativity, the derivative of content and the aggregation of fans. Nowadays, high-quality IP has become a tangible and valuable asset, and this value can be added in the continuous derivation of the value chain, and new economic value is constantly generated in the market industry chain. However, the new business operation model of "fan economy + cross-border integration" brings huge market profits. If content development is not paid attention to and IP is consumed excessively, the animation IP industry will not only become a thing of the past, but also may cause otaku who focus on innovation and construction to lose their subculture position. Therefore, the sustained and healthy development of animation IP economy not only depends on the support and consumption of fans of otaku, but also needs to be based on the accurate development of adhering to the content king, pursuing universal values and paying attention to the real world. On this basis, the rational use of animation IP adaptation mode will be a multi-win way across the field.

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