

## The Intelligent Product Design and Cartoon Emotional Concept

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### Abstract

The paper describes the style and characteristics of the intelligent product design, analyses the main reason why intelligent electrical appliances can be so fashionable throughout the world by going through the intelligent product design from three aspects, harmonization design, new high technology, reasonable man-machine, and humanization design, at the same time, it points out the secret of the intelligent product design leading position from its cultural connotation and scientific and technological content and cartoon emotional concept.

### Keywords

Intelligent product design; Intelligent electrical appliances; Humanization design; New high technology; Cartoon emotional concept.

### 1. Introduction

It had become one of the people's most favorite media propagating forms. It also had wide applications on TV anime, intelligent movies, computer games and so on. Animation movies have expanded greatly since the expansion of CG movies, the network intelligent has already become a kind of intelligent development trend that more and more people have paid close attention to. Grand production with high viewing rate, it plays an important role in propelling every country local animation industry. The industrialization mode is becoming the mainstream of the world animation development. Under the developing tendency of contemporary intelligent and animation industry product of intelligent commodity had already become an important part of the industry chain. The development of the intelligent product design was more than a requirement of the intelligent & animation industrial layout, furthermore it was a market which was based on the consumers. For example, the Transformers: Animated commodity line merges the more fluid, expressive design style of the intelligent with extremely pose able robot forms; Intelligent washing machine and smartphone were the highest selling character commodity in China; Year with Chinese characteristics unique intelligent form, practical and yet cute; Every Japanese nursery school had intelligent formative school bus. The product owned intelligent style, smart and exquisite. Its operation was simple and it was safe. The intelligent images had become the mainstream creative element, which close to the taste of young people.

### 2. Influence of Native Culture on Its Product Design

Countries of Asian share a common ancestor and some interlinks in culture. Chinese, having excellent cultural tradition, was one of the representatives of Asia's oriental civilization. Similarly, subjecting to positive infection in this powerful culture atmosphere, Chinese people had implemented the essence of their native culture into design works by paying attention to sedate, generous, clean and neat design. This culture directly reflected in the guileless and sedate design of Chinese intelligent products, integrating the commodity design with Chinese culture. This was why the Chinese culture is exquisite. For example, the Zodiac, year with

Chinese characteristics unique intelligent form, panda's image, the Monkey King and folklore heroes.

Japanese electrical appliances product had high content in science and technology, an advantage which was obvious around the world. Japanese brands had successfully invaded in the Europe and America market, and competed with some developed countries' brand names, such as Sony and Panasonic. Their goods had advantages with deep cultural background, strong ethnic characteristics, high contents of science and technology, and with exquisite comprehensive man-machine consideration. This was why Japanese products could enter into the global market early, because they were people-oriented. For example, Sony electronic products in many ways, robotics combines two of Japan's biggest cultural crushes, technology and animation.

South Korea intelligent product had taken full advantage of influence from lovely culture. In today's society, fashion had a great influence on commodity design. People's social psychological characteristics change along with the social life conditions, resulting in some impacts in traditional thoughts. Lovely fashion conforms to this condition. Lovely fashion was popularly called "chao culture" nowadays. "chao", English meaning was "lovely". Now, the meaning of "chao" had been extended to pure, pure brilliant, cute, and recently been enlarged unlimitedly to sweet, immature and intelligent. "chao" was a new attitude of life. It was fun, young, energetic, lovely, beautiful, happy and sunshine. Esteemed for "Lovely fashion", Korean intelligent products had entered the Asian market, and a unique consumer groups had been cultivated, forming a unique "chao generation". For example, Samsung electronic products, intelligent electrical appliances, trash can robot References, see Figure 1 and Figure 2.



**Figure 1.** Inductive garbage can of Mickey Mouse



**Figure 2.** Intelligent washing machine of Donald/duck

### **3. Harmony Design of The Intelligent Product**

The intelligent product design not only available, which was useful functionality, but also applicable for the use of performance comfort, the atmosphere pleasant and caring about the

special groups, such as the children. It is harmony between Children and electrical appliances. Thus, in the design requires the integration of processing technology, materials, and other factors, according to ergonomic principles, electrical appliances and Children physical features and psychological characteristics of coordination, the key design in the course easy to get, well placed, easy to use and the use of the psychological experience, to make the intelligent product scale appropriate thickness appropriate, the mechanism of natural, material suitability and so on. For example, the sectional was beautifully styled, they were the best because if you got all four or five of the daily necessities together, One of the best Transformers electrical appliances ever. This was single product itself of parts, components that constitute the system of coordination, including shape, size and connectivity between each other, which also contains the line style between parts, proportions and color matching, the efficient operation and utilization of products lie in the balanced system constituted by products' parts and components.

The intelligent design in dealing with electrical appliances and electrical appliances elements of the mutual relations, so that the various opposing factors obtained in the dynamic balance between development and would have differences, and even contradictory nature of complementary factors fusion, constructed as an organic, harmonization of the whole people was to maximize the capabilities to meet the dual need and emotion. Followed by the single relationship between electrical appliances and other electrical appliances constitute coordination. Coordination and social environment, Picasso once said: The artist must know how to make people believe that the true hypocrisy. For intelligent products, this was real but the story behind it or the context. The story here was the commodity or the context in which the social environment. For example, people the world over love the same intelligent characters that tell them what to eat and drink. Intelligent product could help people cope with painful procedures, such as needles or patients with mobility problems.

## **4. The Humanization Designing**

### **4.1. Humanistic Environment and Traditional Culture in the Region**

Every country has its own culture and customs, if you don't understand ethnic cultural characteristics, cultural differences, not to study psychology and sociology, you can hardly work out designs of such intelligent or commodity products which conforms to humanistic environment and humanization. Besides understanding of commodity functions, the more important was to understand its cultural implication and ethnic customs. On one hand, different countries and different ethnic groups territory in history multi-ethnic developing formed its own unique national style, such as flower way of South Korea, Chinese tea ceremony, Japanese judo etc. electrical appliances and culture, every folk customs and beliefs were to a certain extent embodied in the culture-rich geographical folk electrical appliances. As the material form of folk games and sports culture, the appearance and survival of folk electrical appliances are closely linked with folk life.

### **4.2. Cartoon Emotional Concept of Intelligent Product**

As was known to all, shape, color, texture and function were the most basic elements to constitute a commodity product. These elements were like language of commodity product, which enabled intelligent products to communicate with users through this special language, thus forming a complete commodity image in users' mind. In the process of communication between people and intelligent products, often the most direct form was through vision and touch, therefore, intelligent products appeal language received by people could also be divided into touch appeal and visual appeal. The visual appeal was an appeal language intending to show the essence of intelligent products through visual elements such as sculpting, color and

material. Tactile interest was an appeal language intending to perform the features of commodity products through tactile elements such as commodity material and using methods.

### 4.3. Color Design

Color design was indispensable part in the process of intelligent product development, with color design being more important in interesting commodity product designs, such as children's intelligent learning machine of white, Carolyn Bloomer, a visual art psychologist of American thought that: "Color can evoke people's different kinds of emotions and feelings, and even influence our normal physiological feelings". Indeed, reasonable and ingenious match color for intelligent products could stimulate people to buy, therefore making the commodity product a all-time-winner in the market.

### 4.4. The Utilization of Materials

Besides configuration and color, material was also an essential element for performing visual appeal language of intelligent product. But being different from the former two, interest language of commodity product material largely comes from tactile experience of people. The blend of vision and touch give people colorful emotional experience in the process of using. For example, wood material and cloth material warm and comfortable feelings. Metal material and glass material, remind people of romantic and elegant feelings. This was the emotional association property of material. Applications of intelligent products of different materials, emotional inclinations were more or less considered.

## 5. Conclusion

Intelligent products were close to people life. People were not only in using a function, but also feeling a kind of emotion, enjoying a electrical appliances. Life design, emotional design, fashion design, innovative design and brand design, such as inductive garbage can of Mickey Mouse and intelligent washing machine of Donald, maybe nobody didn't know, because the cute Mickey Mouse and Donald had swept the world, all these features complement with each other.

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