

WHICH FACTOR MAKES A CARTOON CHARACTER FAMOUS AMONG KIDS

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Abstract:

From the 18th century to 20th C and they got kids attention. Cartoons are one of the best type of visual communication, its very active way to teach or communicate anything to his spectators. Day by day number of cartoons character and cartoon channel is increasing. Now cartoon industry is very big market. This study reveal the basic elements of cartoons to famous among kids. A lot of cartoons are created by artist but only few cartoons got the chance to publish and very few cartoons characters are famous among kids. For this study sample size is 83 schools going kids, Age between 6 year to 14 year old kids. This research is revealed that which cartoon character is liked by kids and what are the factors behind that, Is kids choice of color or drawing ability make any impression to make any cartoon character favorite.

Keywords Cartoon Character, Visual Communication

1.0 Introduction

Cartoons have been a part of cinema history from the first motion pictures were made in the late 1800s. A cartoon film/clip made by using animation instead of live actors. Cartoon films a 10 to 20 minutes clip contains a small context of story full of animated talking Leaving and non-leaving things like animals, birds, insect, tree, furniture, cars , mechanical object or humans teach us how to play, how to react, how to help, how to achieve anything, how to win, how to grow up with group or without group.

1.1 How to draw

Reader will mostly identify cartoon by character's face. Even the shape of a character's nose and the placement of his/her ears say a great deal about their personality. Creating a face requires some Understanding of how to draw realistic looking eyes, nose, teeth, mouth, glasses, hair, and ears. More important, creating a character with a distinctive face requires that you understand how to take all the individual facial elements and put them together for a cohesive look; you don't want a character whose mouth says one thing while her eyes say another.

Designing a head shape requires a familiarity with basic shapes and how to draw them. Though you've probably been drawing circles and squares since grade school, you may not know how to relate them to certain head shapes and the stereotypes associated with each. All you have to do is draw the basic head shape and then add the facial features you want to match your character's personality.

Kids are very little part of every family, society and nation, but no one wants to neglect their demands. Kids mean market for business. Around 40crore kids below the age of 15 are India's most conspicuous consumers, lapping up not just toys, eatables, gadgets, phones and clothes but also counseling their parents on big-ticket purchases. 20th century is overloaded with digital gadgets those have huge variety of virtual environments. Cartoons are one of the best digital and virtual learning medium for kids. Kids can experience many different situations with the help of cartoons on digital platform.

After school hours huge ratio of kids spend most of their time watching favorite cartoons. They are not even like them they are also inspired from his/her favorite cartoon. Kids want every single thing they use in his daily life that thing is directly or indirectly related to their favorite cartoon! Like T-Shirt with cartoon character print,

Toys those are resemble cartoon character, stationery items with cartoons print and also eatables those are advised by favorite cartoon.

2.0 Objectives and questions

- Q1. To know which channel is mostly liked by kids (school going students those are blow of age 12 years and above of 6 years)?
- Q2. An average how many hours kids watch cartoons in day?
- Q3. Which type (Funny/Hero/Violent/Pretty) of cartoons character liked by kids?
- Q4. Which color is liked by kids?
- Q5. Is there male cartoons liked by kids or female cartoons?
- Q7. Which basic shape (Triangle/Circle/Box/ Cylinder) kids can easily draw?
- Q8. Study of Basic structure of famous cartoon among kids?
- Q.9 To know which cartoon character is famous among kids?

3.0 Review of Literature

Hanna Ekström study the art of character design, and try to find how visual attributes and elements of character design especially shape communicate aspect of characters personality. For This research, researcher chooses gaming characters because gaming character is more interactive then other characters. He chooses two semi-realistic and two more stylized character. Study investigates in three parts. In first part researcher did literature review related to character design. In second part, study production pipeline used by artist in industry, to learn how different artist progress their character. In third and final part researcher applied self knowledge from the first two parts for development of character design¹.

A study by Karen K. Dion et al. concluded that physically attractive individuals are assigned more favorable qualities, including personality traits. Researcher finds color is important for visual language but meaning can be change according to shape. Color meaning can be different according to culture or Demographic differences but shapes are universal meaning. Any form of life can be translated into shape.



Circles Curved and circular shapes are considered the friendliest as they have no sharp or dangerous corners. Circular shapes in nature has a tendency of being soft and harmless and evoke likable characters. Many of the most well-known protagonists are designed around circular concepts (Solarski 2012:180).

Squares Square-like shapes relate to straight vertical and horizontal lines that communicate strength, stability and confidence. Squares can both be large and daunting or comforting and clumsy. They often depict steadfast characters that are dependable and are commonly used for superheroes or the heavy (Bancroft 2006:34).

Triangles Triangles relate to diagonal and strong, angular lines and are the most dynamic of the three shapes. Bad guys and villains are often based upon dominant triangular concepts, as they appear malicious, sinister and communicate with the most aggression (Bancroft 2006:35). It is the circle's most opposing shape and often used for antagonists.

In this research, (Ajay Jose & Dr. K. P. Saraswathamma K P) researcher tries to find relation between cartoon and kids oriented brands. This research will helpful for marketers in designing strategy for their products.

Kids are very small member of every family but they have very big market size. In every family, every elder member of family wants to full kids demand and needs. Sometime pester power is kids ability to affect their parents and nagging or pestering is also frequently used by kids. Seth Gaurav et al. (2008) defines pester power as “the nagging ability of children to purchase the product they desire due to some reason”. Horgan Sheena (2005) has found that up to 75% of the family’s total disposable income goes on the children. They spend 75% of his income on kid’s demands like toys, eatable, gadgets, cloths and some time they also purchase big ticketsⁱⁱ.

That’s why kids are on marketers target; they want to influence or convince kids for their product by practical approach. Children or kids based television channel is best option for direct reach. Researcher also fined that those brands have cartoon images on their product as brand ambassador they are more purchased by kids.

In this research, (Khaled Habib, Tarek Soliman (Jilam Studios PMO, Alexandria, Egypt) researcher research effect of animated cartoons clips on children. Cartoons have any negative impact or positive impact on children. For this research sample size age is from 2 year to 12 years. And researcher found, 2 – 5 year old children watch cartoons 32hrs weekly, 6 – 11 year old children watch cartoons 28hrs weekly.

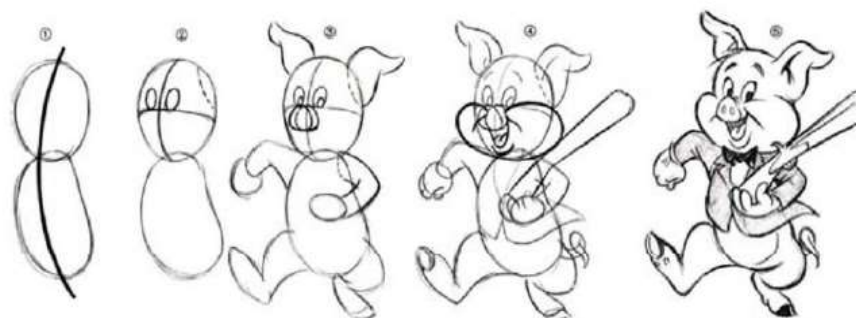
A 3 year old child has twice active brain than 12 year old child. Brain is not fully developed at the time of birth and development of brain is not only depends on genes. Development of brain depends on his activity and society. 71% of 8-18 years old has a TV in their room, 53% 7-12 year old has no parental monitoring for what being watched in TV. Most of the time kids watch cartoons without parental monitoring. Is cartoon content is safe for your kids? Cartoons have both positive and negative effect on school going children it’s depend on cartoons. Children learn very quickly as compare to class room learning because cartoon is one of the best types of active learningⁱⁱⁱ.

Positive effect; children lean how to behave with elders and how to give respect them. How to help, they also lean how to identify and how to handle particular situation, **Negative effect**; they could witness before the age of 12. Most of the cartoon clips delivered Sexual Content; it makes very negative effect on children before the age of twelve. **Violent** content also delivered by cartoons clips; it also very dangerous for children.

Constructing and developing a character is not a matter of drawing the cartoon figure, every cartoon character has its own shape, personality and features. According to Preston Blair artist should create or develop basic shape of cartoon body, after that add features and other details. When shape or arrangement of shape is create a cartoon body then develop expression of the body, hands and head. Because hands can express anything with a simple poses. Line of action is key element for creating attitudes in posture and movements. Proportion is important factor for creating a cartoon character. Proportion is that factor in which size of body parts will be adjust according to body size. Head size is used to measure the height of character.^{iv}

Body Built Form circular And Round Forms Circle shape for used for body, head and sub-parts because in studio several people may work on the same drawing and rounded shape is used because of its simplicity.

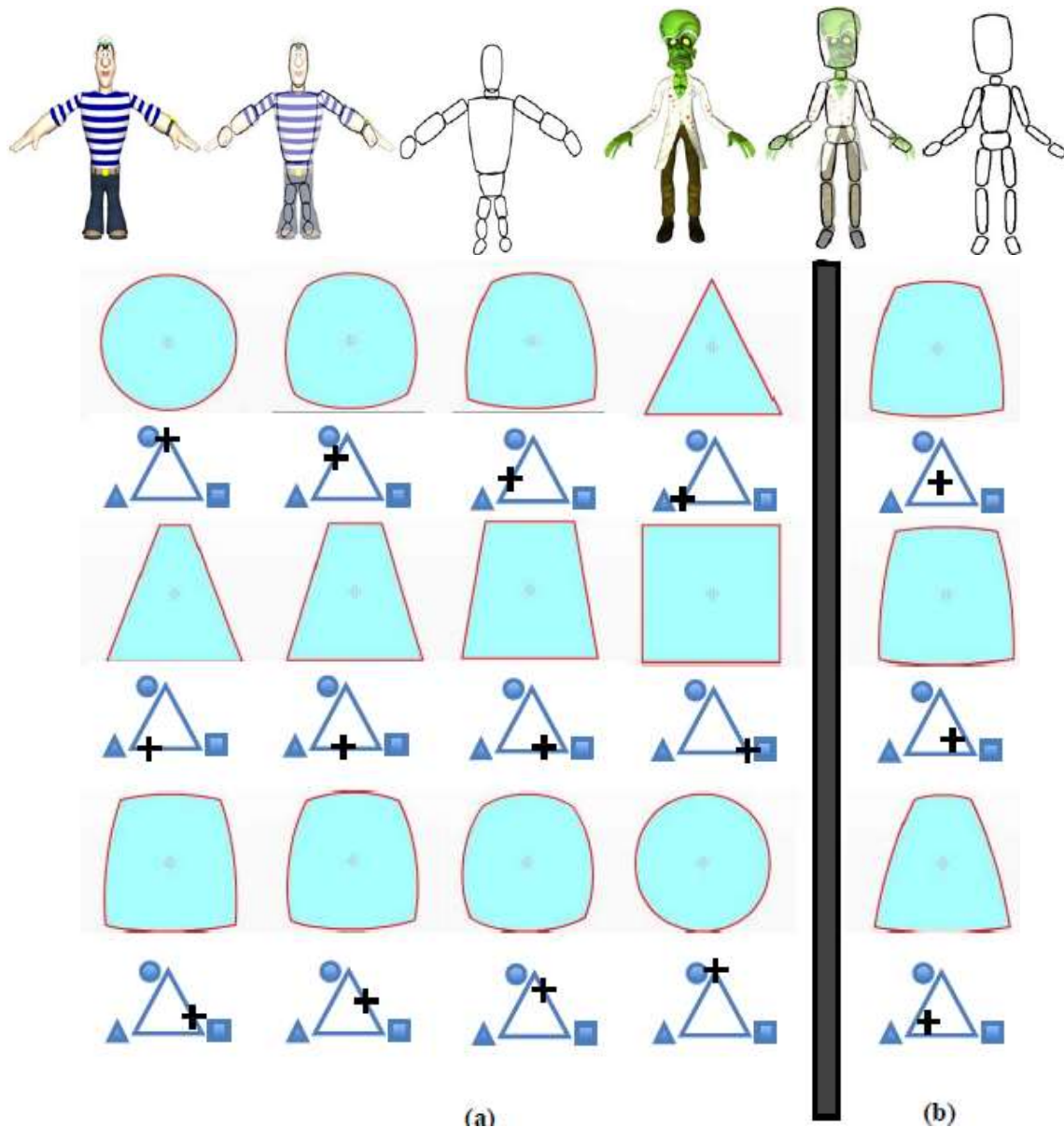
The Skeleton Foundation Start character with rough skeleton, several people can easily copy skeleton pose.



1. Draw a line of action, and the build the oval body and the round head over it.
2. Add perspective guideline and place the eyes
3. See the shoulder, arm, hand and ear sockets. Draw nose.
4. Now build the features – Ears, Cheeks, and Mouth etc.

This study is related to cartoon character designs, because any type of production like comic book, graphic novel, animation and games have very big market and lot of cash in every month spends on these type of projects. Cartoon designs are the key factor for type kind of production. In this study, researcher tries to identify primitive shapes for cartoon character body and sub-body parts and impact of shape on cartoon character personality and nature.^v

Researcher designed program for study shapes and illustrated shapes or modified shapes, that program smoothly morph and blend three primitive shapes circle, triangle and square.



4.0 Research Mythology

The study investigates the topic of identify attributes of cartoon character design and impact of attributes on cartoon character popularity

Cartoons are directly related to kids. Kids like cartoon rather than the other communication medium. This study is based on cartoons and kids. Literature study and questionnaire survey researcher choice to investigate the topic. Literature review is best way to understand cartoons and elements of cartoon drawing. Some researches

are reviewed by researcher those are related to cartoons and effect of cartoons and drawing of cartoons. After the literature review, prepare question air for survey. This questionnaire has more than ten questions those are directly and in-directly related to topic. After data input data is decoded by the help of code book (code book is that book in which we defined codes for particular category). Tables and charts are used to represent the decoded data. This makes easy to read and understand the encoded data.

5.0 Data Interpretation

Table and charts are designed to represent the complex data of questionnaire survey in effect manners. Collect and represent the finding from huge data is main motto of researcher. Every table and chart have different finding those are directly related to topic.

Table 1 – Duration of Hours’ kids watch cartoon

Hours	Value	%
0 to 1 hours	44	53.01
1 to 2 hours	20	24.10
2 to 3 hours	10	12.05
3 to 4 hours	4	4.82
4 to 5 hours	3	3.61
5 to 6 hours	1	1.20
6 to 7 hours	1	1.20
Grand Total	83	100

Figure-1

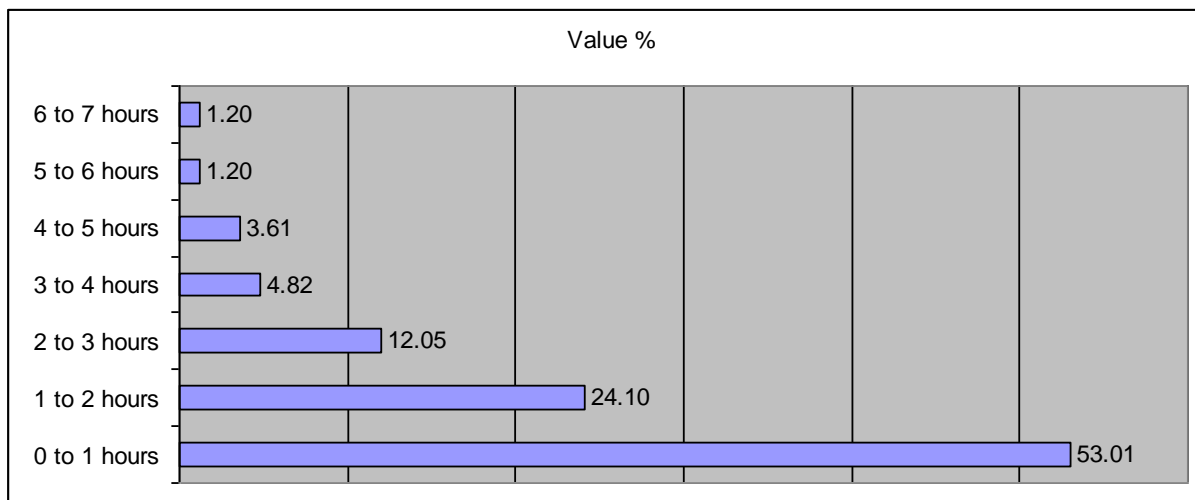


Table shows seven categories of hours, each category carries one hour or sixty minutes. Both table and chart shows how many hours’ kids watch cartoons in ration of values and percentage respectively.

Kids watch cartoons because they are attracted by them, what cartoon character performs and how. Kids actively learn everything by watching cartoons, they learn how to behave, how to perform in particular situation. Kids also learn some logical and social behavior for his social appearance.

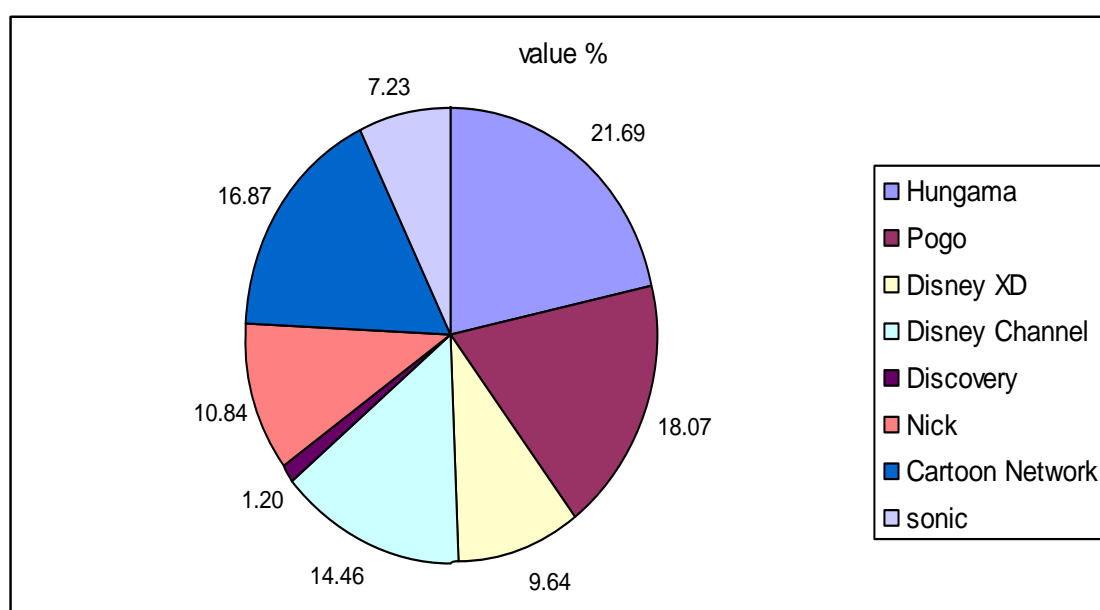
Parents also allow kids to watch cartoons because at the same time parents can do his personal work or may be cocking etc. They also can get time for rest or relax when kids are watching cartoons.

At the time of watching cartoons kids mind did not stop learning. They learn each and every thing what actively comparatively traditional method of learning like classrooms. Research finds some values in each category which represent hours, some category have very few values and some have large values. 0 hour to1 hour categories have large number of value and 6 hours to 7 hours category have very few value. Interesting fact in this chart show as we increase hours as well as values are going down.

Table 2- Famous Cartoon Channel among Kids

Channel	Value	%
Hungama	18	21.69
Pogo	15	18.07
Disney XD	8	9.64
Disney Channel	12	14.46
Discovery	1	1.20
Nick	9	10.84
Cartoon Network	14	16.87
sonic	6	7.23
Grand Total	83	100

Figure-2



In this table we have eight cartoon channels and every channel home some spectators, but every channel does not have same number of spectators, some have large number of spectators and some have very little number of spectators. In this table values shows and number of spectators.

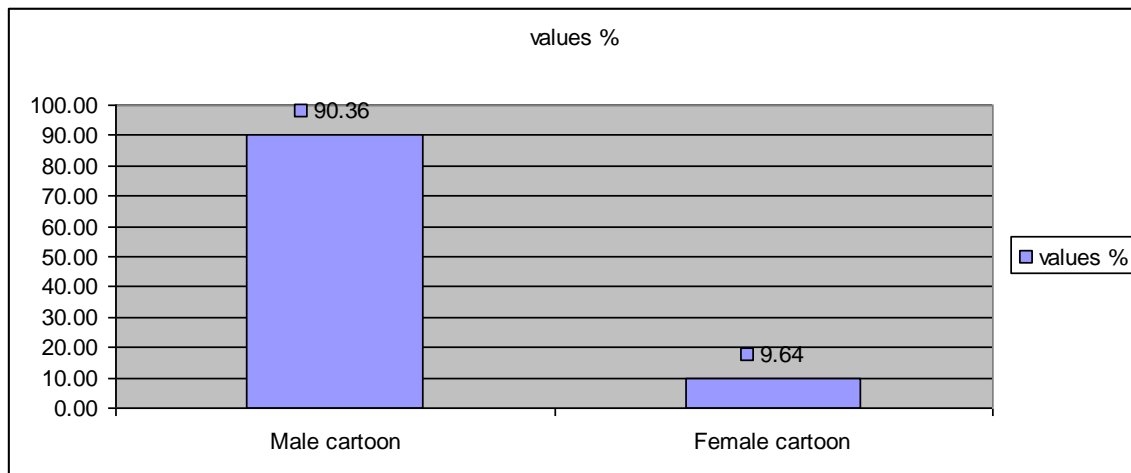
Research finds **Hungama** cartoon channel have large number of spectators comparatively other cartoon channel those in our table. **Pogo** cartoon have second highest number spectators and **Cartoon network** cartoon channel secure third position. **Sonic** cartoon channel have little number of spectators that why this channel secure last position.

Pogo cartoon channel and **Cartoon network** cartoon channel both are sister company, both are in top three cartoon channels.

Table 3-Which Gender Cartoon liked by kids?

Cartoon Gender	Values	%
Male cartoon	75	90.36
Female cartoon	8	9.64
Total	83	100

Figure-3



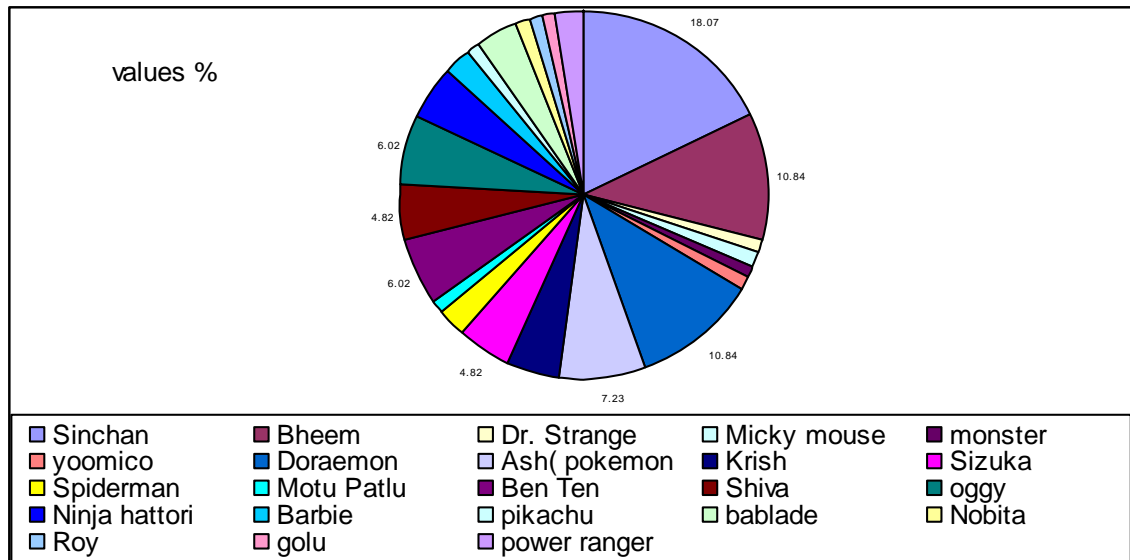
Cartoon industry has many cartoons each and every cartoon has some special factors which make him / her different from others, but each and every cartoon belongs to particular gender.

Research finds female gender cartoon character have very little number of values as compare to male gender cartoon character. Male gender cartoon character has ten times more values then the female gender cartoon character.

Table 4-Which cartoon character is famous among kids?

Cartoon	Values	%
Sin-chan	15	18.07
Bheem	9	10.84
Dr. Strange	1	1.20
Mickey mouse	1	1.20
monster	1	1.20
Yoomico	1	1.20
Doraemon	9	10.84
Ash(pokemon	6	7.23
Krish	4	4.82
Sizuka	4	4.82
Spiderman	2	2.41
Motu Patlu	1	1.20
Ben Ten	5	6.02
Shiva	4	4.82
oggy	5	6.02
Ninja hattori	4	4.82
Barbie	2	2.41
pikachu	1	1.20
bablade	3	3.61
Nobita	1	1.20
Roy	1	1.20
golu	1	1.20
power ranger	2	2.41
Total	83	100.00

Figure-4



In this table we have twenty two different cartoons character those are liked by kids, but we want to find which cartoon is liked by most of the kids or which cartoon character have maximum votes.

Every cartoon character has some spectators but cartoon character **Sin-CHAN, BHEEM, DORAEMON and Ash (pokemon)** have near by 50% spectators as compare to rest to eighteen cartoon character those we have in our table.

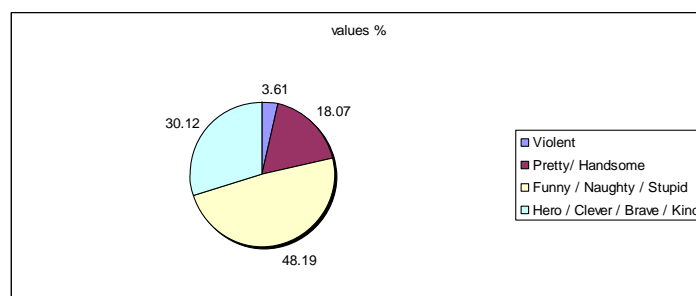
Shin-Chan is Japanese cartoon and according to data analysis **shin-Chan** cartoon character have maximum value or maximum spectators and famous among kids. After **Sin-Chan, BHEEM** cartoon character secure second position in respect of which cartoon character is famous among kids and **DORAEMON** secure third position.

According too this table **Shin-Chan** cartoon character is famous among kids and in last table we find **Hungama** cartoon channel is liked by kids. Cartoon character **Shin-Chan** is broadcast on **Hungama** cartoon channel, that why kids mostly watch this channel.

Table 5 -Which type of cartoon character liked by kids?

Nature	Values	%
Violent	3	3.61
Pretty/ Handsome	15	18.07
Funny / Naughty / Stupid	40	48.19
Hero / Clever / Brave / Kind	25	30.12
Grand Total	83	100

Figure-5



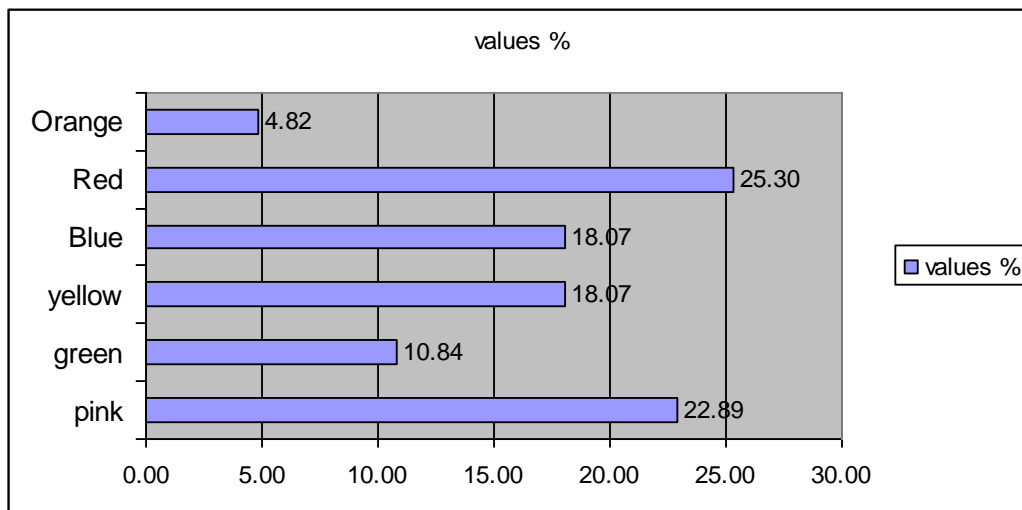
This question is related to nature of cartoon like violent, funny or hero. Every cartoon character has some special factors and nature is one of them, in live action movies a nature of a person is depend on story line but in cartoon clips cartoon nature decide the story line.

Analysis show Funny / Naughty / Stupid nature cartoon character has 50% value as compare to other categories. Violent nature cartoon character has very little value. Kids mostly like funny / stupid and naught things but the also like Hero, brave and kind type of cartoon character

Table 6-Which color is mostly liked by kids?

Color	Values	%
pink	19	22.89
green	9	10.84
yellow	15	18.07
Blue	15	18.07
Red	21	25.30
Orange	4	4.82
Grand Total	83	100

Figure-6



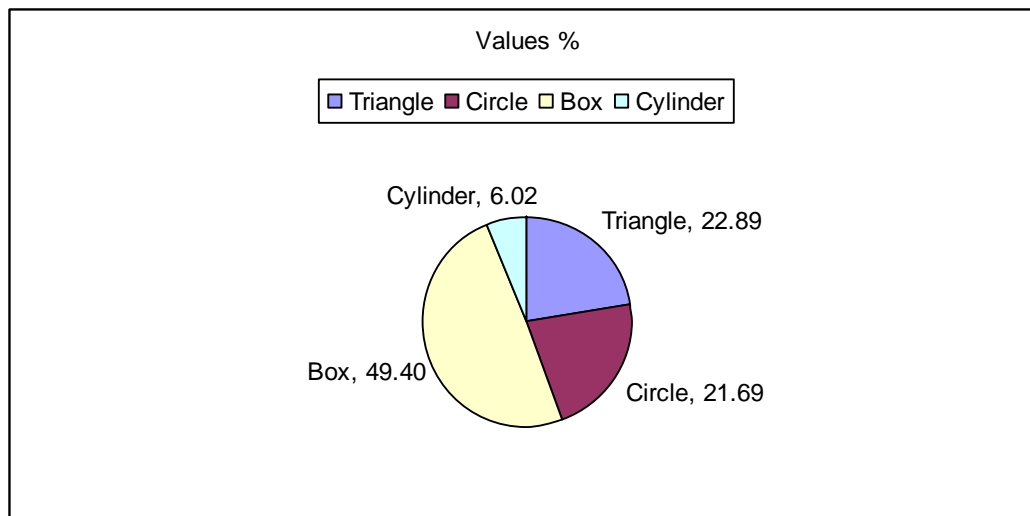
We choice six basic colors to identify which color attract kids; color is very important element for designing a perfect cartoon character. Cartoon is designed to communicate kids and before start communication you have to attract your target and color make very important role.

Red color has maximum value in that table and **Pink** color has second highest value. And **Orange** color has very little value in respect of other color. **Red** color and **Pink** color attract kids that don't mean other colors are not attractive, they are also attracting kids but **Red** and **Pink** color attract mostly kids.

Table 7-Which shape kids can easily drawn

Shape	Values	%
Triangle	19	22.89
Circle	18	21.69
Box	41	49.40
Cylinder	5	6.02
Grand Total	83	100

Figure-7



Shape is one important element in cartoon designing, without shape you can't imagine any cartoon character. A cartoon character body to every little body part made by composing or rearrangement by shape.

Research shows Box shape has 50% value as compare to other shapes. And cylinder has very little value as compare to box and other shapes. Box is that shape which one kids can easily draw.

6.0 Finding:

- Research depicts that under the category of 0 to 1 hours kids most watched hours ie 53.01% and less watched hours are 5 to 7 hours ie 1.20%
- According to data analysis Hungama cartoon channel is watched by 21.69% kids, this channel is highly watched by kids and sonic cartoon channel is 7.23% watched by kids and this is very less.
- Data show that a cartoon character which one is male cartoon character is liked by 90.36% kids and female cartoon character is 9.64% liked by kids, is't is very less as compare to male gender cartoon.
- Analysis finds Sin-Chan cartoon character (Japanese cartoon) is watched by 18.07% kids, and this is the highest rate of any cartoon. Bheem and Doraemon cartoon character watched by 10.84% kids and these both are second highly watched cartoons.
- Research find eight cartoons Dr.Strange, Mickey Mouse, Yoomica, Motu Patlu, Pikachu, Nobita, Roy, Golu those are watched by 1.20% kids and this is very less as compare
- Data depicts that kids highly liked Funny/Naughty and Stupid type of cartoon character ie 48.19% and less liked violent type cartoon character ie 3.61%.
- According to data analysis Red color liked by 25% kids, this is highest liked value and Pink color liked by 22.89% kids. After Red, Pink is second highest color liked by kids. Orange color is less liked by kids ie 4.82% .

Research depicts that 49.40% kids can easily draw Box shape (square), this is highest rate percentage of any shape and it's almost 50% of total.

Cylinder shape is less easily for kids and only 6.02% kids can easily draw this.

7.0 Conclusion

Cartoons are medium of visual communication, and visual communication is one of the best communications. One image, illustration and graphic can communication thousand of words. After school most kids watch cartoons, because they like cartoons and they learn a lot of things from cartoon like how to behave, how to handle particular situation. They learn from cartoons actively as compare to class room learning. Children's (School going kids) are primary preference of any family, every family member, parents or any elder member from the family prefer to full demands of kids, like toys, dresses, food items, gadgets etc. Children's (School going kids) are very big size of market. A lot of business depends on kids. Business makes economy of every country, so kid's demands can make strong economy of any country. Kids most of the time watched Hungama cartoon channel, because hungama channel broadcast their favorite cartoon Shin-Chan, Shin Chan is Japanese

cartoon and it was watched by most of the kids from 0 to 1 hour in a day. Kids like mostly male gender cartoon character; Shin-Chan is also male cartoon character. Most of kids like Red color as compare to other colors, Shin-Chan t-shirt color is red and yellow color trouser. Yellow color is third highest color liked by kids. Kids easily draw box shape (square) than other shapes. Shape is most important element for character designing. Shin-Chan basic structure is drawn by Box. Full body drawn on the basis of box you can see in fig, and face is rearrangement of circle shape and circle shape is after square which one kids can easily draw.

8.0 References

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