

# Research on Domestic Cartoon Design Based on Guided Preschool Children's Growth

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**Abstract:** In recent years, the number of domestic animation works has increased significantly, but the quality of the work itself has the opposite trend. Because preschool children are young and have the characteristics of full acceptance of the information transmitted by cartoons, domestic cartoons have a huge impact on the growth of preschool children. By analyzing the characteristics of preschool children in the stage of symbolic thinking and imitation, as well as the domestic cartoons that affect the healthy growth of preschool children, the article points out that cartoons for preschool children should combine interesting animated images with image thinking, and the value orientation and language of cultural education. In combination with the model, early childhood education should be closely linked to the theme of animation, so that preschool children can be educated while watching the animation, thus achieving the purpose of entertainment and education.

## 1. Introduction

In October 2013, cartoons such as "Pleasant Goat and Big Big Wolf" and "Bear Infested" were criticized by the China Central Television (CCTV) "News Network" for violent loss, language vulgarity, and notice rectification; CCTV Animation Company and CCTV Children's Channel and other 20 live broadcast institutions jointly launched, in the hope that the national counterparts promise not to produce cartoons containing violence, vulgarity, dangerous plots and uncivilized languages [1]. Preschool children between the ages of 3 and 6 are better at recognizing the perception of the sensory system in terms of color and images than on language. Violent TV programs can directly affect children's behavior and psychology. Therefore, domestic animations that guide the healthy growth of preschool children are particularly important.

## 2. Preschool children's understanding and acceptance model of cartoon content

The world of preschool children is naive, pure, and simple. From the perspective of preschool children's understanding of problems, they analyze their acceptance of cartoon information, paving the way for better creation of cartoons that guide the growth of preschool children.

### 2.1 Preschool children understand the way of problem

In Piaget's theory of cognitive development, the pre-operational stage (2-7) is old, and children have

the appearance of thinking and intuitive thinking. In the representational thinking, children mainly use the symbolic functions and substitutions of symbols (including linguistic signs and symbolic symbols) to internalize things and actions in the mind. Internalizing things and actions is not simply accepting things and actions to form a photograph or a copy. Instead, it reconstructs what the sensory movement has experienced in the white brain, discarding irrelevant details and forming a representation [2]. Therefore, the characteristics of preschool children's thinking development indicate that preschool children have only a simple cognitive ability for the color, shape and volume of things and lack the representation ability to analyze, distinguish and summarize things.

## **2.2 Preschool children's way of accepting cartoon information**

The animation series of "Pleasant Goat and Big Big Wolf" cartoons were popular among children at the time of their broadcast. It is an animated story that the conflict between "Grey Wolf" and "Pleasant Goat" is endless in Green Grassland. But in the play, the "Red Wolf" takes a pan to beat the "Grey Wolf" or the "Grey Wolf" throws "Lazy" into the pot, steaming, boiling, and so on, which creates a bad demonstration for the children, and even some children imitate the scene of the "Grey Wolf" roasting lamb kebabs. Tie the children to a tree and set fire to the leaves for barbecue, resulting in severe burns to the two companions[3]. Preschool children's way of thinking about understanding problems limits their ability to falsify information in cartoons. The children's psychological activities run along a single track, so they accept the information while re-engraving regardless of location, regardless of the situation, and regardless of the reason. They also feel, understand, and explore the unknown in this way.

## **3. Characteristics of domestic cartoons that affect the growth of preschool children**

The Central Committee of the Communist Party of China and the State Council on "Improving and Perfecting the Ideological and Moral Construction of Minors" proposed: "To meet the appreciation of children and children, to adapt to the appreciation needs of children of different ages, to be knowledgeable, entertaining, and fun. Sexuality and education are unified." Preschool children have no ability to distinguish between right and wrong. Cartoons should tailor the story content to specific audiences, plan the story, draw an animated image, and integrate specificity, entertainment, education and time.

### **3.1 Cartoon specificity**

The cartoon script creation, animation production, and theme processing are all closely related to the cartoon audience. The target audience of the cartoon determines the creator's control over the above elements. Therefore, the cartoon should decide the animation target at the beginning of the creation. The masses consider the story content, picture style and animation effects of the cartoon from the audience. Preschool children are the audience, cartoons should be tailored according to their childlikeness, innocence and simplicity, in order to create domestic cartoons that are in line with children's cognition and are deeply loved by them.

### **3.2 Cartoon entertainment**

The vivid and interesting animated image, the novel animated perspective, the innocent and romantic character personality, and the humorous and funny story content can enrich the entertainment of the cartoon to the greatest extent. The entertainment of cartoons is one of the most basic elements of preschool children's cartoons. It is also one of the necessary conditions for the rapid development of domestic cartoons in order to gain market share.

### **3.3 Cartoon education**

Most of today's domestic animation creators are blindly pursuing the fun, interesting, blind pursuit of

visual effects, and gradually drifting away on the road of entertainment. If the cartoons simply meet the requirements of entertainment, then the children's cartoons only serve to please the children, and do not regard the educational nature of inspirational, benevolent, human nature as the content of the animation theme, how to discuss the development of the domestic animation industry? What is the focus on the development of early childhood education? Preschool children's cartoons with entertainment and education can better develop the domestic animation industry.

### **3.4 Cartoon era**

Since the 1990s, cartoons such as "Uproar In Heaven", "Jem Cat" "Peppa Pig "and "Pig Pig Super Star Pet" have been deeply loved by children, chasing their roots. It reflects the innovation of animation technology, the interesting and vivid animation, and the change of animation from 2D to 3D. In short, the changes of the times affect the style of animation, the technology of animation production, the shape and scene of animation, etc. At the same time, the development of the era also provides a certain development space for the diversification of cartoon types, thus gaining more audience's favor and promoting the benign development of domestic cartoons.

## **4. Animated design research on the guiding of healthy growth of preschool children**

In order to better guide the healthy growth of preschool children, we should consider how preschool children understand problems and accept cartoon information; combine animation themes, animated language and animated images with children's education and development themes to create entertainment for better creation. Education in one of the preschool cartoons provides protection.

### **4.1 Early childhood education combined with animated themes**

The animation theme is the core idea of an animated story. Each cartoon has a central idea. "Sofia the First" is an animated magic story that revolves around a Princess of Sofia. The Princess Sofia and the evil characters begin their battles. Through sincere, courage, and friendliness, Sofia helps friends accept various challenges, overcome their own shortcomings, and use simple magic to defeat their enemies. The characteristics of bravery, kindness, and tolerance are integrated throughout the story. Create pre-school children's cartoons based on the concept of children's education, and present them in the form of animated themes through interesting story plots and excellent characteristic such as bravery, truth, goodness, beauty, and tolerance, in order to allow children to actively and positively guide children psychological development while viewing cartoons.

### **4.2 Value orientation of cultural education and the combination of language models**

General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities, "we should pay more attention to educating people with culture." "Cultivating people with culture as a person" is the value of culture. The essence of cultural education is to guide the positive value of human culture, to educate people to go to morality, reason, truth, goodness and beauty, thus achieving the goal of enhances morality, foster talents [4]. The appeal of commercial interests has prompted some animation content to be inclined to violent and vulgar-oriented values, blindly pursuing the "entertainment" effect, and neglecting the meaning of "education". The word education has a diversified meaning. Mr. Tao Xingzhi once pointed out: "Life is the education". Life and education are inseparable. It is conceivable that children's etiquette, communication, and knowledge can not be separated from education. The values of cultural education are particularly important in cartoons." Peppa Pig", which is popular among children, shows the way Page gets along with family and friends in a personification way, and pays more attention to positive guidance in language expression, in the little story of the Pancake episode, Pig Dad said: "Mother can turn the pancakes up a bit higher", the pig mother replied, "Pig daddy can hands-on". There is no irony or blow in these dialogues. Some of them only

suggest that pig dad can turn over one by him, and encourage Page and George to participate in their own hands and encourage children to experience their lives and explore new things.

#### **4.3. Combining the development of image thinking with the real and interesting animation image**

The way of thinking of preschool children is mainly thinking in images. They can grasp the characteristics of things from the surface image of things so as to distinguish things, store information and broaden their knowledge. The preschool children's cartoon image must grasp the characteristics of the original image and change it with the cartoon image. For example, the "Octonauts" mainly focuses on submarine expedition squads organized by Kwazii (cats), Barnacles (Polar bears), and Peso (penguins) to help the small animals on the seabed escape danger. An excellent cartoon image of children should closely follow the development of children's image thinking and improve children's recognition of animated images.

#### **5. Conclusion**

Among the existing domestic cartoons, there are many animations that are deeply loved and well-made by children, but there is still a shortage of cartoons that focus on the dissemination of correct value-oriented cartoons for the characteristics of children's development. Children's cartoons should have a sense of social responsibility on the basis of entertaining and entertaining. This is related to the national spirit and core values of training new era successors. If children's animation is divorced from this basic requirement, it will lead to the precarious situation of domestic cartoons. Combining children's cartoons with children's education is also an innovative way to optimize and upgrade the animation industry. Combining the way that preschool children understand problems, we will use domestic cartoons to disseminate positive and progressive values, correctly guide children's growth, increase the added value of domestic cartoons, and promote the new upgrade of animation quality.

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