



**INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI
SHORT ABSTRACT OF THESIS**

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SHORT ABSTRACT

The thesis looks into the acceptance of cartoon and animation as a medium of infotainment by Indian viewers – both children as well as their guardians and of Indian character elements are identified, user can add value in communicating the spirit of Indian ethos.

Design of a character plays an important role for every story. A character gets implemented in various means of entertainment like film, series, gaming, movements, comics, books, etc. All these means helps the character to achieve the attention of the people and popularity. Cartoon character design is connected to media imaging and based on marketing strategies. Country isn't simply environmental or physical yet is, indeed, similar to a person, that is, a living element with a body, life, brain, soul and with a one of a kind of disposition and virtuoso. In this point of view to be on an Indian way, it is intentionally and eventually open to and tuned in to the spirit and psyche of India.

In this thesis it has been focused on the creation of cartoon characters having the Indian back drop and to find out the unique elements prevalent in India. With the help of these unique elements create cartoon character design which signifies the Indian tradition culture, style with aesthetic attire. Indian states house specific cultural and language population. This thesis work has confined on Six culturally rich states to find out elements of cartoon characters which can be called easily Indian cartoon characters. Character configuration is regular to all fields in the visual media industry, regardless of whether in film, publicizing, games or print. Creator thinks of characters and visual arrangements that pass a message to a target audience which they would be able to relate to their entertainment needs and intellectual capability. The gesture poster of the character may differ from studio to studio but the basic principles remain common. While making the character, the designer is given an idea regarding the look, style and story of the character and then the designer concentrates on the works related to the given idea.

It was hypothesized that identification of design elements revealing Indianness through cartoon characters and animation representing India in a socio culturally provincialized discourse would facilitate its communicative expression. The aim of the thesis is to look into the possibility of design elements from the prevailing practices at various art forms, ornamentation and decoration responsible for communicative expression of Indian-ness can be used as guidelines for cartoon characters and animation representing Indian ethos.

First level of study was conducted on students and their guardians to know their liking about cartoon animation films or series. The outcome confirmed that students were mostly influenced by the foreign cartoons (as easy available to view in comparison of Indian made ones) and they use to copy their favorite cartoon characters in their daily lives. It led to think when kids behavioral changing look place after watching cartoon, series of e-learning sources material may be made

available to make subject matter more attractive. Guardians showed interest towards Indian-ness and they want to give their children the flavour of Indian tradition, culture, aesthetic and ethnicity through the animated cartoon design.

The question raised if a series of Indian identity cartoon character is developed and used in appropriate infotainment using modern techniques be beneficial in today's context.

From this first level of understanding a philosophical thinking led the main experimental work to design cartoon elements having Indianness flavour. The base of this main experiment was the unique elements of Six culturally enriched provincial characteristics by detailing the elements and define Indianness through it.

The whole thesis work is presented in four chapters.

Chapter I: INTRODUCTION: ANIMATION AND CARTOON CHARACTER DESIGN - SETTING GOAL OF BETTER COMMUNICATION

The chapter presents a brief review on the animation cartoon character in the industry and prevailed practices abroad and in India, the possibility of a strategy to study in the context of expressing Indian ethos through specifying character ideology as a contributing factor in effective communication.

Chapter II: PERCEPTION PREVAILED ON FOREIGN ANIMATION AND INDIAN KIDS

This chapter experiments children's liking of animated cartoon characters and views of their guardians that motivates looking into the need for designing cartoon character in a new way with specific reference to Indian viewers.

Chapter III: ELEMENTS OF CARTOON CHARACTER REFERENCE TO PERCEPTION OF INDIAN-NESS

The third chapter is focused on unique design elements for cartoon character. This study works on potential design elements and unique features for Indian cartoon character design. 209 volunteers or participants who participated in the main experiment were taken from National level (Kendriya Vidyalaya) Schools going children. This experiment was conducted in two phases like such as first part was based on existing cartoon characters and the base of the second part was developed design cartoon character. After the completion of experiment, through statistical analysis the result of the main experiment was justified.

Chapter IV: DISCUSSIONS AND CONCLUSION

This chapter sums up the content of the study and discusses experimental results with the statistical points highlights the literature reviews. This chapter describes the detailing of the unique elements used to develop cartoon character having Indianness. This chapter also gives an overview of the limitation and recommendation.

The research approach of this thesis was story telling through cartoon character putting interest in kids or children. Recognition of cartoon character elements through the assessment of these unique elements, influenced by socio-cultural and economic perspectives of Indianness. It engages the recognition as well as the development of the existing basic cartoon characters socio cultural and specific expression of human body components with specific reference to eye the most expressive.