

# Popular Science Animation for the Future Intelligent Agricultural Ecology of Agricultural Products Innovation Design and Promotion

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**Funding:** Research results of guangdong Science and Technology Planning project in 2020 "Innovative Design and Promotion of Agricultural Products under the Future Intelligent Agricultural Ecology" Excellent Popular Science Works Creation (number: 2020A1414050042).

**Abstract:** The form of agricultural products promotion is also constantly updated with the continuous development of science and technology in recent years. Intelligent agriculture gradually leads the scientific and technological process of agricultural products planting, production, promotion and other fields, making agricultural production more efficient and controllable. The use of popular science animation in the innovative design and promotion of agricultural products will help to drive the agricultural economy, conform to the current new situation, and improve the competitiveness of agricultural products with the help of scientific and technological strength and innovation consciousness in this environment.

**Keywords:** Popular science animation; Intelligent agricultural production; Promotion of agricultural products

**Publication date:** July, 2020

**Publication online:** 31 July, 2020

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The use of popular science cartoons is expanding, which has penetrated into the field of innovative design and promotion of agricultural products at present. The production and sales of agricultural products are mostly faced by ordinary people. If the content of communication is too abstract and only focuses on specialization, it is difficult to convey the idea

to the public, which affects the people's cognition and interest in agricultural products and reduces the enthusiasm of people to accept agricultural products. Popular science animation adapts to the needs of the public, constantly innovates in animation production, and responds to the needs of innovative design and promotion of agricultural products. It is intuitive, clear, easy to understand, and has strong interest. It can show many contents that are difficult to be displayed in actual shooting, which is more suitable for the needs of agricultural practitioners and audiences, and meets the development of smart agricultural ecological environment in the future.

## 1 Advantages of popular science animation in the innovative design of agricultural products

The development of smart agricultural ecology will lead the way of agricultural production, and various new technologies will be applied to agricultural production in the future. Agricultural business analysis and management of agricultural equipment, the use of big data system for the analysis of soil and climate data over the years, combined with crop growth model to evaluate yield and health status, efficient search, view and analysis of agricultural data indicators, are the new development and new way of current agricultural production.

### 1.1 Effect advantage

It is impossible to show the intelligent process of agricultural development to farmers or agricultural product audiences only relying on aerial photography of some fields and laboratory lens, and also can not let people intuitively feel the great changes and development prospects brought by scientific and technological progress to agriculture. If popular science animation is used to show, the effect is intuitive and obvious, which can make the audience have a clear understanding of the application of science and technology to agriculture, and can clearly understand the advantages of this kind of agricultural products being understood, and help people make the right choice<sup>[1]</sup>.

For example, a foreign milk advertisement, which publicizes its product green, pollution-free and high quality, will be displayed by popular science animation. In the advertisement, there are real scenes of cows wandering on the grassland with high ecological environment, and the animation shows the whole process of milk from obtaining to processing to consumers' hands. The concept of green and pollution-free is imported in every link, which makes the audience feel at ease. There are specific shots of people drinking milk, and there are also animated displays of the role of milk in the human body. Finally, a static picture of a strong arm formed by white milk is used to end the picture, which leaves a deep impression on the audience. The whole advertising flow, make full use of the advantages of popular science animation, let the audience in-depth understanding of the product, attract the audience to buy.

### 1.2 Technical advantages

It is difficult to give the audience more abundant information and materials in the process of agricultural products planting and production by using traditional promotion methods. People generally think that the promotion of agricultural products, whether in exhibitions or advertisements, is simple and even "local". It is difficult to connect it with high technology, intelligence and sense of future. Popular science animation can be said to open a new door, let the production process, manufacturing process, research and development experience of agricultural products not easy to show to the audience, so that people can fully understand the great changes brought by science and technology to agricultural production, and this change

has brought more choices for people's life. Computer technology and multimedia technology make animation production more powerful, the way of display, angle, aesthetic degree have been improved, suitable for agricultural products display and promotion<sup>[2]</sup>.

For example, an egg advertisement in Japan is very interesting and completely displayed in animation. Let four eggs personify. The eggs have five senses, hands and feet. Use the childish voice to say the advertisement. The first one says that he is a chicken's baby growing up in a good ecological environment. The second one introduces that he has experienced many baths and cleaning (sterilization) before coming to people's homes. The third one describes himself as delicious. The fourth one hopes that people can bring them home more. The whole advertisement is interesting and attracts people to read it all the time, and all the important information is delivered to it in a short time. Popular science animation has great advantages in the display effect, promotion effect, and novelty and interesting.

### 1.3 Creative advantage

In the period when popular science animation was not introduced, agricultural products were displayed by directly photographing the origin, actual appearance of agricultural products, production workshops, distribution places and so on. Since the introduction of popular science animation, innovative design has been introduced into the introduction and promotion of agricultural products, so that the ideas of editors and promoters can be realized, and people's creative support can be given. People can make full use of popular science animation to show the content that can't be directly shot with the lens, which is undoubtedly more abundant and extensive in information transmission, more techniques and more creativity<sup>[3]</sup>.

For example, a foreign health product advertisement shows that deep sea fish oil can reduce the risk of cardiovascular and cerebrovascular diseases. Then complete the whole advertisement with animation: From fish salvage to fish oil acquisition, to the process of making health food capsules, and finally the beneficial substances in fish oil go deep into human blood vessels to take away waste. The whole animation is very intuitive, and has a clear intention to show, especially the last scene of the micro world in the blood vessels, leaving a deep impression, greatly promoting the good impression of this product in people's minds.

## **2 Strategies of popularizing agricultural products by popular science animation**

### **2.1 Establishing the industrial chain of popular science animation and agricultural products cooperation**

Since popular science animation has such a great advantage in the promotion of agricultural products, it is necessary to continue to promote and expand the scope of use. However, the current popular science animation industry in China has not yet achieved real industrialization, the input and output are not balanced, and the marketing system is not perfect. The cooperation between popular science cartoons and agricultural products is a new field. Some people use popular science cartoons to promote agriculture, but no one improves its industrial chain. The use of popular science animation to show agricultural products has not yet formed a mode of thinking and behavior.

Intelligent agricultural ecology will bring a new direction to the promotion of agricultural products, and the establishment of science popularization animation and agricultural products cooperation industry chain will also become a part of intelligent agriculture in the future. With the rapid development of technology, open the promotion channel, combine the media with popular science animation of agricultural products to form a one-stop process of design, production, image promotion and product marketing, so as to improve the economic benefits of agricultural products.

### **2.2 Broaden the promotion channels of agricultural products**

Popular science animation has been introduced into all kinds of product promotion for a long time. Animation is no longer the children's favorite, but a rich and diverse way of display, which can quickly enter the product promotion industry integration, widely incorporate the sales channels, and provide good marketing methods for agricultural products marketing. For example, a certain place in Northeast China is an important area for corn planting, production and processing. In order to promote corn, they held the "Corn Industry Expo". At the Expo, science popularization animation was fully used to show the quality of local corn, the progress of corn processing, the multiple uses of corn and the environmental protection utilization of corn straw. Through the exhibition, the local government has more ways to promote corn, which is no longer just through

the propaganda page or manual explanation. People can understand the product information by looking at the popular science animation. Popular science animation plays an important role in the marketing and promotion of agricultural products.

### **2.3 Popular science animation creation with market as the center**

In the process of popular science animation creation, it is necessary to select topics, design, and then prepare for production. After the production is completed, the whole process is linear and closed. Whether the final effect is satisfactory or not and whether the promotion efforts are in place need to be known after the completion of the whole production process and broadcast. For the current society with abundant information resources, the reaction time is still too long, which has become a problem restricting the development of industry. In the production process of popular science animation, we must break the three-dimensional creation and marketing mode of convenience, multi-point correspondence, multilateral connection, and full consideration of market demand, so as to achieve what the market needs and form an open creative platform.

In the process of agricultural products promotion, promoters should actively participate in the whole process of popular science animation production, timely do a good job in market research, put forward requirements according to the survey results, propose changes according to the needs, and complete the whole design and production process together with popular science animation producers. Personal expression should not be mixed during this period. Although some agricultural information is very advanced, it is not helpful for product promotion, so this kind of content should not occupy the precious time of popular science animation. Although popular science animation has the function of science popularization, it should serve for popularization and meet the market demand. Popular science animation attached to the role of science, can let the promotion activities to leave people concerned about social development, a strong sense of social responsibility.

## **3 Conclusion**

With the continuous development of multimedia display technology, computer technology and intelligent agriculture, animation production means

emerge in endlessly, greatly enriching the innovative design of agricultural products. In the promotion of agricultural products, it also plays a strong role in promoting. Agricultural products are more widely known, let people understand more deeply, can be carried out with the help of popular science animation. With the development of popular science animation, the innovative design and promotion of agricultural products must follow the pace of intelligent agricultural ecology, and obtain greater development space.

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