중국 MMORPG 그래픽 콘텐츠에 관한 연구
Study on the game graphic contents of the China's MMORPG

녕서가, 경병표, 유석호, 이완복
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ABSTRACT

China's online games have been developed a decade, the online game development is very fast. The last monitoring from "gameScan™" shows that there are 6 local manufacturing MMORPG games in the top 20 in march 2010 of china.Through research top 4 MMORPG games, their graphic content is too similar. All of them are the subject of Chinese Martial-Arts and Chinese Mythology, the graphic design elements all from China's traditional culture. This phenomenon will be two defects, the first if the design follow the trend, it can reduce the risk of failure, but it'll lack of competitiveness also. The second is it can meet the needs of Chinese culture for the game players in china, but the complex Chinese mythology and the culture of Martial-Arts are not easy to be accepted for foreigners. There are many European and American games failed in China, because of the differences cultural, the Game players can't understand the history, religion and culture. so, we can get some experience from the successful game cases of Korea and Japan. Use of common cultural elements combined with some Chinese traditional culture to create a new fantasy world. And try some now contents about future or science fiction

I. Introduction

According to "industry report" data show that in 2009 China's online game revenues of 25.62 billion yuan actual sales compared with 2008, an increase of 39.4% for the direct revenue related industries reached 55.5 billion yuan.

In 2009 there were 29 Chinese companies, paragraph 64 independently developed online games to overseas more than 40 countries and regions, achieving sales of 109 million, compared with an increase of 53.9% in 2008.[1] According to the "gameScan™" latest monitoring data shows that In March 2010 ranked online games, MMORPG online game in the first 20 accounted for 10. Although China self-developed MMORPG games accounted which 6, but the top two MMORPG games from the United States and Korea.

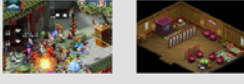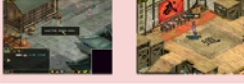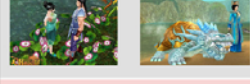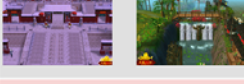## II. Analysis of the self-developed MMORPG in China

1. Analysis the theme of the China's MMORPG

The game "天龙八部" as the story of Jin

Yong's martial arts background. The Game "问道" is based on chinese myth " The First Myth "and Taoist Culture as the background of the game" Martial-arts and cultural development in China has been a long time. Martial-arts known as adult fairy tale. The game "大话西游" and "梦幻西游" are adapted by ancient Chinese classic "Journey to the West" as the background adaptation of the story. The success of these games is because of the use of familiar and favorite story, But all the background story is about ancient Chinese culture.

2. Character and Background

In addition to "梦幻西游" is to live outside of the character of the ratio. As the story took place in the Tang and Song era, the design of the character clothing and buildings Seems not very different.

▶▶ Figure 1. The Games character and background

Ⅲ. Analysis the reasons of the game graphic contents similarity

1. The lack of good planners

Now, on the game contents of Chinese culture were too similar. Currently there are at least five games on the "Journey to the West" theme. After the popular themes about history, mythology, martial arts and popular, "Shushan" Almost everyone wants to become the common goal. Now the game is also like a fashion product, it have a large number of similar works will at some stage. All the problems seem to focus on game planning, Game planning is a demanding job, they need to know the knowledge what about programming, arts, history, myth, culture, market conditions, and the game players thoughts. The planners unlike the programmers and graphic designers, they can't find many professional books for reference. The game industry relatively late in china, it needs more experience and imagination of the planner. So Improve the planner's accomplishment is more important than the management.

2. We should encourage diversificationin the graphic design

World increasingly focused on the development of personalized, games as well. In China, the game players will naturally have their own aesthetic habits as the cultural reasons. But it also hindered the development of the game style diversification. As the games in China are not subject to parental support, the general design of the game are for adults. The character design follow the real ratio, all of the female characters are sexy, male characters are handsome and content of the game is only slash, most of the background design are modeled on the ancient architectural design. This may be related to the environment and the design, in fact, in addition to the elements of the Chinese, we can combine more elements of the West. For example, the game "World of Warcraft", it would draw on the world scene representative of architectural style,

and then deformation.

Ⅳ.Conclusion

In the game production process, if the program compared to the skeleton, graphic design compared to the skin, than the planning is the soul of the game. Similar phenomena of the game, it will reduce the player's interest. This problem will hinder the development of the games market, it will create a competitive situation with each other in foreign markets also. The MMORPG game becomes more and more similar, this is a big problem in the game industry. Strong culture has enriched the content of the game, too much emphasis on local culture and cultural elements will make some trouble to those who do not understand, so it does not help the game's development in foreign countries. The games such as Japan and Korea, they create a new virtual world, talk about a new virtual world, combined with the representatives of the cultural content, so that all can understand. This is not to say that abandoning the use of cultural elements, I think the game is to use everyone should understand the culture, and then add new elements unique to attract more players.

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