Analysis of the female character and modeling design features of 'Frozen 2'

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'겨울왕국 2' 여성 캐릭터의 성격과 조형 디자인 특징 분석

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Abstract   Disney animation can be said to be part of American culture and art. With the changes in American society and culture, we can see the changes in the personality and social status of female characters in Disney animation. Especially in the Disney animation works published after 2000, many works showing equality in the social abilities and status of women and men have been published. In this study, the characteristics of female characters of the 20th century and the 21st century is compared and analyzed the characters of Elsa and Anna, who expressed the female image in a metaphorical way of 'Frozen 2'. And studied the characteristics and meanings of clothing and colorful shapes. This paper reveals the design elements needed to construct a gender-equality image of female characters, and hopes that it will become a useful research material for the animation industry and academia in the future.

Key Words : Disney Animation, 'Frozen 2', Female Image, Metaphorical Way, Character Formative Design

요 약 디즈니 애니메이션은 미국의 문화와 예술의 일부라고 할 수 있다. 미국의 사회·문화의 변화에 따라 디즈니 애니메이션에 등장하는 여성 캐릭터의 성격과 사회적 위상의 변화를 볼 수 있다. 특히 2000년 이후에 발표된 디즈니 애니메이션 작품에서는 여성과 남성의 사회적 능력과 지위에 대하여 대등 또는 평등하게 표현된 수많은 작품이 발표되었다. 본 연구에서는 20세기와 21세기 여성 캐릭터의 특징을 비교하고 <겨울왕국2>의 은유적인 방법으로 여성 이미지를 표현한 엘사와 안나의 캐릭터를 분석하였다. 또한 의상 및 색채의 다양한 스타일링의 특징과 의미를 연구하였다. 본 논문은 여성 캐릭터의 성평등 이미지 구축 시 필요한 디자인 요소를 제시하였으며 향후 애니메이션 산업계와 학계에 유용한 연구자료로 활용되길 기대한다.

주제어 : 디즈니 애니메이션, '겨울왕국2', 여성 이미지, 은유적인 방법, 캐릭터 조형 디자인

1. Introduction

1.1 Research Background

Disney animation has always been famous for its classic "Princess animation". So far, Disney has created 14 princesses. The princess in the 1930s to 1950s, that is, the Princess Disney personally participated in the production, was a perfect woman from the perspective of desire[1]. Since Disney launched its first princess animation' Snow White and the Seven Dwarfs ', the image of the princess with graceful figure, delicate face, good heart, good singing and dancing has been deeply rooted in the hearts of the people[2]. After that, with the change of American social concepts, such as the feminist movement and the black civil rights movement, Disney took a new position on the image of the princess after the 1980s. The images of the princesses also began to change, from the initial dependence on gentle personality began to produce self-consciousness transition. Until in 2013, with the release of 'Frozen', the change of women's role was described completely new. Abandoning the traditional animation concept of Prince and princess, the princess began to become an independent woman, and the prince also became a supporting role. The female mind in animation were liberated. It is renovating the new height of Disney animation in the world film industry. In addition, under the influence of multiculturalism. "Frozen 2", released in 2019, once again presented to the audience with a new cultural perspective. After the movie is released, once again set off a wave of World Disney animation.

1.2 Research purposes and methods

Disney animated films, to a certain extent, reflect the social changes, especially the changes in the status of women, which is a very representative American cultural phenomenon.

This paper is based on the background of American times, compares the characteristics of female images in the 20th century and the 21st century, and analyzes the character characteristics of Anna and Elsa, the main female characters in 'Frozen 2'. And how these brand-new female characteristics are reflected in the shaping and modeling of the role are analyzed.

2. The theoretical research of 'Frozen 2'

2.1 Transformation of female image in Disney Animation

Table 1. Characteristics of female images in the 20th and 21st century

Times		Characteristics of female image
20th Century	first half	Graceful figure, face is delicate and beautiful, Kind hearted, Good at singing and dancing, Male centered, weak and dependent on men
	second half	Brave and independent, but still male centered
21st century		Brave, optimistic, confident and independent, modern female images. Began to get rid of the shackles of masculinism and gradually gained the social status equal to men

In order to make animation become an imaging art form that can express philosophical issues[3]. In the series of Disney Princess animation, let the female images are interpreted and transformed into full of sense of the times. In the stories of Disney princesses, women's subjective consciousness is gradually enhanced, and the traditional male positive image is deconstructed[4]. Table 1 show that in the first half of the 20th century, the female characters of Disney animations appeared as kind-hearted, gentle, and capable of singing and dancing. And became the protected and rescued objects. On the other hand, sett off the social charm of men. This is consistent with the general belief in American society in the 1920s and 1930s that

women should stay at home and play a gentle and virtuous role. From the 1930s to the 1960s, the feminist movement began to break out[5] After that, with the equal rights movement sweeping across the United States, the female images of Disney animation began to gradually change to be brave and independent after the 1980s. Therefore, the female characters of Disney animated films released after the 21st century mainly appear in new female images such as brave, optimistic, and confident. They are no longer centered on men, but pursue independent life. Shift focus on family to career, has gradually become a female image that does not rely on male redemption.

2.2 Analysis of female characters personality in 'Frozen 2'

In animation, the sett of female character personality is the embodiment of female image. Restricted by the female images, there is a common character between the female characters Elsa and Anna in 'Frozen 2', which is the pursuit of self, courage and independence, have responsibilities and dreams. It is an interpretation of the sense of the times.

As shown in Table 2. Elsa and Anna's personalities are quite different. Elsa not only has the Queen's noble and elegant, but also uses her life to protect her family and friends. Don't like to be bound by power and pursues a free and easy life. Anna, on the contrary. Lively and cheerful, full of enthusiasm for life. Protected by family and friends since childhood, But when difficulties come, grow up in an instant, to guard the people without fear of danger. Working together with Elsa in different places. Eventually became the new queen. It can be seen that the female characters of 'Frozen 2' have the characteristics of personality and pursuit of diversification, and they are accompanied by the awakening of female rights and status. This is also a direct manifestation of the social and

cultural influence of the 21st century.

Table 2. The character characteristics of Elsa and Anna

Role name	Elsa	Anna
Personality traits	Elegant, reserved, noble, love family and friends, constantly challenge herself, and compared with rights, more pursue a free life.	Lively and cheerful, full of enthusiasm for life. Delicate and considerate to people. Was protected from childhood, but have the courage to face difficulties.

3. Analysis of female character modeling design of 'Frozen 2'

3.1 Theoretical research on character modeling design

Determine the overall shape according to the animation story.[6] From an artistic point of view, animation character modeling has a certain character, a certain style, and a unified animation style.[7] The shape features are restricted by the behavior characteristics, and the shape design of the characters produces corresponding changes according to the behavior characteristics of the characters. And through the necessary metaphorical techniques, the character of the role is reflected on the modeling design.

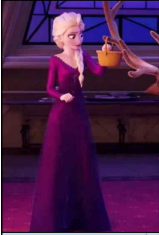## 3.2 Analysis of the fashion styling features of Elsa and Anna

Clothing is one of the important factors to show the character's characteristics.[8] It is also the most important part of character fashion styling. Clothing plays the role of "visualization" and "background" in animation.[9] As the basis of animation, the color, style and pattern of clothing in animation represent different meanings, and the changes are affected by the story background and role status. The following is an analysis of the five costume styles of Elsa and Anna in different story backgrounds in

'Frozen 2'.

3.2.1 Analysis of Elsa's fashion styling features

Behavior characteristics are very important design elements of character fashion styling.[10] Elsa's character nitially was anxious and restrained in the characters. From the panic at the beginning of hearing the road to find out the truth of her parents' death, and then to the truth was revealed step by step, Elsa's clothing style was constantly changing.

Table 3. Elsa's fashion styling features

Image	Story background	Fashion features
	Became Queen and began to feel anxious and uneasy	Purple long skirt, texture is heavy, solemn with a trace of anxiety, symbolizing the heavy mood of the characters
	When the night comes, always hear strange songs, and inner uneasiness intensifies	Rose red dress, blending with the night, coupled with light design, noble and echoing the inner world of the character's anxiety.
	Began to explore the truth of parents' death	Three layer design, light blue knee length skirt, light blue coat, with elegant light yarn, lightness and firmness in the massiness.
	As the truth is about to be discovered, the heart begins to be liberated	White long skirt, light and energetic. It reflects the joy and expectation when the character is about to find out the truth
	After finding out the truth and rescuing the people, went to pursue a free life	White gauze dress, it is mainly made of thin white yarn, Elegant, frivolous and unrestrained, it symbolizes the liberation of the character's mind

As can be seen from the Table 3, Elsa's fashion styling is also changing significantly into different story backgrounds, which corresponds to Elsa's character set. In the design of clothing, from the initial solemn and binding to expand and release, from the heavy to light, there are also intuitive changes in the color of clothes, from the beginning represents the anxiety of purple and dark red, with the plot of the transition, the color of clothes also began to turn light blue, and finally became the white representing holy. Different shape changes indicate the change and growth of Elsa's mood[11]. Through the change of clothes, can feel the joy of the character when she is completely free from bondage.

As the protagonist, Elsa's real identity in 'Frozen 2' has been revealed. Elsa, who has mastered the magic of ice and snow, is the element of ice and snow. Elsa, who has mastered the magic of ice element, is the element of ice. Therefore, ice and snow elements pattern have been integrated into every costume design of Elsa. This is also a metaphor to reveal the identity of a character in the details of fashion design.
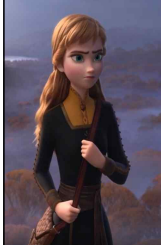
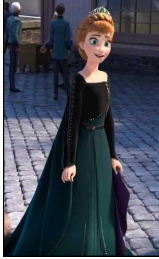### 3.2.2 Analysis of Anna's fashion styling features

From "Frozen" to "Frozen 2", Anna's character is a free, lively and cheerful little princess image[12]. But in 'Frozen 2', Anna's image also changed. From the initial carefree, gradually become strong and brave, to finally become a respected new queen. Anna's image is also moving towards independence and self-confidence. Anna's costume design and Elsa are two styles in the animation.

The role is influenced by environmental factors[13]. In Table 4, Anna's original fashion design is still the design of the upper class in the 1940s. It's also a hint of Anna's peaceful life. With Elsa embarking on the road to find out the truth of parents' death, Anna's heart began to

strengthen gradually. In the clothing design style also began to become firm and mature. Then she separated from Elsa and began to face the difficulties alone. The color of the clothes also turned into black, which represented the fearlessness of danger. Finally, chose to embrace rights and status and become a new queen loved by people. In color, and Elsa belong to a completely different style, from light to dark. In fashion design style, also from simple to mature. It implies the psychological changes and social status of the characters. For the meaning of life and the value of life has a more profound thinking.[14]

Table 4. Anna's fashion styling features

Image	Story background	Fashion features
	A quiet afternoon time before to explore the truth of parents' death	Beige high society fashions design in 1940s. The texture is heavy. It symbolizes the tranquility before the storm.
	When playing games at night, worried about Elsa's anxiety	Green knee length skirt, playful and lovely, like a protected child. When it blends with the night, it shows a trace of uneasiness
	Began to explore the truth of parents' death with Elsa	Rose red coat, with high-heeled shoes, symbolizes maturity and sets off the character's firm willpower
	After separation from Elsa, began to embark on the road of saving the people	Alternate with dark yellow and black dress. It's a symbol of strength and the resolute attitude in rescuing the people

	After successfully rescuing the people, was loved by all and became the new queen	Black shawl, dark green cape and long skirt, revealing the mature temperament, but also has the nobility and solemnity as a king

4. Conclusion

Disney animated films aim to realize the audience's "fantasy life". Therefore, Disney's clothing features and design methods are "realistic fantasy" as the core of creation.[15] This paper first compares and analyzes the characteristics of female images of the 20th century and the 21st century. The comparison results show that women in the 20th century paid more attention to external images, and were weak and dependent. On the contrary, women in the 21st century pay more attention to inner strength and independent ability is strong. It also reflects the changes of American history and culture. Next, analyzes the character characteristics of Elsa and Anna, the main female characters of 'Frozen 2'. Through comparison, we can see that women's personality in the 21st century is more diversified, and they have the right to choose their own life. Self confidence, courage and power have become synonyms for new female images of the 21st century. Finally, in the third part, it analyzes the characteristics and details of Elsa and Anna in the modeling with the change of the background of the story. The results show that 'Frozen 2' mainly adopts suggestive aesthetics, expressing the character's personality, psychological changes, status and life choices into the character's modeling design.

From the role design of 'Frozen 2', can see that the new female character image of the 21st century is mainly reflected on the sensory and visual expression of female character and shape.

And its character positioning and modeling characteristics had greatly improved the quality and social effect of animated films. It breaks the traditional gender fixed concept, and it is also an embodiment of American cultural phenomenon.

Through the study of this paper, we hope to learn more about the performance characteristics of historical and cultural elements in character and modeling on female characters. And for the future animation industry in the shaping and research of female role image to provide a basic reference.

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