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MOTION DESIGN AS A MODERN TOOL OF SPREADING INFORMATION

Student K.V. Bursak, gr. БДweb-16

Research supervisor N.M. Pysarenko

Kyiv National University of Technologies and Design

The purpose and objectives. Graphic design in modern life, which is full of digital devices, is getting more and more technological. I have to say that the purposes of modern graphic design are pushed further and further. Not only does it beautify the physical or digital object, but also helps its users, navigates them, guides their way via which they can get both aesthetic pleasure and problem-solving benefits. One of the most powerful subset of graphic design is motion-design. Technological advancements during the 20th and 21st centuries have greatly impacted and make this field often used nowadays.

Thus I will be exploring the beauty of Graphic Motion Design and influences it has on our society today. Also I am going to show you the value of animation and the most relevant principles of motion design in the modern world.

The object of the research is motion design and its ability to deliver information to people.

Methods and techniques. My work is based on the integrated approach that allows to explore basic design and animation tools. The artistic component of the subject of this research demands the use of methods of formal and figurative stylistic analysis.

Scientific novelty and practical value of the results. The scientific novelty of this research is denoted by the fact that for the first time:

- motion-design is identified as one of the subdirectories of multimedia design;
- the concept of “motion-design” is scientifically specified;
- information about the effect of the motion-design on the formation of environment is given.

The practical significance is the possibility of using the results obtained for further research in this direction. This work can be used for lectures on the history of multimedia design for students of design specialties. The results of the artistic and design tools of motion-design can be used by specialists in practical activities.

Research results. First of all, let’s start with the term “motion design.” Where does it come from? “Motion design” encompasses three things: motion, graphics, and design. Basically, it is dealing with graphics that are moving in space and time, and designing how it all looks. Almost everything you see in a video that was not shot on camera and is not included into special effects can probably be considered motion graphic design. You can see it on TV at the beginning of a news program, as visual effects in movies and also it can be a simple cartoon and character animation, animated typography etc. The first motion designers are considered to be the artists who created the opening titles for movies. Graphic design on its own uses imagery to convey a message. Some well-incorporated motion can emphasize that message by adding energy and visual interest. Plus, motion design can not only help to **communicate** a message, it can even **be** the message itself.

There are myriad uses for motion design, but it is often used to enhance a story by simplifying complicated ideas or making underwhelming visuals more engaging. Modern motion-design broadly covers all spheres of human life which deal with visual communication, from films and TV programs to sophisticated mobile applications or 3D animation. Designers can express their creativity for the sake of solving problems and satisfying needs.

Animation is a powerful design tool which can be used to greatly improve a user’s experience, when done correctly. However, when used incorrectly it can hinder the user and cause an unpleasant experience. Motion design should enhance a user’s experience and add meaning to a design. It is an important tool every designer and developer should pay attention to.

When creating motion graphics, here are some things to keep in mind:



- Timing: Whatever graphic elements are chosen, they need to move, shake, wiggle, and slide at just the right moments. Viewers can tell when something comes in late or early, so motion-designers need to get it right.
- Duration: Just like in video production, flashing an image on screen too quickly can be jarring and may not get the message across. Conversely, leaving a graphic on the screen for too long can cause the audience to lose interest.
- Tempo: The speed of repeated motions and music is critical. Any sort of rhythm will create a certain effect and it is important that the beat matches the production.
- Transitions: The way designers move from one scene or image to the next will have a huge influence on how their message is interpreted. Transitions should match subject matter so audience stays immersed in the story.
- Natural Movement: One should try to keep motion design movements organic and natural. The more the motions match our expectations of movement, the more convincing and engaging audience will find them [1].

The general aim of all these efforts, though, is to make the image or other graphic element meaningful and symbolic, communicating to the customer or user in a fast and efficient way. Improving communication, making it more impressive, expressive and diverse stands behind most samples of different graphic assets.

On Facebook, 85-percent of video content is watched without sound. Even without sound, motion graphics allow audiences to visualize the information. Motion design gives potential clients an engaging alternative to reading a whitepaper, watching a mind-numbing Powerpoint presentation or listening to a sales pitch. Commercial motion design projects can also be referred to as explainer videos.

Motion design can demonstrate complex relationships, visualize data and convey narratives in a way that other mediums just cannot match. Motion graphics can communicate complex ideas in a short amount of time. So, anyone from 5-years old to 105-years old will have the ability to understand brand messages better the first time they see them.

Motion design is ubiquitous these days, and you are met by it no matter where your eyes go. You will find them on digital ads, your phone or every time you tune into your favorite TV and films.

Motion graphics provide a viable way from startups. Even in the market space, 73-percent of agency and management professionals believe that video positively impacts marketing results and ROI [2].

Conclusions. In my research it is discovered that motion-design plays a very important role in modern society. It is meant to beautify and to solve the problems of communication, information, awareness, clarification of views whether abstract or philosophic and to pass future knowledge. Graphic motion-design has also improved the presentation of science, opinion and facts through high thought compositions of visual information called Information design. Motion design enhances transfer of knowledge through presentation of text which is being used for packaging, branding logos and all media productions with the enhancement of computer technology.

Keywords: *Motion Graphic Design, computer technology, animation, visual information, message.*

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