Employing Motion Graphics Techniques as one of the Modern Trends in Advertising Design
"A Case Study on the Design Exhibition (Eshraquate) for the Art of Motion Graphics _ Exhibition hall at the Faculty of Applied Arts"

دراسة حالة على المعرض التصميمى (اشراقات) لفن الموشن جرافيك _ قاعة العرض بكلية الفنون التطبيقيةتوظيف تقنيات الموشن جرافيك كأحد الاتجاهات الحديثة فى تصميم الاعلان

دراسة حالة على المعرض التصميمى(اشراقات)لفن الموشن جرافيك _ قاعة العرض بكلية الفنون التطبيقية

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Abstract:

The field of animation has captured the imaginations of designers and viewers in the twenty-first century, where movement has become a major part of our contemporary visual scene with the integrated technologies of different visual media such as television and the Internet. Motion graphic design presents a set of unique and creative challenges that combine the language of traditional graphic design and the visual language the dynamism of cinema in a hybrid connection system.

The focus of this study is on the role of motion graphics in current video marketing. First, the concept "motion graphics" must be defined, as it is a hazy idea for the majority of viewers. The research then goes on to show the main difference between animation and motion graphics. Viewers will gain a full understanding of the importance of motion graphics in video marketing campaigns by following the research's format. And finally, Through the works presented in the exhibition, the various effects of the different techniques used in the Adobe After Effects program were identified, which have the ability to add diversity, attract attention to the advertising video, and add aesthetic value.

Keywords: Motion Graphics, animation, Technique

Introduction:

In today's technology-driven world, Advertising has become highly significant business field. Through numerous forms of advertising, businesses are discovering new ways to capture the attention of customers as people's lives become more technologically dependent. Video marketing methods are being adopted on a large scale and in a variety of formats across all social platforms, one of which is motion graphics advertising videos.

This type of advertising is gradually taking over the internet's traffic. As video content

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becomes the top focus for video marketers, it is critical for the advertisement to capture the attention of the audience within the first few seconds. Motion graphic designs are the best tools for this since they combine typography, iconography, images, and animation.

In almost every advertising seen on social media and on the internet, there is some form of animation within the ads. This demonstrates the importance required of tools such as video marketing and is a valuable method of promotion and brand awareness. As one of the most powerful marketing tools, companies with a good foundation in the use of video marketing and animation make sure to incorporate it into their pre-made plan.

The marketing industry is now undergoing many trends and changes to deal with the advances in technology. Brands are coming up with fresh and innovative ways to boost their advertising strategies. The adaptation of motion graphics in particular, as well as videos in general, results in significant marketing improvements. Researchers and enterprises from all over the world have been drawn to the benefits of motion graphics and their impact on the area.

Research Problem:

The research problem lies in the presence of a state of advertising saturation and intense competition by advertisers in modern advertising media such as the Internet and social networking sites, as well as television, which made them more crowded and overcrowded and caused them to be lost and confused. For the advertising message that requires familiarization with all the techniques and capabilities of the various programs that will create a distinctive advertising model, especially with the spread of ready-made animation templates, which caused the presence of great similarity in advertisements on modern advertising means and the implementation of a variety of different advertising ideas that are able to

attract attention And deliver the advertising message clearly.

Research Objective:

The research aims to shed light on some of the techniques of motion graphics programs and employing them in the field of advertising to create excellence and creativity in an attempt to solve the problem of saturation in modern advertising means. The objectives of this research are to provide a basis for understanding some of the capabilities of motion graphics programs, and to explore how they can be used to attract attention and to communicate visual messages.

Research hypotheses:

The research assumes that getting to know the different techniques of motion graphics programs has the ability to create new and distinct advertising ideas and have the ability to achieve attraction and distinction for the advertising message.

First: Theoretical Framework:

1. **THE CONCEPT OF MOTION GRAPHICS:**

During the second half of the twentieth century, the information media experienced remarkable growth, with the advent of new media technologies broadening the breadth of graphic design applications and fostering new change. Graphic design in traditional printing has a static vision, whereas graphic design in new media has a multi-sensory dynamic performance.

As a result, dynamic media is included into the original Graphic Design, resulting in Motion Graphic Design. Dynamic graphic design has made significant development in film and television. Since the end of the twentieth century, Dynamic graphic design has matured with the growth of digital technologies and networks. A great number

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of Motion Graphics artists and companies have emerged all over the world, creating new types of Motion Graphics works and expanding the scope of its design and application, such as digital advertising screens, websites, intelligent mobile clients, and so on .

In 2008, the animation director and illustrator Gao Lu published an article "Running in a dynamic world-graphic design turned to Motion Graphics" in the journal of Digital Art, This article provided a translation of Motion Graphics and stated that it is a type of comprehensive art in the world of digital design that is defined by diversity through the use of various design categories and aspects. On-location shooting, visual effects, two-dimensional and three-dimensional animation, graphic design, illustration design, typeface design, post-production, sound design and music production, interactive design, and so on are all incorporated into Motion Graphics. In general, it is a visual language that combines film and graphic design, as well as time-based visual design.

Motion Graphic Design book, written by Xu Yibing and Xu Xiaoxiao in 2013, gave the formula Motion Graphics = Graphic + Motion + Time, where Graphic, Motion, and Time denote the three main lines of motion graphic design and the research subject of motion graphics theory. This book demonstrates some of the distinctions between animation and motion graphic design. Through the alteration or combining of the graphic symbol form meaning, explanation and illustration. This is the primary meaning of Motion Graphics, which is information communication. Wei Tingting, one of the developers, explained the Motion Graphics from a different vantage point. She believed that many definitions just conveyed the word's surface meaning. The significance of Motion Graphic's existence resided in its purpose, which was to complete the task of explanation and demonstration by changing or combining the graphic symbol form signification. This is

the primary meaning of Motion Graphics, which is information communication. (Geng, 2016)

2. Definition of Motion Graphics:

"It is the art of transforming static elements like graphics, images, texts, logo into moving designs by adding another dimension: time." (Fecher, 2017)

Motion graphics, in its most basic form, refers to visuals that move. It can be compared to animation to gain a better understanding of it. The terms motion graphics and animation are frequently used interchangeably. These two terms, however, are not the same.

The official definition of animate is "to bring to life." (Oxford Dictionaries 2018). (Shaw, 2018)

It is the process of transferring design graphics to new mediums by factoring in space and time. Motion Graphics, in its most basic definition, is anything that includes producing the appearance of movement, rotation, or visual element, and they are frequently paired with audio for usage in multimedia projects. The most prevalent area for motion graphics to be seen is on electronic media technology. (Nhat, 2020)

3. Difference between Motion Graphics and Animation:

In the world of animated videos, there has always been a discussion about the difference between motion graphics and animation.

Motion graphics are a subset of animation techniques, with motion graphics being one of the animation disciplines' categories. This is because animation is an umbrella term for the field of moving pictures, which encompasses anything from motion graphics to cartoons to stop motion. Motion graphics, on the other hand, focus solely on animating graphic design elements, including 2D, 2.5D, and 3D, but the storytelling part is not as definite as other genres of animation.

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In his article "The Origins of Motion Graphics", Michael Betancourt, a film theorist, explains that motion graphics is a graphics medium that uses video recording or animation technology to create the illusion of motion or rotation, and that it is usually combined with audio for use in multimedia projects for various purposes of publication, one of which is used as a medium of learning.

Motion graphic is called a moving image because it was created by combining multiple photographs in a sequence and manipulating them in such a way that the image appears to move. The goal is to fool the human eye into thinking there is motion. An illustration can be found in a still image, which is then animated through regular and slow changes, providing the sense of life. Motion graphics are frequently utilized in television commercials, opening bumpers, and to visualize a variety of events. (Winwin Wiana, 2018)

Unlike animation, which focuses on developing a story and characters, motion graphics focuses on removing excess content and communicating with fundamental elements like color, space, and typography. The way the elements move is a critical factor of generating an effective animation. It is simple to create an item move using various technologies, but it becomes more difficult when you need to convey information through that motion. The delicate movements of an element can convey a variety of moods, multiple sensations, or a story. It adds a fresh depth to the subject's personality. (Shaw, 2018)

"The critical difference is the element of storytelling". The easiest approach to understand the differences between motion graphics and animation is to look at the stories that each one seeks to tell. An animation is a visual representation of a tale with characters and a plot in which events unfold to a climax before coming to a conclusion. It could be a short animated film, a full-length Disney animated film, or a presentation with animated characters conveying a tale. Motion graphics is more about breathing life into something that might otherwise be lifeless. The shapes within a presentation, for example, or the background of an explanatory film. Motion graphics can also be used to explain a process. Consider how a product is manufactured and then delivered to customers. (https://www.freepik.com/blog/difference-between-motion-graphics-and-animation/)

For storytelling, animation is used. Anyone who has watched a Pixar picture understands how effective animation is as a storytelling tool. While motion graphics may bring data to life, animation can bring characters to life through emotive tales, aesthetic expression, and creativity. Motion graphics is a visual representation of a complex idea. They are regarded as visual aids since some concepts (particularly large and complex ones) can be difficult to represent or explain in words or still images. A few seconds of motion graphics can aid in the transformation of issues into transparencies. On the opposite hand, whereas cartoons may be too juvenile in a professional corporate atmosphere, the visual style of motion graphics appeals to a wide variety of viewers. On the other hand, motion graphics may take those adorable and amusing characteristics and use them to more serious issues. Regardless of the industry, the appearance of motion graphics may make messages more interesting and engaging. (Nhat, 2020)

4. Where Motion Graphics Is Seen Today?

Motion graphics were once only visible at cinematic studios because they are such an important part of making movies and television series. Motion Graphics has become more accessible as technology has advanced, and it is now used in practically every business video. The number of displays and video content and screens that can now be watched demonstrates a great fit for the field's expansion. Motion Designers are responsible for all moving text and

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images on the internet, television, cinematic films, mobile apps, video games, and a variety of other platforms. (Nhat, 2020)

a. **Motion Graphics in Branding:** Brand videos are used for short branding interactions such as teasers and broadcast commercials. This structure is great for name recognition and general brand position statements or value propositions. It is recommended that this type of video be between 30 and 45 seconds long. Because they are shorter, it is critical that the information be distilled as precisely and simply as possible. (ipsoCreative, 2017)

b. **Motion Graphics in Creating Awareness:** A public awareness advertising tries to improve public awareness about certain concerns such as energy conservation, global warming, homelessness, and drunk driving, among others. They're also used to promote charities like the United Way, Red Cross, and Cancer Society. In television public service advertising, motion graphics are becoming more prevalent. (Krasner, 2008)

c. **Motion Graphics in Videos Promo:** A show opener, like a magazine cover or the opening credits of a movie, sets the tone for the forthcoming program. Inventive show openings assist to promote the network's brand and tone, and they can make the difference between viewers being captivated and reaching for the remote. The duration of a show's opening is usually 15–30 seconds. (Krasner, 2008)

d. **Motion graphics in Explainer Videos:** Explainer videos are designed for slightly longer engagements when the audience is unsure about a topic, product, or service. This format is useful for reducing complex or high-volume information into a clear and concise presentation. The length of explainer videos should be between 45 and 90 seconds. This length enables for more information to be communicated while still focusing on concise and effective audience interaction. (ipsoCreative, 2017)

e. **Motion graphics in Commercials:** Television ads are one of the most popular campaign vehicles and one of the most successful ways to build brand awareness and increase product sales. Most ads today can range from 5–10 seconds to hour-long infomercials, selling everything from household items to political campaigns.
Commercial campaigns are intended to raise awareness of a product, brand, or service among the general public. A campaign's effectiveness depends on getting the proper message through and making sure it is clear. This includes creating a brief that outlines the campaign's goals, identifying and analyzing the intended target audience in terms of gender, age, occupation, leisure pursuits, and lifestyle, and evaluating marketing opportunities and communication channels like personal sales presentations, print, radio, and television advertisements. Creating the content, appeal, structure, format, and source of a promotional message frequently necessitates a team effort. (Krasner, 2008)

5. Stages Of Motion Graphics Film Production :

The making of advertising video in motion graphic is a continuous process, which is done through three stages of the process.

• First: the pre-production stage: The making of concepts, writing a video brief, storyboarding and script writing, Acquiring and maintaining equipment (cameras, lights, mics, and props).

• Second: the stage of production (filming): Including the making of layout and character creation and key animation or key movement.

• Third: Post production stage (editing): Which sometimes need to synergize with other production stages.

These procedures are for a large project campaign involving many partners and a great deal of effort. Many of the procedures described above can be avoided for minor productions that do not require live-action, actors, or filming. (Winwin Wiana, 2018)

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6. The Most Important Programs Used In The Production Of Motion Graphics:

a. Photoshop :

When a graphic element is described as "Photoshopped," it means that it has been retouched or edited using third-party software. Adobe Photoshop, on the other hand, provides more in-depth implementation to photo-editing. It's as adaptable as creative software gets.

b. Illustrator :

Adobe Illustrator is a product that is comparable to Adobe Photoshop but has a completely different function. Illustrator is a vector editing software, whereas Photoshop is a bitmap (pixel-based) editing software. This is especially true when creating logos, shape objects, and vector backgrounds for use in the Motion Graphics workflow.

c. After Effects :

Adobe After Effects is the most important software for Motion Graphic designers. There is no other program in the modern Motion Graphics workflow that is more important or adaptable than this one. After Effects is a 2.5-dimensional animation program. This means that any animation can be created virtually as long as it does not require 3D modelling (although there are a few exceptions to this rule). Once the storyboards and materials in Photoshop and Illustrator are complete, After Effects is the major software utilized by businesses to animate and create all Motion Graphic ideas.

d. Premiere Pro :

Adobe Premiere Pro is a video editing application. Its usability and functionality extended far beyond the realm of Motion Design. As a Motion Designer, the software is mostly used to edit their movie and add sound effects, audio, and music to it.

7. Technique Definition:

As shown in the dictionary, we can find a number of definitions to the concept Technique, the most important of which is:

• The manner and ability with which an artist, writer, dancer, athlete, or the like employs the technical skills of a particular art or field of endeavor.

• The body of specialized procedures and methods used in any specific field, especially in an area of applied science.

• Method of performance; way of accomplishing. (htt2)

Through the works in the exhibition, the researcher dealt with a number of various techniques that characterize the After Effects program, which is called (plugin or script), which are files that are downloaded within the program, some of which are free and what is paid. These files add many different possibilities to the program, which we shed light on through this research, to add aesthetic value and diversity in ideas for advertising in all its different forms.

Second: Artworks in the Exhibition:

The exhibition included eight videos were divided into four groups, which varied so that each video relied on one of the techniques of the After Effects program. Each group represents a form of the use of motion graphics in the various fields of advertising:

1. Logo intro :

The researcher presented four trails for Logo intro as follows:

a. Flat logo animation (HUAWEI):

A branded video for Huawei Mobile Phones. The design of the video was based on flat shapes and extensive use of shape layers to create movement. Video duration: 5 sec.

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Fig (1) Logo Intro 1

b. Trapcode Particular (Pepsi):

Designing an advertising video for the Pepsi brand using a plugin known as "Trapcode Particular". It divides the image into small particles and then assembles them again, which adds a unique aesthetic value to the design. Video duration: 9 sec.
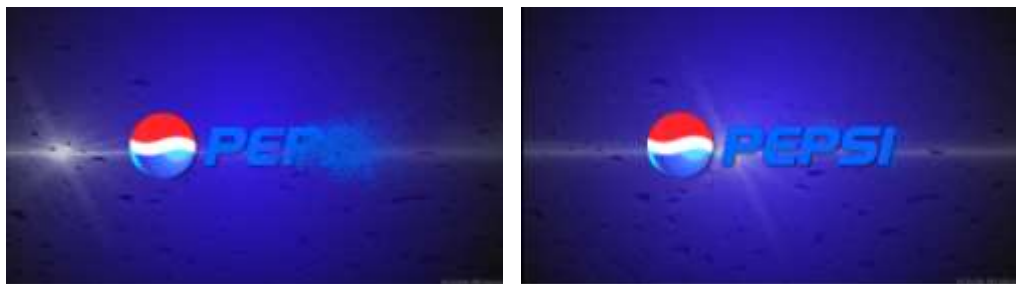

Fig (2) Logo Intro 2

c. Transform (FedEx):

A branded video for FedEx company .The design of the video was based on the use of the four forms of transform (scale, position, rotation, and opacity) to create an attractive movement. Video duration: 4 sec.

Fig (3) Logo Intro 3

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d. Lighting logo (Burger King) :

A video for (Burger King) logo intro. The design of the video was based on using (Saber Plugin) which is in the form of lightening for the outline of the logo for more attractiveness. Video duration: 9 sec.

Fig (4) Logo Intro 4

2. TV promo:

This video was extended over a minute and many techniques were used, including: transform (scale, position, rotation, and opacity), lens flare, animated background, and using shape layer.

- **Watchit channel Project script:**

Scene 1: channel logo intro with animated back ground – music.

Scene 2: series logo intro with lens flair – music.

Scene 3: Show master scenes from the series with the addition of a smoke background and the dialogue between the heroes with an appropriate background music.

Scene 4: A collage for the heroes of the series with the appearance of the name of the series and the logo of the channel.

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Fig (5) TV Promo

3. Awareness advertising:

The researcher presented two trails for awareness advertising as follows:

a. Working with Camera (Child obesity): Using the camera tool is one of the distinctive tools of the After Effects program, as it adds a new and different dimension and creates a diversity of movement, which adds aesthetic value to the advertisement and achieves attention to the shots. The advertisement extended over a minute and was divided into a number of scenes conveyed the advertising message.

Voice over was also used in this video to deliver the message clearly.

• Child obesity Project script:

Scene 1: text animation for project title (Child obesity the problem and the solution) – voice over.

Scene 2: Presentation of the statistics of obesity rate in Egypt in the form of a photo of a group of children – voice over.

Scene 3: Display of the most important causes of obesity in a sequential form– voice over.

Scene 4: View suggestions for the most important solutions accompanied by camera movement– voice over.

Scene 5: final scene, text animation, ministry logo – voice over.

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Fig (6) Awareness advertising 1

b. Using Of Animation Composer (Corona Various):

The video was divided into two parts: the first part deals with the symptoms of the disease, the motion relied on the transform found in a famous file in the program, which is called animation composer plugin.

Scene 3: text animation for second project part (covid19 prevention) - animated background –lightning effect – music.

Scene 4: Display of the most important symptoms of covid19 in a sequential form with trem path technique - animated background –lightning effect – music.

Scene 4: final scene – project slogan (stay home stay safe) – music.

As for the second part of the video, it dealt with ways to prevent infection with the disease, and it relied on a technique called the trem path, which transforms the shapes into hollow outer lines, and the shape appears through the movement of the line. The duration of the advertisement is a minute.

- **Covid19 Project script:**

Scene 1: text animation for project title (covid19 symptoms and prevention) - animated background –lightning effect– music.

Scene 2: Display of the most important symptoms of covid19 in a sequential form- animated background –lightning effect – music.
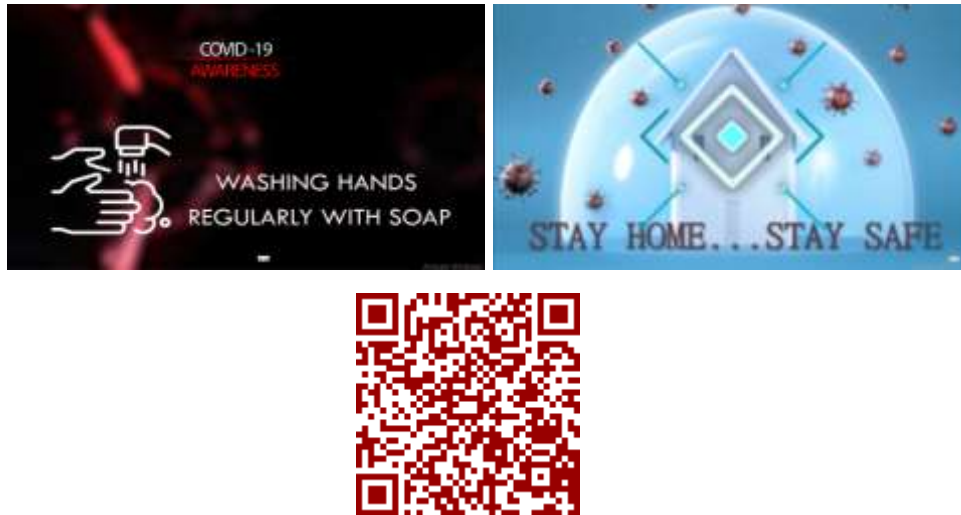
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Fig (7) Awareness advertising 2

4. Commercial advertising:

A commercial advertisement for a dental treatment center, the advertisement extended over a minute, divided into several scenes, and a number of the previously mentioned techniques were used in addition to an important plugin, which is called "AE juice ".It is a plugin that contains a number of files, some of them free and some of them paid, and one of the free files was used for moving texts.

• **Tulip Dental Project script:**

Scene 1: logo intro with animated back ground – music.

Scene 2: pictures display for Hollywood smile - animated background– music.

Scene 3: photos display for front fitting- animated background– music.

Scene 4: photos display for orthodontics- animated background– music.

Scene 5: photos display for child teeth care - animated background– music.

Scene 6: Final scene – logo of the center - Contact Data-- animated background– music.

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Fig (8) Commercial Advertisement

Third: Exhibition events:

The exhibition was inaugurated by a group of distinguished professors in the field of applied arts, headed by Prof. Dr. Hatem Idris, Dean of the Faculty of Applied Arts, Damietta University, an elite group of faculty agents, faculty members and their assistants, some students and colleagues from the faculty's administrative body.

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Fig (9) photos for Exhibition events

Forth: Research findings and recommendations:

Through practical experiences in the exhibition, the researcher reached to identify some of the possibilities of the After Effect program and their application in various forms of advertising, which achieved diversity and creativity in advertising ideas.

The researcher recommends more attention to teaching modern programs in all departments of the Faculty of Applied Arts to create a distinguished graduate capable of competing in the labor market.

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توظيف تقنيات الموشن جرافيك كأحد الاتجاهات الحديثة فى تصميم الاعلان
دراسة حالة على المعرض التصميمي (اشراقات) لفن الموشن جرافيك
قاعة العرض بكلية الفنون التطبيقية

الملخص :

استحوذ مجال الرسوم المتحركة على خيال المصممين والمشاهدين في القرن الحادي والعشرين، حيث أصبحت الحركة جزءًا رئيسيًا من مشهدنا المرئي المعاصر وذلك مع التقنيات المتكاملة للوسائط المرئية المختلفة مثل التلفزيون والإنترنت. يقدم تصميم الرسوم المتحركة مجموعة من التحديات الفريدة والإبداعية التي تجمع بين لغة التصميم الجرافيكي التقليدي واللغة المرئية وديناميكية السينما في نظام اتصال هجين.

تركز هذه الدراسة على دور الرسوم المتحركة في تسويق الفيديو الحالي. أولاً، يجب تعريف مفهوم "الرسوم المتحركة" ، لأنها فكرة ضبابية بالنسبة لغالبية المشاهدين. ثم يستمر البحث لإظهار الفرق الرئيسي بين الرسوم المتحركة والرسومات المتحركة. سيحصل المشاهدون على فهم كامل لأهمية الرسوم المتحركة في حملات تسويق الفيديو باتباع تنسيق البحث. وأخيرًا، ومن خلال الأعمال المعروضة في المعرض الخاص بالباحثة، تم تحديد التأثيرات المختلفة للتقنيات المتنوعة والمستخدمة من خلال برنامج أدوبى أفترافكت، والتي لها القدرة على إضافة التنوع، وجذب الانتباه إلى الفيديو الإعلاني، إلى جانب إضافة قيمة جمالية.

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