Application of Motion Graphics in Visual Communication Design

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Abstract. In commercial visual communication design, the application of motion graphics is becoming more and more popular. In order to better improve the visual presentation of the whole motion works, in practical application, the logic, transformation, transition and music elements of dynamic graphics determine the presentation effect of motion works, as well as some key points that should be paid attention to in the specific production. These are the contents of this paper's analysis and research.

Keywords: Motion Graphics, Visual Communication Design, Design Thinking

1. Background
With the development of media technology, motion graphics are focused as an emerging communication method [1]. Despite technology development, there is still a lack of basic research on motion graphics [2]. Motion graphics refer to the "moving figure", in other words, it is "the figure that changes shape with the passage of time", that is, the dynamic expression of graph in time [3]. Motion graphics are a form of animation where several sets of shapes are choreographed together using a wide range of effects to produce compelling footage [4]. In order to enhance the richness of visual communication design works, more and more commercial design works will integrate motion graphics to enhance the visual appeal and improve the pass rate of the scheme. Motion graphics bring users more intuitive feelings, provide multidimensional experience, enhance visual interest, and increase emotional communication. Through the motion graphic display design content can make up for the lack of two-dimensional performance in visual communication design, but for designers, there is a greater challenge.

In the common concept, visual communication design is static, and along with the development of modern technology and the Internet, the new term "interaction" has been created [5]. Motion graphics also play a certain role in the interaction between people and works, making the visual and auditory experience more abundant. With the development of network technology and the blending of new media forms, diversity in its visual communication has changed. Visual communication is made quickly and profoundly based on visual information. Through the expression of graphics, colors, and words, the forms of expression are varied and the methods of expression are different. Through the multi-faceted development of visual design, the visual space has a more meaningful meaning [6].
Because of the combination of different kinds of art and technology, multimedia design, compared with traditional media creation, has more rich and complex expression methods [7].

2. The Performance Elements of Motion Graphics in Visual Communication Design

When making static graphics, we only need to consider the expression of two-dimensional space, including shape, color, transmission of information content, and cooperation with other elements. Motion graphics in thinking need to be based on the thinking content of static graphics, but also spend a lot of experience in motion expression, so it increases the thinking about space and time. In the commercial visual communication design, the logic, transformation, transition and Soundtrack are the contents that need to be considered when making motion graphics.

2.1 Logic

Logic refers to the interrelationship of graphics in motion. In each scene, there are connections between the various parts of the graph, and there are also connections between the various scenes. Better logic can make the motion evolution of graphics more fluent and novel, and achieve better visual presentation. It's not difficult to make a graph move. What's difficult is how and how to make it move. Logic is also the key factor that determines the transition from technicality to artistry. When the graphic movement lacks logic, the feeling of graphic motion will be mechanized; when the logical relationship between graphic movements is handled properly, human vision will be more likely to continue to follow the graphic movement, and will be more likely to expect the possibility of the next graphic presentation. The object conveyed by the design has a deeper memory point. Sometimes the successful scheme of motion graphic expression does not necessarily depend on a lot of motion transformation or huge workload. Sometimes, when the logical part is well conceived, it may be that a simple motion form will touch people's interest in motion viewing.

For example, the propaganda poster "wind of time" in the 2018 Lianzhou International Photography annual exhibition is visually conveyed through the four words "wind of time". The work uses the ancient time tool "sand" as the performance material of the font, uses the wind blowing sand as the logic of motion change, and then changes the scene where the wind gradually blows the font, which not only shows the theme but also shows the theme vivid and powerful, and the combination of external expression and content is just right.

2.2 Transformation

Transformation refers to the change mode of graphics itself, and it is also the main concern of viewers. The transformation of each unit graph can be realized by positioning point, position, proportion, rotation and transparency. The possibility of different combinations and combinations is ever-changing, and all changes should be based on the original logic setting to choose the change mode.

The motion transformation of graphics can not only increase the form of new ideas, good motion graphics can also carry out more interpretation of the theme, and even extend a wider range of content, giving people more imagination. Let people more truly understand the concept of graphics, a short period of time to bring visual and auditory memory, shorten the distance between people.

The movement of motion graphics should be based on the transmission of service graphics information. If you just move at will, you will lose the significance of making motion graphics, so we should put the graphics in the first place. When thinking about the motion graphics transformation, we should also include "time" into the category of thinking, clear the total time of the whole video, as well as determine the time of each part of the content, so as to better determine the application of transformation mode category and transformation speed.

For example, the poster of the 6th Guangzhou Triennial Exhibition, the theme of which is to imagine a kind of communication equipment, in which people can conduct interactive consultation with the communication information stored in it with high speed and flexibility. In addition, the designers also put the information into the poster. At the same time of clearly conveying the content of propaganda text, the whole visual presentation is the feeling of countless information modules in the
graphic expression, and at the same time array into other text content images; in motion performance, the transformation of motion graphics is diverse, with the effect of multiple information modules emanating from the emergence of one information module, and then withdrawing, and there are also array information modules along a certain track. The effect of circular motion, as well as the effect of repeated superposition of images left by the motion track, all of these transformations effectively increase the visual interest, attract people's attention, and fit the theme of this exhibition.

Film and television designers and graphic designers pay attention to different perspectives in motion production. Film and television designers are more accustomed to starting from the angle of lens language, while graphic designers pay more attention to the change and transformation of graphics themselves, and also relatively understand the inner needs of customers. Therefore, when making motion changes in the relevant content of visual communication design, sometimes graphic designers will be relatively more handy. Although the current visual communication design due to the combination of diversified elements, as well as the integration of cross-border ideas, the boundaries of design have become a little fuzzy, but the thinking core of different majors is still very different.

2.3 Transition
Transition refers to the connection between the previous unit figure and the next one. A complete motion work sometimes is not only a graphic movement change, more often in order to increase the richness of the work, it will be integrated into a number of graphics for stage by stage display, then the transition of the cohesive mode becomes particularly important. If the transition is too rigid, the fluency of the whole design will be reduced, and the visual experience will be greatly reduced. When considering the transition, we should also follow the original logical framework and graphic transformation style.

2.4 Soundtrack
For soundtrack, the selection of music is an important step in many motion production. It will affect the turning point and rhythm of the whole production process, and also determine the temperament of the motion work. First of all, the choice of music depends on the interpretation of the brand concept. According to the positioning of the brand, we can choose the appropriate style of music, whether it is soothing or dynamic, elegant or popular, and so on. Secondly, it conceives the development of graphic transformation from the beginning to the end of music. The speed of music will determine the speed of graphic change. The beat of music can be divided into strong beat and weak beat according to the strength. With the cooperation of strong and weak, the rhythm change of music can not only exist in the beauty of music, but also bring people the sense of rhythm and rhythm. Therefore, each remake of music also needs to consider the positioning of graphics. For example, the weak change of the figure is accompanied by the weak beat, and the corresponding figure is processed with strong change during the remake.

In some motion graphic works, the score is only auxiliary, and the change of figure in the work does not change with the rhythm of the score, so there are less factors considered in the score. But for some works, the figure and score complement each other, which requires more thinking. For such works, the relationship between graphics and score music will be more like the relationship between dance and score music. "Coordination" is very important. To understand the emotion in the score, we should feel the impact of the beat, so that when we cooperate, we can make the work more consistent. All the time, weak changes or strong changes are insipid. Only strong and weak can show a sense of hierarchy. The understanding of soundtrack is also an important reference direction for thinking about motion graphic transformation.

3. The Thinking Angle of Motion Graphics in the Process of Making
In the process of motion graphic creation for visual communication design, it is necessary to take the effective communication of design objects as the starting point, distinguish between primary and secondary, and which one or several points among the elements such as graphics, font, color, logo,
auxiliary shape and picture should be emphasized in the motion, which should be planned in the logic setting part at the beginning of design. For example, it is the motion change of signs or auxiliary graphics, or the motion change of application display. After setting, the transformation of graphics should be arranged according to the main contents to be emphasized.

The visual language, as the main body of the design, can effectively enhance the appeal of the design works, and make the design from the simple self-expression, extension to performance and publicity, to guide the transmission of information and the understanding of the audience [8]. Graphical symbols have vivid, expressive and appealing features. The most important thing is to make people in a short period of fast memory, distinguish complex visual information, making it stand out [9]. In the transformation of graphics, we can not only try to transform the parts of the graphics, sometimes we can use the way of deconstruction to think, it can also bring some unconventional effects, or let the sports form and life phenomenon to do contact, can let the public have a certain chorus.

The existence of visual communication design reflects people's needs in society. Maslow's hierarchy of needs theory divides human needs from low to high into five levels: physiological needs, security needs, social needs, respect needs and self realization needs. Visual communication design to convey information clearly is to meet people's low-level needs, to facilitate people in the society to identify a variety of social information. However, if we want people to have a higher degree of recognition of design, we need to put more creativity into the work to seek the satisfaction of higher-level needs, such as paying attention to people's psychology, emotion and respect.

The way of integrating motion graphics into visual communication design is not only to meet the public's material needs, but also to consider the psychological needs of the public. It is because the public has different levels of psychological expectations for design, so the visual communication design needs to constantly use creativity to meet the public psychology. Compared with static graphics, motion graphics can attract people's attention and have more richness, which plays a positive role in visual communication design.

Most of the communication between people and visual communication design is decided by visual sense organs. Only after the establishment of visual communication, can the function of visual communication design be brought into play. Therefore, it is particularly important to convey and express the graphics. The motion graphic processing of visual communication design is equivalent to adding a catalyst between people and design works to quickly sublimate people's appreciation desire.

In the commercial visual communication design, designers can not only achieve the commercial purpose as the only purpose, designers have this sense of social responsibility, shoulder the responsibility of leading the era of aesthetic. Therefore, it is necessary to constantly improve the innovation in visual graphics and try more forms of expression. In the era of new media, the design concept is gradually updated, which also Found more development opportunities and more advanced technological innovation for the design of visual communication, and provide more possibilities for the innovation of visual communication technology[10]. The integration of motion graphics is a more novel and attractive visual form than ordinary text information or conventional two-dimensional design. Only the presentation of two-dimensional graphics in this era of traffic information can not meet people's visual needs, multi-dimensional development is bound to be the trend of visual communication design.

4. Concluding Remarks
In terms of visual communication design, "communication" is its primary purpose, and whether effective and efficient communication is the direction of every visual designer. In the new media era, visual communication design is facing great opportunities for development. On the one hand, there is a natural correlation between new media and visual communication design; on the other hand, new media has obvious progressiveness compared with traditional visual design tools. Under the background of new media art design, the development of visual communication design presents the characteristics of multimedia presentation, interactive expression and motion design [11]. The
challenge for designers is to create designs that are aesthetically appropriate and visually engaging for the target audience, but which are also functionally - legible and support the encoding of communication messages so that these are effectively decoded as intended [12]. In the practical application of commercial visual communication design, when making motion graphics, logic, transformation, transition and music can be focused on. Logic determines the internal law of a motion graphic work, transformation determines the visual presentation of the theme information of the work, transition determines the fluency and integrity of the work, and music determines the rhythm of the work. The appropriate application of these elements can be a reference point for making works more creative.

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