THE POSITION OF MOTION GRAPHIC IN COMMUNICATION MEDIA

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ABSTRACT

Visual media nowadays have an undeniable role in mentally guiding their audiences, and here, with the increasing role of modern media like TV, cinema, and internet, the role of motion graphics as a new tool is developing. Along with the development of such industries as advertisement, cinema, gaming, and music, motion graphics has reinforced its position in these industries and faces a hoping vision. Taking advantage of the techniques and special properties of motion graphics to achieve beneficial communication is highly important and justifies the necessity of research in this filed (Qolami, 1390). In the recent years, networks with orientations of visual media and attraction of audiences have widely progressed and motion graphics, this novel art, has had a key role in the field of culture and art. Considering the role of motion graphics as a novel communication tool, this research attempts to answer this question that what kind of effective and efficient tool is going to be used by motion graphics in order to increase the attention of the audience through media. With regard to the importance of this subject, assessing and analyzing the role of motion graphics as a new branch of graphic design in increasing the efficiency of visual communication is the goal of this article. The framework of this article is descriptive-analytical. This thesis is consist of motion graphics in TV and cinema, analyzing the position of motion graphic in other media, its connection with the subject of multimedia, motion graphic and outdoor advertising.

KEYWORDS: Motion Graphic, Media, Motion, Efficiency

Motion graphics is the science of combining motion and sound in media and has reached a place where today it is able to create novel works through moving still images of graphic or vector designs and adding sound to them. This branch finally leads to the production of short advertisements in TV and internet. Motion graphics is now considered to be an effective tool in visual expression. Analyzing the role of motion graphics from different visual aspects and assessing its position in media are important factors in this regard.

Regarding the background of motion graphics, it must be mentioned that more or fewer researches have been separately conducted from which the book “Motion in visual communication” by Naz Maryam Sheikha (1392) can be mentioned. This book has considered the history or basic information of motion graphic. The afore-mentioned book is the newest book in Iran in which graphic motion is looked at from a totally historical viewpoint and different types of motion graphics are introduced.

“Graphic in film titles” by Fereshte Saeidi Pour (1376) is the first book on the subject of motion graphics in Iran in which merely graphics is historically considered in film title sequence around the world and shortly, in Iran.

The book “From Visual Signs to the Text: Toward Semiotics of Visual Communication” by Ahmad Babaki (1384) (published in Tehran, Markaz publication house, Fifth edition) is one of the important resources in semiotics and communication.

In the book “Creative Motion Graphic” by Yael & Byme (2011), the way of making motion graphic in films and cinema is described and topics including title or credits and motion graphic in web are discussed.

In the article “Target Online Advertisement” by Barid Eleanor (2008), the subject of motion graphics is discussed by means of online advertisement, and motion graphic is mentioned to be an influential factor on audience.

Steven Heller’s (2008) book titled as “Becoming a Digital Designer” discusses the principles required for an up-to-date designer in the field of web and IT. Regarding designing, this book mostly emphasizes the application of software and does not consider factors like designer’s creativity, cultural and thought factors.

METHODOLOGY

Selecting an appropriate methodology is essential in order to achieve the purposes of the research. Methodological aspects are one of the most important elements in each research subject. The validity of the research depends on the way of utilizing the methods (Khaki, 1379).

In this research, a descriptive-analytical approach has been used. In order to collect data,
comprehensive library studies were conducted. To do so, the specialized texts about motion graphics were studied to become able to analyze the position of communication media.

**Motion Graphics in TV and Cinema**

Nowadays, everyone is aware of the wide scope of graphics as an art. This field, which has both artistic and commercial aspects, has been able to introduce itself not only to most of artistic branches, but also to mass media. Two of these media are TV and cinema in which graphics plays an important role in their visual expression. It might also be said that just like cinema that has taken advantage of photography from the first day of its creation, graphics has also played a determining role in it, too. Cinema, as the most complete art today, takes advantage of all visual and non-visual arts in order to accomplish its goals; it includes a wide range of such tools from literature, story writing, poetry, scenario and drama to arts related to sound and image including photography and cinematography, special effects, visual effects, costume design and makeup, music, and even painting. Graphics as a popular visual art plays a role in people’s lives and has its own audiences the same as cinema and even more than that (Sadeqi, 1387).

The concept of motion graphics in TV is divided into two different job categories: first, the works which are basically designed for TV screen; second, the works which can be produced only through TV tools and techniques. The first category points to simple films which are produced with low budgets compared to cinema movies which are visually more attractive due to their higher budgets and more equipments (Miri Rowshan, 1384).

**Motion Graphics in Title Sequence**

Title sequence is a dramatic- visual form which is placed at the beginning and end of movies. The presence of three elements of graphics, motion, and sound with focus on a specific topic is necessary for title sequence. Motion and sound are related to dramatic aspects of title sequence and graphic design is related to its visual aspect.

There are different views about title sequence. One view considers it just as the identification certificate of the movie or program; the other view regards title sequence as the announcement alarm of the movie; and the third view accepts the title sequence as a chance for mental preparation of the audience. These three views have been posed through time and by the introduction of new abilities in title sequence (Sadeqi, 1387).

Title sequence, like the book cover, makes mental preparation and at the same time notifies the audience about the movie. Just like the book cover which includes information as the book title, the author’s name, the translator’s name, etc. which convey the principal information about the book, such information as movie name and director’s name, etc. are also presented in title sequence to the audience. Furthermore, both on the book cover and the title sequence, mental preparation helps the audience easily become aware of the genre and the theme of the movie. This preparation is conditioned on the fact that it does not show up the end of the movie or book. Title sequence is intermingled into graphics by writing the names of the film crew on the picture and the way of combining the text to picture (Saeidi Pour, 1376).

**Motion Graphics in Giving Identity to the Network**

The identity of the network introduces the channel or station which is broadcasting a live program. Due to many existing signals, the Federal Communication Commission (FCC) has made all radio and TV stations introduce themselves each hour, once at the beginning and once at the end of each program. In this regard, FCC has showed flexibility; therefore, networks can coordinate this time with the time of broadcasting advertisements. Many networks take advantage of their identity as an advertisement. One of the primary identity making examples is for ABC network by Harry Marquez. He came up with the idea of a moving sign and employed Duglas Trumbull which was one of the pioneers in special effects. The moving sign which was made for ABC network under the title of ABC, movie of the week, was a great progress and attracted many audiences around the world (Sheikhha, 1392).

**Motion Graphics in TV News**

Utilizing visual effects from the beginning to the end of news bulletin is an inviolable principle. Sometimes, it might not be possible to receive the pictures of an event immediately. Covering such events in TV, if only performed by reading a text is not considered as a professional act. This type of presenting news bulletin changes visual media (TV) into auditory media (radio). For covering these events until receiving pictures and movies, the editors use motion graphics. Attempts for receiving real pictures and movies are always a golden principle (Saeidi Pour, 1376).
Employing motion graphics, such tools are used in TV news: 1- Subtitle: A combination of text and motion graphics is usually placed at the bottom of the screen which explains the program being broadcasted. 2- Mortise: Full screen graphics which frames the live program and is usually used in conjunction with subtitles. 3- Program guide: Lineup is a graphic design which covers the whole screen and informs the audiences of the time of ending a program, date, and time of the program, etc.. Up front is an advertising design which is used for introducing the network shows (Krasner, 2008). 4- Informer motion graphics is an application of motion graphics in news by using graph info. These charts are used where simple or quick explanation of data is needed. Using informer motion graphic makes the audience receive an outstanding amount of data in a glimpse and even remember it. 5- Motion graphics in advertisement: Familiarity of motion graphic designers with software and hardware principles and techniques, all required tools, the method of mixing sound with images and texts, methods of lighting and different effects, creation of the most advanced visual effects, methods of creating 3D texts and images, etc. can help in improving commercial advertisements (Woolman, 2004).

Motion Graphics in a Web-Based Context

One of the attractive methods for omitting inactivity in web pages is using motion graphics. This type of motion graphics has developed in two types of traditional and interactive in the web-based context. For the first type, logos and advertising banners can be mentioned in which motion is used for more attraction of attention. The second type which was used less before is a type of animation or moving picture happening in response to user’s actions; for example, a menu which opens up when the mouse cursor stops on it. Nowadays, these two types have intermingled in a way that sometimes it is impossible to differentiate between them. Moreover, the mutual effects of different areas related to web on each other as well as outstanding progress has caused the formation of styles, tendencies, and new examples in web design and motion graphics in different formats (Braha, 2011).

Different Types of Motion Graphics in a Web-Based context

Motion graphics in a web-based context includes: 1- GIF files: This graphic format, based on the traditional definition of animation, is defined as frame by frame animation. This type of web animation is not interactive and does not respond to the user’s action. The most application of this format took place in primary examples of web advertising banners in which titles and pictures usually attempted to attract the audience’s attention by quick movements in a limited number of frames. The reason of this limitation was the file size which made the uploading process more difficult (Ziegler et al., 2008). This type of animation is still in use; but, it has nothing to say compared to its other rivals. 2- Flash and motion graphics: Utilizing Flash in a web-based context is classified into three categories which are not so different from each other: the first category includes advertising Flashes which continue the path of GIF banners and logos with more advanced effects and movements; the second category is related to decorative Flashes which are used in different parts of site structures; for example in designing header, site menus, keys, slides, etc.; the third classification includes all Flash sites in which the whole site including the structure and content is operated under Flash format and standard coding practices of web pages are no longer used for presenting the content (Curtis, 2004)

Web 2.0: Java Script and JQuery Libraries

Java Script libraries are collections of Java Script codes which ease many works, making shortcuts. In fact they define a collection of ready-made functions in a separate file; for example, if we need several lines of Java Script for the creation of a simple under web movement, we can code the movement by only one line, adding a file of these libraries. The most popular and most common type of these libraries is JQuery which was introduced at the same time as web 2.0 or as long as newly introduced needs. One of the topics which is placed into most of these libraries is the topic of motion. Nowadays, we witness that tens or maybe hundreds of new ideas are introduced in a web-based context each day and web designers can use these ready-made and free ideas and codes in their sites without any need to have the knowledge about this subject (Krasner, 2013).

A Brighter Future with HTML 5

The new version of HTML was first introduced in 2004 by World Wide Web Consortium and was almost finalized in February, 2010. Version 5 introduces new tags and announces some old tags as expired. Many believe that these new capabilities will form a new generation of web design and consequently, internet (Krasner, 138). Of course, most of browsers do not still support this version of HTML; moreover, most of users still use old web browsers. As a result, there is still a long way for HTML, a web Flash Static coding language, to become universal. Anyway, the future of web will be filled with motion, innovation, and
creativity. The matter here is the key role of a new branch of graphics under the title of web motion graphics.

**The Impact of Motion Site on Information Transfer**

A site is similar having to a catalogue. A catalogue can contain images and texts, while a site can take advantage of images, texts, films, sounds, or animation. As a result, a site is able to transfer information more comprehensively in a more attractive way. For designing, printing and distributing each catalogue, money is needed; for a site, however, you only need to pay money for only designing and maintaining it; then thousands or millions of users can visit your site.

Having a web site, owners and managers can enter the area of electronic business and use the strategies of electronic business. Some of the most important capabilities of these strategies are internet advertising, search engines’ advertising, click advertising, and banner and links’ transferring (Motevali, 52). The amount of profitability and earning of the sites depends on the type of the site and its goals. Of course, the amount of site owners’ activity, their considerations, and updating the site are important, too. Nowadays, there are many companies and individuals who are active in the field of business just through sites and make money mostly through sites and online customers.

**Motion Graphics and Multimedia Files**

Using different media such as sound, picture, video, animation, text, etc. all together in better conveying a message is called multimedia. This concept is used as the opposite of programs only using text. In multimedia programs, text is not used as possible and the fundamental load of meaning is conveyed through other visual or auditory media (Braha, 2011).

**Multimedia: An Evolution in Digital Advertising**

One of the most attractive and best ways of advertising is the use of multimedia advertising or multimedia CDs which is more attractive than any printed booklets, brochures, or catalogue, and is also cheaper, since multimedia CDs are just designed once and can be changed with lower cost. Besides, writing them is easily possible even by a personal computer, while changing printed versions has many phases and more cost.

High potential of presenting information and taking advantage of text, sound, image, film, animation, music, links, and many software capabilities shows the power of this media. Design process is completely separate from user system and is applicable on all operating systems; it is also compatible with all monitor resolutions (Krasner, 2008).

**Motion Graphics in Outdoor Advertising**

Urban screen is a new phenomenon which has opened a new window to the world of communication. Discussing the quality and efficiency of these screens as well as technical, executive, and managerial aspects can be a serious matter to communication chiefs. In these screen ink is not mentioned at all and image and moving pictures are replaced with film and animation. Instead of printing for one time and installation, the new screens can be controlled from a network center or even through internet. The principal advantage of digital screens is that they can change the message immediately with regard to the conditions; in other words, they can adapt messages with emergency conditions (Betancourt, 2013).

**CONCLUSION**

Motion graphics as a method of representing, influencing, and communicating with the audience has unique backgrounds and themes for employing creativity, imagination, and visual graphic effects. In fact, graphic motion is a context for displaying in which representations and images are considered as a conveyance factor in creation of the influence.

Visual communication plays an influencing role in taking advantage of information for people and many of informative contents are transferred through positive and influential interactions. This helpful method positively and effectively helps communicative media by new techniques which are accompanied by the development of new communications technologies. This method can be practically seen in the context of graphics.

Nowadays, the era for single-media communication and direct communication with the audience is getting closer to its end; consequently, media owners and company managers are moving toward advertisements which are combinations of different elements. Certainly, in such visual communications, the role of digital media will be considered more important. In such conditions, communication contexts within the framework of motion graphics and interactive communications are important and can be present in the new media with more strength than the printed media.
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