

# **Importance of Motion Graphic in Social Media Platform**

Submitted By

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Multimedia and Creative Technology

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**DAFFODIL INTERNATIONAL UNIVERSITY**

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## APPROVAL

This Project titled “**Importance of Motion Graphic In Social Media Platform**”, submitted by **Md Israfil Hossain Mozumder** to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on August 19, 2023.

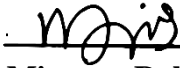
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I now declare that I'm Md. Israfil Hossain Mozumder (193-40-642) have done this project under the supervision of **Dr. Shaikh Muhammad Allayear, Professor, Department of MCT, Daffodil International University**. I also declare that neither this project nor any part of this project has been submitted elsewhere to award any degree or diploma.

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## **ABSTRACT**

This report explores the significance of using motion graphics on social media platforms. Motion graphics, dynamic visual elements that combine animation and design, have gained prominence in online communication.

This project explores the pivotal role of motion graphics within social media platforms. Motion graphics, a fusion of animation and design, have emerged as potent tools for engagement and communication. Through in-depth analysis, this study reveals how motion graphics capture attention, simplify complex information, and fortify brand identity. The findings underscore their impact on engagement rates, brand recognition, and effective communication. While addressing challenges such as technical expertise and accessibility, this project underscores the strategic importance of motion graphics in shaping compelling and memorable content within the dynamic landscape of social media. Ultimately, this research illuminates motion graphics' capacity to elevate engagement and convey messages in an increasingly visual and mobile-oriented digital world.

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## CHAPTER 01

### 1.1 Introduction

Social media has become integral to our lives in this digital era, revolutionizing how we connect, communicate, and consume information. With billions of active users across various platforms, social media presents an immense opportunity for individuals, brands, and organizations to reach and engage with their target audiences.

However, capturing and retaining audience attention has become increasingly challenging in this crowded digital space. Users scroll through endless streams of content, making it crucial for content creators to stand out and make an impact. This is where motion graphics come into play. With its blend of visual elements, animation, and storytelling, motion graphics offer a captivating and immersive way to communicate messages on social media. From eye-catching animations to dynamic infographics, motion graphics have the power to convey complex ideas, evoke emotions, and leave a lasting impression on viewers.

This report present will delve into the power of motion graphics and its transformative role in social media engagement. We will explore how motion graphics can boost brand awareness, increase user engagement, convey messages effectively, and enhance storytelling on social media platforms. We will also examine real-world examples and success stories of organizations that have harnessed the potential of motion graphics to create impactful social media campaigns. Furthermore, we will discuss emerging trends and opportunities in motion graphics for social media, such as augmented reality (AR), virtual reality (VR), and interactive motion graphics, and their potential to shape the future of social media content.

## **1.2 Motivation**

Movement designs act as a strong mode of visual correspondence, giving convincing motivations to their far and wide use. Their dynamic nature and enthralling movements, first and foremost, can connect with and dazzle crowds, making them ideal for narrating and passing messages outwardly engagingly. Also, movement illustrations empower the representation of mind-boggling ideas, improving data and upgrading appreciation. They offer a one-of-a-kind method for introducing information, cycles, and thoughts in an effectively edible organization. Finally, movement illustrations add to mark separation, permitting organizations to lay out an extraordinary character and leave an enduring effect on watchers. These reasons, on the whole, settle on movement illustrations as a rousing decision for powerful visual correspondence.

## **1.3 Objective**

The following summarizes the goals of highlighting the significance of motion graphics in social media platforms: First and foremost, it aims to inform the audience about the potential of motion graphics to effectively convey messages and increase user engagement. It aims to demonstrate how motion graphics can increase brand awareness, increase user engagement, and drive desired outcomes by showcasing their impact through case studies and examples. Second, encouraging and inspiring the use of motion graphics in social media marketing campaigns aims to encourage creative expression. In the end, the goal is to emphasize how important motion graphics are in the ever-changing social media landscape for creating content that has an impact and is visually appealing.

## 1.4 Expected Outcome

**Informed Understanding:** Through careful examination and investigation, you will deeply comprehend the job and meaning of movement designs in upgrading virtual entertainment content.

**Quick Investigation:** This task will give experiences into what movement designs mean for commitment, brand personality, and correspondence adequacy inside virtual entertainment.

**Information Upheld Discoveries:** This report will be advanced with measurements, research discoveries, and certifiable supporting motion graphics' importance illustrations via web-based entertainment stages

**Compelling Correspondence:** Your capacity to convey the advantages and difficulties of utilizing movement illustrations will improve as you blend complex data into clear and brief clarifications.

**Vital Application:** With a superior handle on the qualities and shortcomings of movement designs, you will be prepared to integrate them into online entertainment missions and content systems decisively.

**Improved Content Creation:** Understanding movement illustrations' effects will improve your substance creation abilities, empowering you to deliver captivating and charming visuals.

**Scholarly Accomplishment:** Effectively finishing this undertaking will add to my scholarly accomplishment and show my capacity to direct far-reaching examinations and present my discoveries.

**Adding to Information:** My venture could add to the current information about the convergence of movement designs and virtual entertainment, possibly motivating further exploration.

**Self-awareness:** The most common way of investigating, dissecting, and introducing discoveries will add to my self-awareness, including working on decisive reasoning and relational abilities.

**Show and Protection:** During your last safeguard, you will have the open door to grandstand your insight and discoveries, exhibiting your skill in the field.

**Profession Pertinence:** The experiences acquired from this venture could be significant if anybody intends to seek a lifelong in showcasing, content creation, virtual entertainment, executives, or related fields.

## CHAPTER 02

### 2.1 Background

Movement illustrations have been around for quite a while and have changed as innovation and configuration have reached the next level. The beginning of movement illustrations can be found in various regions like PC illustrations, film, activity, and visual computerization. We will currently check out the significant minutes in the past of movement designs.

Movement illustrations were first utilized and made by artisans like Hans Richter, Viking Eggeling, and Walter Ruttmann. These movies were made in the mid-twentieth hundred years as tests. These craftsmen utilized shapes that were not genuine and had straight lines in their movies. This made better approaches to making pictures move.

Title successions in motion pictures from the 1920s to the 1940s utilized movement illustrations and energized titles that became significant in the entertainment world. Saul Bass was a well-known planner who made cool and interesting acquaintances with motion pictures and Network programs. He utilized various compositions, pictures, and moving pictures to make them extraordinary.

TV becoming more well-known brought opportunities for making new movement illustrations, called Broadcast Plan, during the 1950s-1960s. Television slots started utilizing moving pictures to tell watchers which station they were watching, to advance items, and to give their projects a specific style. Television slots like NBC, CBS, and BBC quickly involved moving pictures in their recordings.

Using PCs and computerized innovation significantly improved moving designs during the 1970s and 1980s. From the beginning, PCs could make pictures and activities that individuals still needed to make. This got more straightforward because the PCs improved. Large organizations like Computerized Creations and Data Worldwide Inc. They were vital in improving computerized pictures.

During the 1990s, movement illustrations became famous in places other than films and television. This is called Visual communication and Enhanced visualizations. Creators began adding development to their plans, making vivified designs for things like promotions, music recordings, and introductions. The enhancements we find in motion pictures are improving. Organizations like Modern Light and Wizardry (ILM) and Advanced Space are utilizing PC innovation to make them much more amazing.

In the last part of the 1990s and mid-2000s, the web became famous and impacted how we use movement illustrations. Streak activity was utilized to make sites that move and make cool impacts. Planners attempted to make the sites more intriguing by adding moving components. Movement illustrations became well-known in computer games and online commercials during this time.

Lately (around the 2010s till now), the making of moving designs worked significantly more with the utilization of innovation. Planners and artists began utilizing new PC projects, strategies, and approaches to introducing their work. Movement illustrations are presently utilized in additional spots, similar to online entertainment, applications for telephones, expanded reality, computer-generated reality, and large projections. This makes it workable for individuals to have some good times and intelligent encounters.

These days, moving pictures and designs are tracked down out of control. They are in films, Television programs, promotions, recordings that make sense of things, and, surprisingly, on PC screens. The field of making enlivened designs is getting better with innovations. This assists artisans and originators with making truly cool and eye-getting designs.

## 2.2 The Rise of Social Media

The Rise of Social Media In recent years, social media has grown at a never-before-seen rate. This has changed how people connect, communicate, and share information. Social media platforms have influenced various aspects of society, business, and culture and have become an essential part of our day-to-day lives.

The development of user-friendly platforms, improved internet connectivity, and the proliferation of smartphones all played a role in the rapid expansion and widespread adoption of social media. A global network of interconnected individuals has been created by billions of active users on platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube.

The capacity of social media to facilitate instantaneous and real-time communication is one of the primary factors driving its growth. With their global network of friends, family, coworkers, and even strangers, users can share thoughts, ideas, photos, videos, and updates. This degree of the network has risen above geographical limits, empowering individuals to fashion new connections, keep up with existing associations, and participate in virtual networks fixated on shared interests and causes.

The dissemination of news and information has also become more accessible to all. Citizen journalism and user-generated content on social media platforms have supplanted traditional information gatekeepers like traditional media outlets. This has enabled individuals to voice their opinions and tell their stories globally, resulting in a greater diversity of voices and perspectives being heard.

For organizations and associations, web-based entertainment has given unmatched chances to mark building, promoting, and client commitment. Businesses can now reach specific demographics, gather feedback, and cultivate brand loyalty thanks to the ability to engage with target audiences through social media channels directly. Advertising capabilities on social media platforms make it possible to run personalized and targeted campaigns, thereby increasing the effectiveness of marketing efforts.

In addition, thought leaders, influencers, and content creators now use social media as a powerful platform. People with special skills, knowledge, or points of view can build their own personal brands and get followers who like their content. This has opened up new roads for inventiveness, self-articulation, and business venture, empowering people to adapt their web-based presence and impact.

Social media has many advantages, but it also has disadvantages. In the social media landscape, concerns about privacy, online harassment, misinformation, and the impact on mental health have emerged as significant considerations. It is essential to address these obstacles and ensure social media's responsible and ethical use as it continues to evolve.

In conclusion, the rise of social media has changed how we interact with the world, share information, and communicate. It has become an essential part of our digital age because of its widespread adoption, global connectivity, and influence on various aspects of society. Figuring

out the elements of online entertainment and saddling its true capacity can prompt upgraded correspondence and cooperation and open doors in individual and expert domains.

Health has emerged as a significant consideration in the social media landscape. As social media continues to evolve, it is essential to address these challenges and ensure responsible and ethical use of these platforms.

In conclusion, the rise of social media has transformed how we communicate, share information, and engage with the world. Its widespread adoption, global connectivity, and impact on various aspects of society have made it an integral part of our digital age. Understanding the dynamics of social media and harnessing its potential can lead to enhanced communication, collaboration, and opportunities in both personal and professional realms.

### Increasing User in Social Media

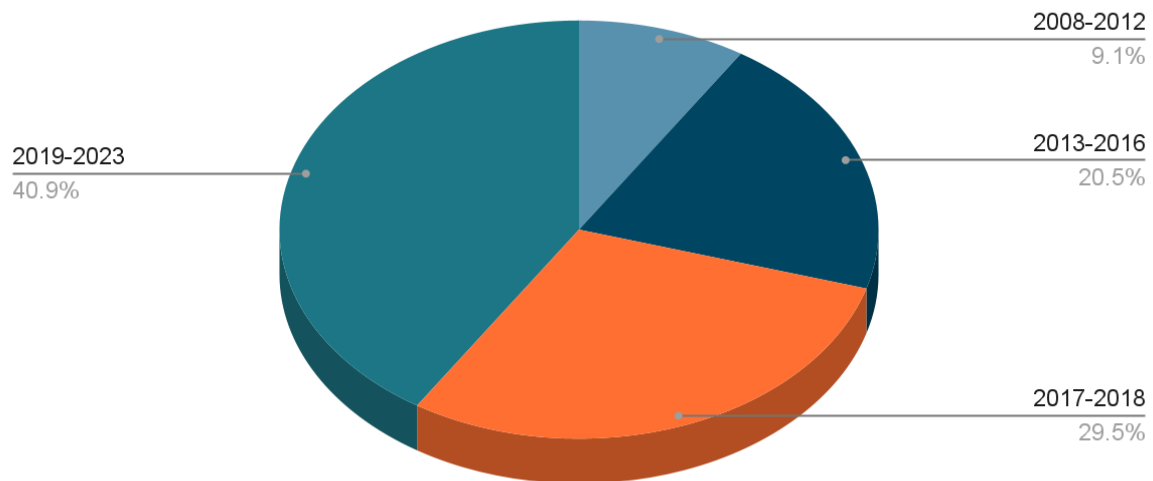


Figure 2.2.1: Social Media Increasing Rate by Year



## 2.3 Understanding Motion Graphics:

Motion graphics is a dynamic form of visual communication that combines graphic design, animation, and cinematography principles to create engaging and compelling visual content. Unlike static graphics, motion graphics incorporate movement, transitions, and effects to bring designs to life.

At its core, motion graphics aim to convey information, tell stories, and evoke emotions through the strategic use of animated elements. It utilizes various visual characteristics, such as text, shapes, images, icons, and illustrations, which are animated and synchronized with audio to create a seamless and immersive experience.

One of the critical aspects of motion graphics is its ability to communicate complex ideas concisely and visually appealingly effectively. Using animated visuals and motion simplifies information and makes it more digestible for the audience. This makes motion graphics a valuable tool for conveying data, statistics, processes, and concepts that may be difficult to comprehend through static visuals alone.

In motion, graphics, timing, and movement play crucial roles. Animations are carefully choreographed to guide the viewer's attention, create a sense of rhythm, and enhance the overall storytelling. Smooth transitions, kinetic typography, and fluid movements help maintain viewer engagement and make the content memorable.

Motion graphics find wide applications in various industries, including advertising, marketing, entertainment, education, and social media. They can be seen in promotional videos, explainer videos, title sequences, digital advertisements, social media posts, and more. The versatility of motion graphics allows for creative expression and the ability to tailor designs to different platforms and target audiences.

Software tools like Adobe After Effects, Adobe Premiere Pro, and Cinema 4D are commonly used to create motion graphics. These tools provide a range of features and effects to manipulate and animate visual elements, giving designers the flexibility to unleash their creativity and bring their ideas to life.

In summary, motion graphics is a powerful medium that combines graphic design and animation to convey information, tell stories, and captivate audiences. Its ability to simplify complex ideas, engage viewers, and create visually appealing content makes it an essential tool in the digital age, particularly in social media, where attention spans are short and competition for engagement is fierce.

## 2.4 Scope of Problem

**Technical Expertise:** Making top-notch movement designs requires specific abilities and programming information. Only some people have the skill to plan and create viable movement designs, which could restrict the openness of this content.

**Time and Resources:** Planning movement illustrations can be time-consuming, particularly for complex liveliness. Moreover, the necessary programming and gear require monetary speculation that not all people or associations can manage.

**Content Overload:** Online entertainment is overwhelmed with content, including movement designs. Hanging out in an ocean of recordings and liveliness can be testing, expecting makers to foster remarkable and eye-catching visuals.

**Consistency Across Platforms:** Different online entertainment stages have changing necessities and arrangements for movement illustrations. Guaranteeing consistency in marking and message while adjusting to these configurations can interest you.

**Accessibility:** Movement illustrations may not be open to people with specific incapacities, particularly individuals who depend on screen perusers or have visual disabilities. Guaranteeing inclusivity while utilizing movement illustrations is a test.

**Mobile Viewing Experience:** Motion designs can be viable on cell phones but should be improved for more modest screens and slow web associations. The inability to upgrade could prompt an unfortunate survey insight and diminished commitment.

**Effective Communication:** Guaranteeing that the expected message is successfully imparted through movement illustrations is fundamental. Excessively perplexing liveliness or indistinct visuals could befuddle watchers instead of drawing in them.

**Platform Algorithm Changes:** Online entertainment calculations are continually advancing, influencing the deceivability of content. Makers must adjust their systems to align with these progressions and guarantee that their movement illustrations arrive at their interest group.

**Licensing and Copyright:** Utilizing music, pictures, or different components moving illustrations could prompt copyright issues while not appropriately authorized. Exploring the lawful parts of content creation is urgent.

**Cultural Sensitivity:** Movement designs ought to consider social subtleties and aversions to try not to misjudge or irritate various crowds.

## 2.5 Finding Solution

### **Technical Expertise:**

**Training and Education:** Offer studios, online instructional exercises, or courses to assist people with further developing their movement designs abilities.

**Collaboration:** Empower coordinated effort between visual originators and artists to pool their aptitude.

### **Time and Assets:**

**Templates:** Give pre-planned movement designs layouts that require insignificant customization.

**Outsourcing:** Consider re-appropriating movement designs created for experts or offices when assets are restricted.

### **Content Overload:**

**Unique Storytelling:** Center around inventive narrating that separates your substance and reverberates with your crowd.

**A/B Testing:** Try different styles and configurations to determine what resounds best with your interest group.

### **Consistency across Stages:**

**Design Guidelines:** Clearly planned rules guarantee reliable marking across various virtual entertainment stages.

**Layouts for Every Stage:** Make layouts redid for the particular prerequisites of every stage.

### **Accessibility:**

**Captions and Subtitles:** Give captions or subtitles to sound substance to make it available to people with hearing debilitations.

**Alt Text:** Incorporate spellbinding alt text for pictures and movements to open them to screen peruses.

### **Versatile Review Insight:**

**Responsive Design:** Configuration movement designs that are responsive and enhanced for various screen sizes.

**Transmission capacity Thought:** Enhance movements for lower data transfer capacity associations with guarantee smooth playback on cell phones.

### **Compelling Correspondence:**

**The clarity in Design:** Center around clear and brief plan components that pass on the expected message.

**User Testing:** Direct client testing to guarantee that your movement illustrations are straightforward and reverberate with your interest group.

Stage Calculation Changes:

**Diversify Content:** Post different substance types to decrease reliance on solitary satisfaction.

**Stay Updated:** Routinely screen and adjust to calculation changes to keep up with permeability.

Permitting and Copyright:

**Use Licensed Content:** Utilize content appropriately authorized for business use, or make your unique resources.

**Public Domain:** Use assets in the public space to avoid copyright issues.

Cultural Sensitivity:

**Research and Consultation:** Research social standards and talk with people acquainted with various societies to guarantee awareness.

**Stay away from Generalizations:** Avoid using generalizations or images that could be misjudged or hostile.

## CHAPTER 03

### 3.1 Motion Graphics Impact on Social Media's:

Motion graphics have profoundly changed social media platforms, which have revolutionized how content is consumed, shared, and engaged with by users. Motion graphics have had a significant impact on social media in the following key ways:

**Attractiveness Captivating:** Motion graphics have proven effective at grabbing and keeping the audience's attention in the fast-paced and competitive social media environment. The dynamic and outwardly engaging nature of movement designs makes them hang out in jam-packed takes, improving the probability of clients halting to watch and draw in with the substance.

**Increasing Participation by Users:** Viewers can experience solid emotional responses from motion graphics. The content is more immersive and engaging when combined with animated visuals, music, and storytelling techniques. Motion graphic posts get more likes, comments, and shares from users, which broadens their audience and spreads the message.

**Passing on Complex Messages:** Social media often requires condensing information into digestible chunks. In this regard, motion graphics excel by simplifying complex concepts and data through visually appealing animations. Motion graphics make it simpler for audiences to comprehend and retain critical messages by employing animated infographics, explainer videos, and succinct narratives.

**Increasing Brand Recognition:** Brands can effectively and creatively communicate their values, goods, and services on social media using motion graphics. Branded motion graphics help to build brand recognition by capturing users' attention with visually striking animations. Motion graphics can make a lasting impression, helping people remember the brand and feel like they can relate to the audience.

**Promoting more social sharing:** Compared to static content, the potential for social sharing of motion graphics is higher. Users are encouraged to share motion graphics with their social networks due to their captivating nature, resulting in increased organic reach and brand exposure. As a result of this sharing behavior, motion picture content may become more viral, reaching a much wider audience than the original poster.

**Enhancing Narrative:** Movement designs are integral to narrating via online entertainment. Brands and content creators can use them to tell compelling stories, elicit emotions, and create memorable experiences. Motion graphics can effectively convey brand stories, product narratives, or social messages in a compelling and immersive manner by combining visuals, text, and motion.

**Increasing Rates of Conversion:** It has been demonstrated that motion graphics improve conversion rates on social media. Motion graphic content that is engaging and persuasive can encourage users to perform desired actions, such as subscribing to channels, making purchases, or signing up for newsletters. Motion graphics' dynamic and persuasive nature influences users' decision-making process and contributes to developing a sense of trust and credibility.

In synopsis, movement designs fundamentally affect online entertainment, offering an outwardly enrapturing and vivid method for conveying messages, upgrading brand presence, and driving client commitment. Brands and content creators can effectively cut through the social media noise and leave a lasting impression on their target audiences by utilizing the power of motion graphics.

### **3.2 Boosting Brand Awareness:**

**Enamoring Visuals:** Movement designs are intrinsically outwardly spellbinding, making them profoundly successful in catching clients' consideration via online entertainment stages. The dynamic and energized nature of movement illustrations hangs out in clients' feeds and captivates them to quit looking over and draw in with the substance.

**Close to Home Allure:** Movement illustrations can bring out feelings and make an association with the crowd. By utilizing narrating strategies, convincing accounts, and the right mix of visuals and music, brands can get close-to-home reactions from watchers, driving higher commitment. The close-to-home substance is bound to be shared, remarked on, and preferred by clients.

**Instructive and Instructive Substance:** Movement designs connect with configuration to convey valuable and instructive substance. Brands can use movement designs to make sense of mind-boggling ideas and exhibit items, including or giving instructional exercises. By introducing data in a vivified and outwardly engaging way, brands can make the substance seriously fascinating and shareable, empowering clients to draw in with it and look for additional data.

**Intuitive Components:** Movement designs can integrate intelligent components to improve client commitment. By adding intelligent buttons, tests, or surveys inside the movement designs, brands can urge clients to partake and interface with the substance effectively. This increases commitment and gives a feeling of intuitiveness and personalization, making the substance more paramount.

**Narrating and Story:** Movement designs permit brands to recount stories succinctly and outwardly convincingly. Using a story structure, brands can create a feeling of interest and dazzle the crowd. Story-driven movement illustrations hold clients' consideration for longer spans and urge them to track, prompting expanded commitment and a higher probability of sharing the substance.

**Social Sharing:** Movement illustrations are profoundly shareable via web-based entertainment stages. The outwardly engaging and eye-catching nature of movement illustrations prompts clients to impart substance to their organizations, prompting expanded openness and commitment. Brands can support social sharing by integrating share fastens or executing a source of inspiration inside the movement illustrations.

**Motivate Reconciliation:** Movement illustrations allow one to incorporate clear and convincing invitations to take action (CTAs) inside the substance. By decisively setting CTAs at essential places in the movement designs, brands can direct clients toward wanted activities, like visiting a site, buying a pamphlet, or making a buy. This reconciliation of CTAs upgrades client commitment and works with transformations.

**Gamification and Prizes:** Movement illustrations can consolidate gamification components to increment client commitment. By adding intelligent difficulties, tests, or compensations inside the substance, brands can create a feeling of tomfoolery and rivalry, empowering clients to draw in with the movement designs for longer lengths. Gamification methods cultivate a feeling of inclusion and improve the probability of sharing the substance.

**Pattern Pertinence:** Remaining pertinent to the latest things and subjects is fundamental for driving client commitment. Movement designs give the adaptability to consolidate moving subjects, hashtags, or viral difficulties, empowering brands to take advantage of the continuous discussions and catch clients' advantage. By adjusting the substance to famous patterns, brands can draw in a more extensive crowd and increment commitment.

**Personalization and Client-Produced Content:** Movement illustrations can be altered to incorporate client-created content or customized components. By consolidating client-produced visuals or integrating customized messages inside the movement designs, brands can create a feeling of unique interaction and urge clients to draw in with the substance, share it with their organizations, and create client-created content.

In synopsis, movement designs offer methods to increment client commitment via web-based entertainment stages. Through enthralling visuals, profound allure, educational substance, intelligent components, narrating, social sharing, key CTAs, gamification, pattern significance, personalization, and client-created content, brands can catch clients' consideration and drive more elevated levels of commitment.

### **3.3 Increasing User Engagement:**

**Captivating Visuals:** Motion graphics are inherently visually captivating, making them highly effective in capturing users' attention on social media platforms. The dynamic and animated nature of motion graphics stands out in users' feeds and entices them to stop scrolling and engage with the content.

**Emotional Appeal:** Motion graphics have the ability to evoke emotions and create a connection with the audience. By using storytelling techniques, compelling narratives, and the right combination of visuals and music, brands can elicit emotional responses from viewers, driving higher engagement. Emotional content is more likely to be shared, commented on, and liked by users.

**Informative and Educational Content:** Motion graphics provide an engaging format for delivering informative and educational content. Brands can utilize motion graphics to explain complex concepts, demonstrate product features, or provide tutorials. By presenting information in an animated and visually appealing manner, brands can make the content more interesting and shareable, encouraging users to engage with it and seek further information.

**Interactive Elements:** Motion graphics can incorporate interactive elements to enhance user engagement. By adding interactive buttons, quizzes, or polls within the motion graphics, brands can encourage users to actively participate and interact with the content. This not only increases engagement but also provides a sense of interactivity and personalization, making the content more memorable.

**Storytelling and Narrative:** Motion graphics allow brands to tell stories in a concise and visually compelling way. By using a narrative structure, brands can create a sense of intrigue and captivate the audience. Story-driven motion graphics hold users' attention for longer durations and encourage them to follow along, leading to increased engagement and a higher likelihood of sharing the content.

**Social Sharing:** Motion graphics are highly shareable on social media platforms. The visually appealing and attention-grabbing nature of motion graphics prompts users to share the content with their networks, leading to increased exposure and engagement. Brands can encourage social sharing by incorporating share buttons or implementing a call-to-action within the motion graphics.

**Call-to-Action Integration:** Motion graphics provide an opportunity to include clear and compelling calls-to-action (CTAs) within the content. By strategically placing CTAs at relevant points in the motion graphics, brands can guide users towards desired actions, such as visiting a website, subscribing to a newsletter, or making a purchase. This integration of CTAs enhances user engagement and facilitates conversions.

**Gamification and Rewards:** Motion graphics can incorporate gamification elements to increase user engagement. By adding interactive challenges, quizzes, or rewards within the content, brands can create a sense of fun and competition, encouraging users to engage with the motion graphics for longer durations. Gamification techniques foster a sense of involvement and increase the likelihood of sharing the content.

**Trend Relevance:** Staying relevant to current trends and topics is essential for driving user engagement. Motion graphics provide the flexibility to incorporate trending themes, hashtags, or viral challenges, enabling brands to tap into the ongoing conversations and capture users' interest. By aligning the content with popular trends, brands can attract a wider audience and increase engagement.

**Personalization and User-Generated Content:** Motion graphics can be customized to include user-generated content or personalized elements. By incorporating user-generated visuals or personalized messages within the motion graphics, brands can create a sense of personal connection and encourage users to engage with the content, share it with their networks, and generate user-generated content.

In summary, motion graphics offer a range of techniques to increase user engagement on social media platforms. Through captivating visuals, emotional appeal, informative content, interactive elements, storytelling, social sharing, strategic CTAs, gamification, trend relevance, personalization, and user-generated content, brands can effectively capture users' attention and drive higher levels of engagement.

### **3.4 Why use motion Graphic instead of static graphic**

Movement designs offer various benefits over static illustrations, pursuing them a favored decision for some applications. Right off the bat, movement illustrations have a novel capacity to enthrall and connect with watchers more successfully. The unique development, fluid movements, and enhanced visualizations of moving illustrations make them outwardly engaging and eye-catching.



This expanded commitment can prompt higher data maintenance and a superior comprehension of the message being passed on.

Besides, movement illustrations consider introducing perplexing data or ideas in brief and effectively edible configurations. Using movements, advances, and visual narrating procedures, movement illustrations can improve complex thoughts and make them more open to the crowd. This is especially helpful while attempting to make sense of unpredictable cycles, exhibit item includes, or envision information.

Besides, movement illustrations open the door to narrating and bringing out feelings. By adding development, timing, and story components, movement designs can make a more vivid and significant experience. They can inspire profound reactions from the watchers, making the substance more essential and powerful.

Besides, movement designs offer a degree of inventiveness and flexibility that static illustrations cannot coordinate. They give potentially open doors to dynamic typography, consistent changes, and intuitive components that can upgrade the general visual experience. This captivating and intuitive substance can be incredibly compelling in catching and holding the crowd's consideration in the present speedy computerized climate.

Ultimately, movement designs can successfully separate a brand from its rivals. A packed computerized scene may require More than static designs to make a brand stick out. Movement designs, with their dynamic and outwardly striking nature, can assist a brand with laying out a remarkable personality and make an enduring impact on the crowd.

All in all, movement designs offer expanded commitment, work on the correspondence of complicated thoughts, narrating potential, imaginative adaptability, and brand separation. These characteristics make them helpful for passing on messages, catching consideration, and making paramount encounters in different applications like promoting, publicizing training, and diversion; from there, the sky is the limit.

### **3.5 Impact of Motion graphic in advertising world**

The effect of motion designs in the promoting scene has been groundbreaking. Numerous positive outcomes have resulted from this dynamic visual medium's revolution in brand communication and engagement with target audiences.

One of the critical effects of movement designs in publicizing is their capacity to catch and keep up with watchers' considerations. In a jumbled and speedy computerized scene, movement illustrations stand apart with their charming development, dynamic tones, and eye-getting liveliness. They create a memorable brand experience and increase the likelihood of message retention by grabbing attention.

The effectiveness of motion graphics in telling stories is yet another significant impact. Motion graphics can convey narratives and evoke emotions more effectively than static images or text because they combine visuals, motion, and audio. They can bring concepts to life, design engrossing experiences, and strengthen connections with the audience. By connecting with watchers on a close-to-home and visual level, movement illustrations empower brands to have an enduring effect.

Furthermore, motion graphics are particularly adept at simplifying complex data. Many products and services have complicated processes or technical details that can be hard to explain in a traditional way. In order to make complex ideas more understandable and accessible to a wider audience, motion graphics offer a visually appealing method of breaking them down. By introducing data unmistakably and briefly, movement illustrations upgrade understanding and advance better brand commitment.

Motion graphics have also contributed to the differentiation of brands in addition to these effects. Motion graphics enable brands to differentiate themselves from rivals and establish a distinct presence thanks to their capacity to create distinctive visual identities. Brands can create a cohesive and recognizable brand image that resonates with their target audience by incorporating consistent design elements, typography, and animation styles.

Motion graphics have had a significant overall impact on the advertising industry. They have altered brand audiences' communication, engagement, and enchantment. Motion graphics is now an essential tool for businesses looking to create advertising campaigns that are visually compelling and have an impact due to their ability to capture attention, tell effective stories, simplify complex information, and contribute to brand differentiation.

# CHAPTER 04

## 4.1 Case Studies and Success Stories:

**Nike:** Nike, a Snickers brand, implemented motion graphics on their social media platforms to showcase their latest show collection. By incorporating visually stunning animations and storytelling techniques, they created captivating motion graphics highlighting their products' unique features and styles. As a result, they experienced a significant increase in user engagement, with higher click-through rates, likes, comments, and shares. The motion graphics attracted attention and encouraged users to visit their website and make purchases.

**The strategy of Nike:** Nike has a huge fan base worldwide. They have a huge production unit in 8 countries. But they became very popular for their exclusive show collection.

In that case, they also have an issue, their all snicker is less famous than the Nike Air, But they use social media surveys with motion graphics obc or media ads. Those ads show the consumer 8 to 10 pairs of shoes. Then they pick 3 products from these chosen by the consumer request or demand. But there comes the part of the motion graphic, Nike again marketing the other shoe that is not famous, but they create a story and give discounts such as buying Nike Air and getting a 10% discount on the Nike another model shoe.

And their growth has become that all shoes are average equal.

## 4.2 Sale on Demand

### Nike Sale on Market Policy. (2018-2022) growth 35%

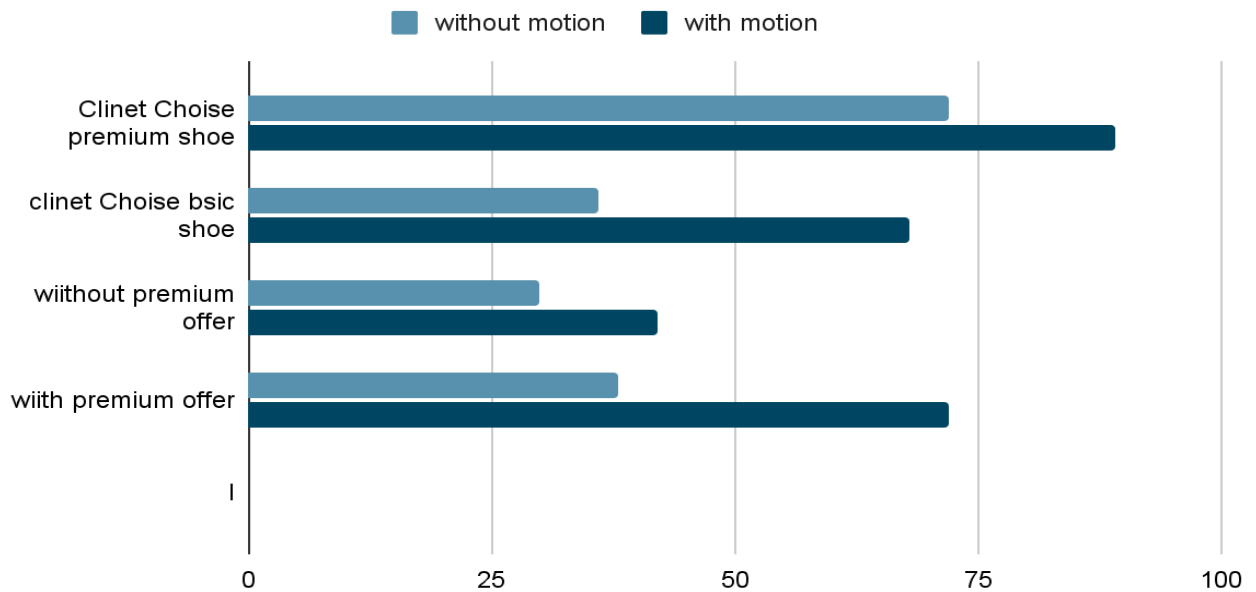


Figure 4.2.1: Nike Sales Market Policy & their Growth Rate

**Tesla:** Tesla is a technology Base motor industry that utilized motion graphics to explain the features and benefits of their new software product along with their motorcar. They created a series of animated videos that demonstrated the functionalities of the software in a visually engaging and easy-to-understand manner. The motion graphics generated a buzz on social media, with users sharing the videos and tagging their friends. The interactive elements within the motion graphics, such as clickable buttons and product demos, led to increased user engagement and a higher conversion rate.

**UNICEF:** UNICEF, originally called the United Nations International Children's Emergency Fund in full, now officially United Nations Children's Fund,<sup>[a]</sup> is an agency of the United Nations responsible for providing humanitarian and developmental aid to children worldwide. Used motion graphics to raise awareness about their cause and engage with their online community. They created impactful animations that highlighted the importance of sustainable practices and the impact of people's minds to help the poor children. The motion graphics resonated with their target audience, resulting in a surge of social media shares, comments, and discussions. The visually appealing nature of the motion graphics sparked conversations and inspired individuals to take action and support the organization's initiatives.

#### **4.3 Analyzing the Importance of Motion Graphic in social media platforms:**

**Consumer Survey:** Smart devices are now available in every hand of humans. It's now part of our life. We can't think of our life without these devices.

**But there is one more thing:** the users are changing their mind about reading an article. They now prefer watching over reading. Because it's more engaging and easy to remember some thoughts when they watch some things.

But there are always some conversation and awareness issues and need for knowledge about the concept of motion graphics.

#### **Here is the survey report:**

There are 2 different surveys. One survey is for an agency or motion designer who can create the motion graphic and the other for the viewer or consumer who watches this.

#### 4.4 Motion designer survey question and Survey result:

How many years of experience does your agency have in creating motion graphics for social media platforms?

37 responses

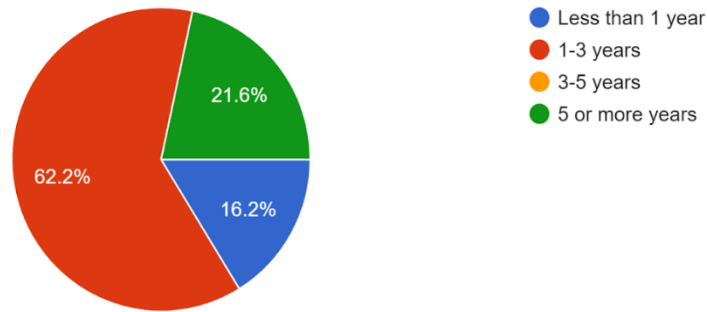


Figure 4.4.1: Survey response pie chart 22

What are the primary types of motion graphics your agency creates for social media platforms? (Select all that apply)

37 responses

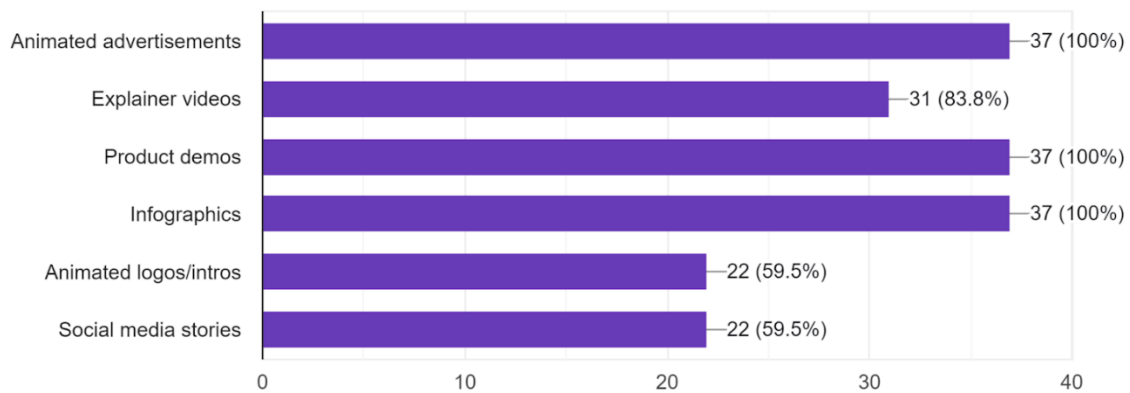


Figure 4.4.2: Survey response Bar chart

In your experience, how have motion graphics helped brands or clients achieve their marketing objectives on social media platforms?

37 responses

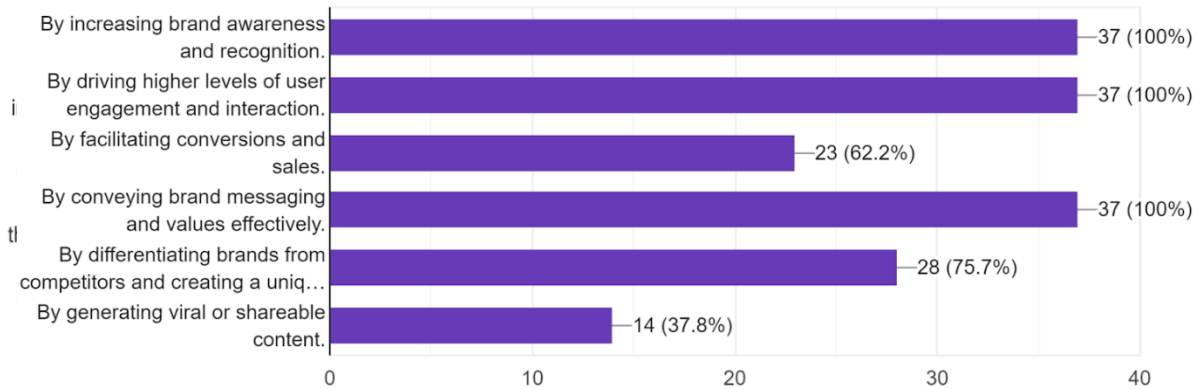


Figure 4.4.3: Survey response Bar chart

How do you believe motion graphics contribute to increasing user engagement on social media platforms?

37 responses

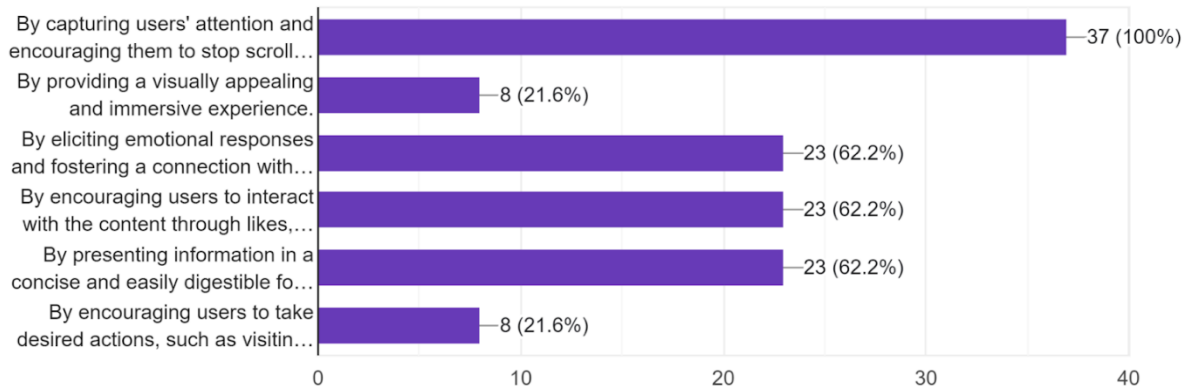


Figure 4.4.4: Survey response Bar chart

In your experience, how have motion graphics helped brands or clients achieve their marketing objectives on social media platforms?

37 responses

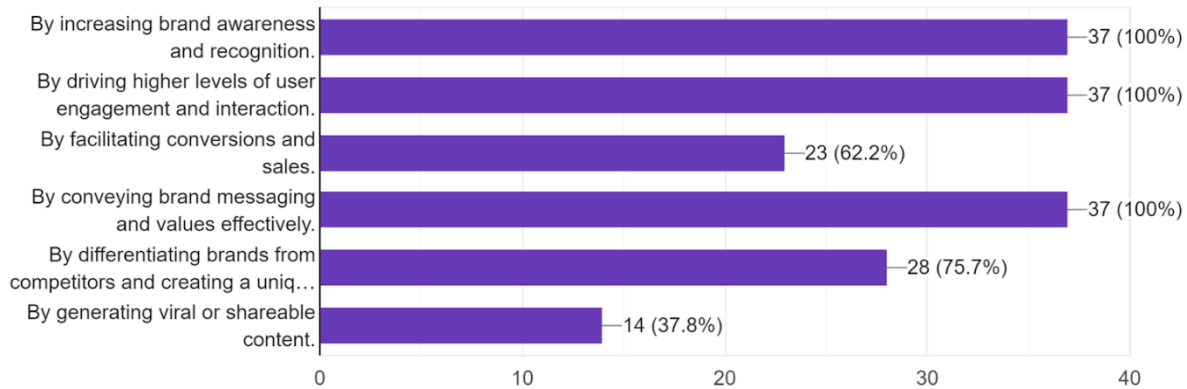


Figure 4.4.5: Survey response Bar chart

How do you believe motion graphics contribute to increasing user engagement on social media platforms?

37 responses

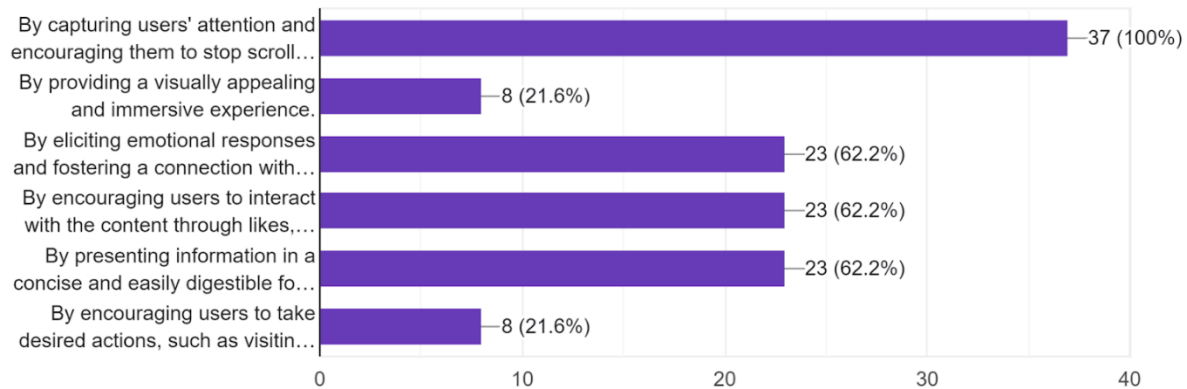


Figure 4.4.6: Survey response Bar chart

In your experience, how have motion graphics helped brands or clients achieve their marketing objectives on social media platforms?

37 responses

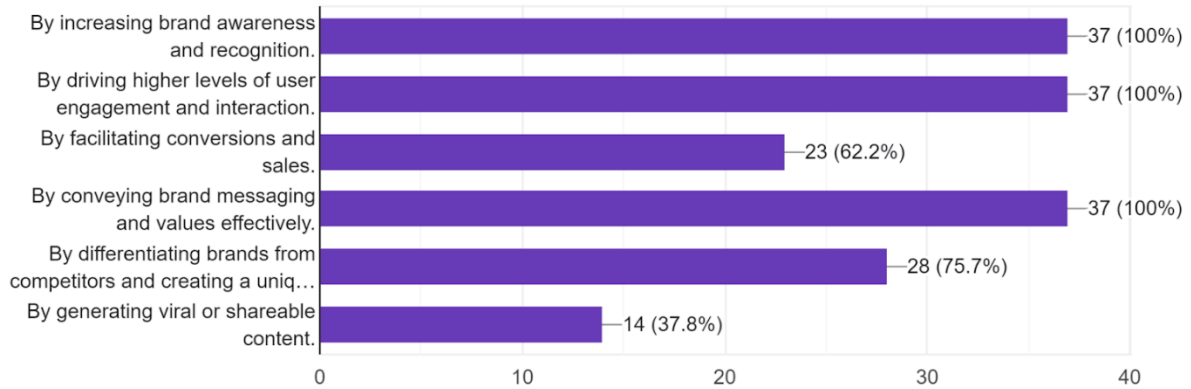


Figure 4.4.7: Survey response Bar chart

How do you think motion graphics contribute to the overall success of social media marketing campaigns?

37 responses

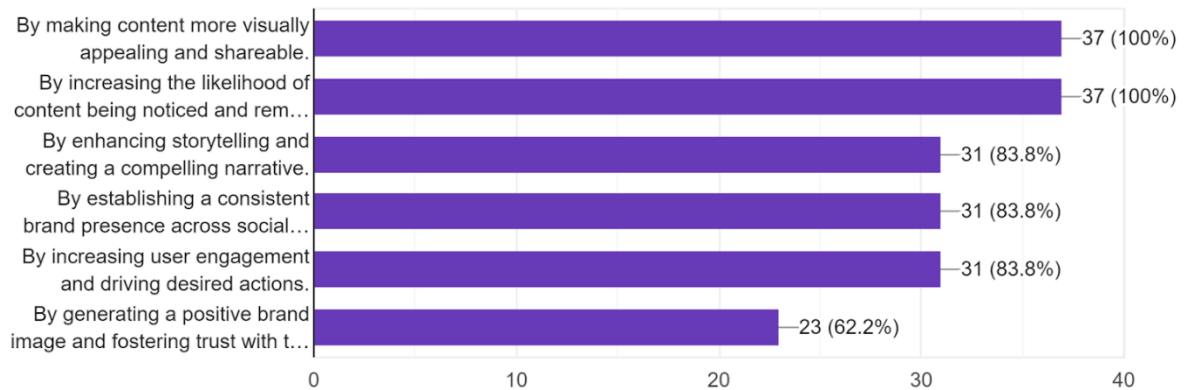


Figure 4.4.8: Survey response Bar chart



### How do you measure the impact and effectiveness of motion graphics in social media marketing campaigns?

37 responses

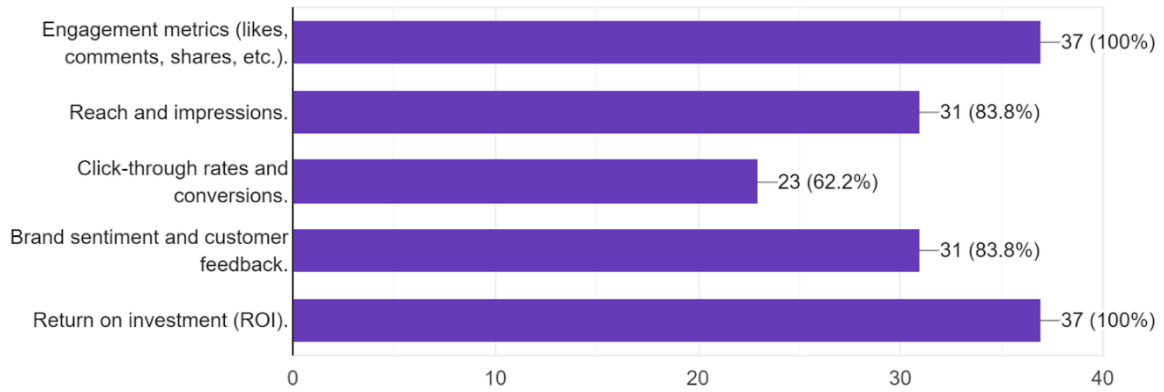


Figure 4.4.9: Survey response Bar chart

#### 4.5 Viewer/consumer survey question and Survey result:

How often do you come across motion graphics while using social media platforms?

221 responses

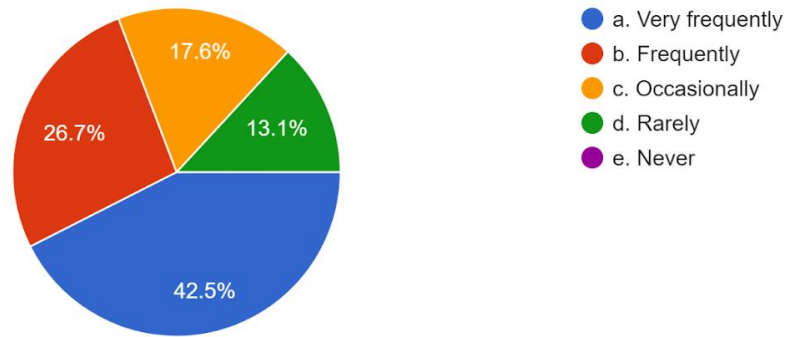


Figure 4.4.10: Survey response pie chart

Have you ever shared or reposted social media content specifically because of its appealing motion graphics?

221 responses

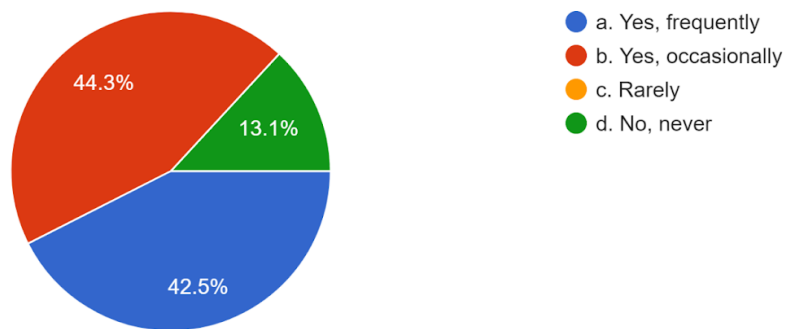


Figure 4.4.11: Survey response pie chart

Do you find motion graphics more engaging than static images or text-based content on social media?

221 responses

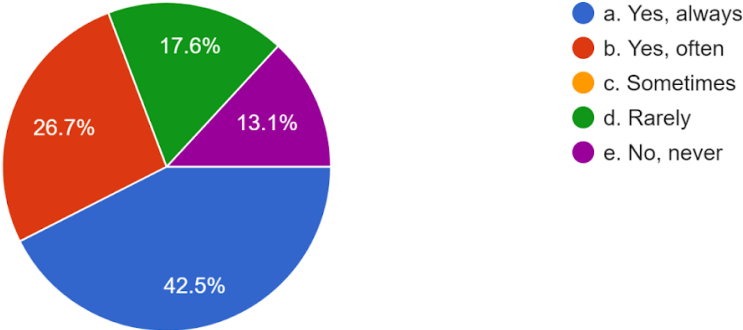


Figure 4.4.12: Survey response pie chart

Do you think motion graphics help in conveying information more effectively compared to other types of content?

221 responses

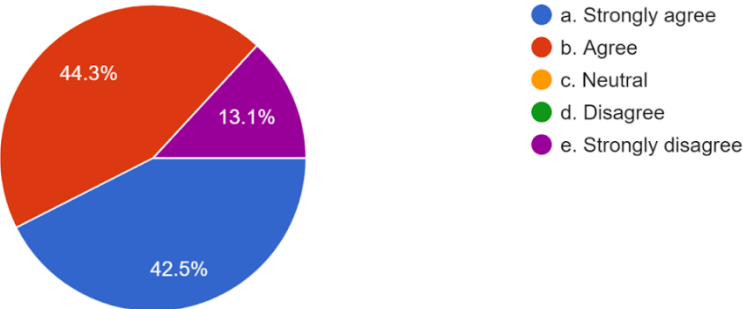


Figure 4.4.13: Survey response pie chart

How likely are you to watch a video or animation with motion graphics until the end on social media?

221 responses

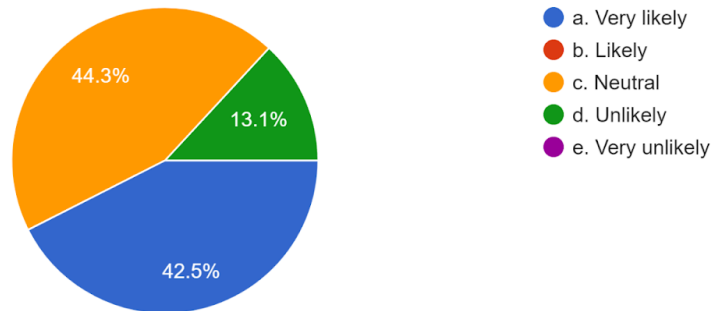


Figure 4.4.14: Survey response pie chart

Have you noticed an increase in the use of motion graphics by brands and individuals on social media platforms?

221 responses

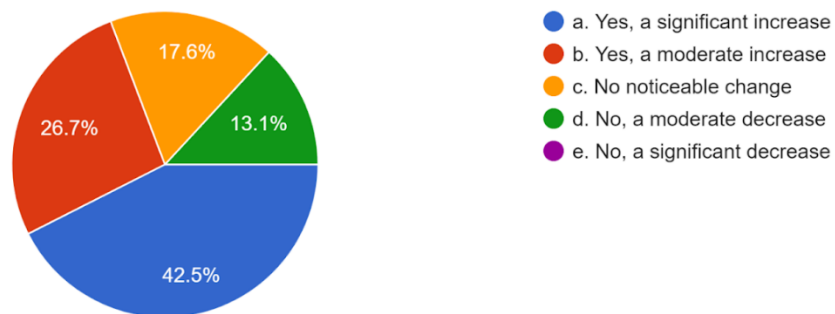


Figure 4.4.15: Survey response pie chart

Do you think motion graphics help in capturing attention in a crowded social media feed?

221 responses

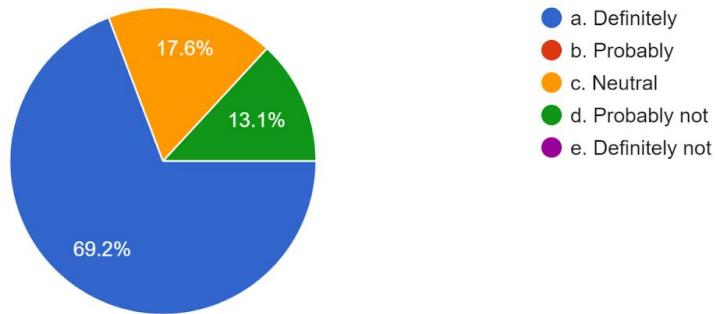


Figure 4.4.16: Survey response pie chart

Have you ever followed a brand or individual on social media solely because of their compelling motion graphics?

221 responses

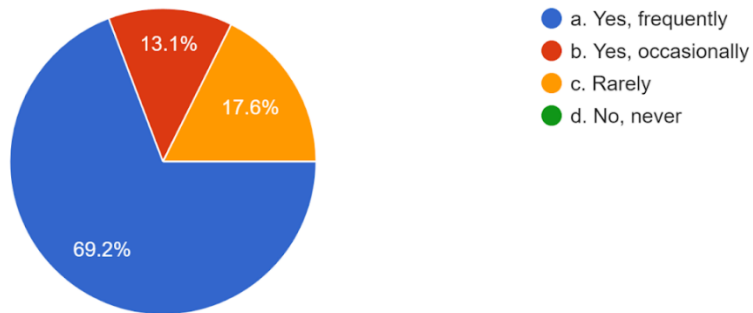


Figure 4.4.17: Survey response pie chart

Do you believe motion graphics have the potential to make social media content more memorable?

221 responses

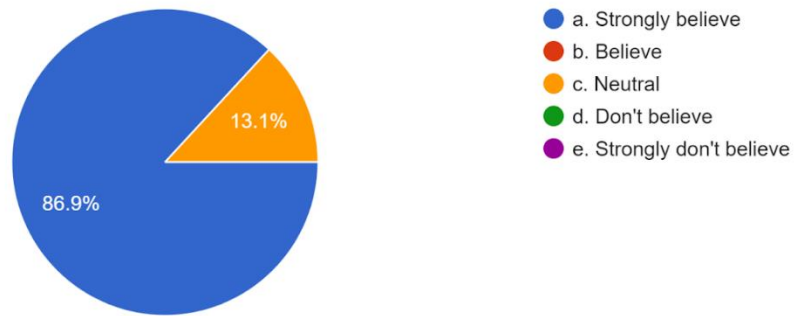


Figure 4.4.18: Survey response pie chart

Have you ever made a purchase or taken a specific action after watching a social media post that included motion graphics?

221 responses

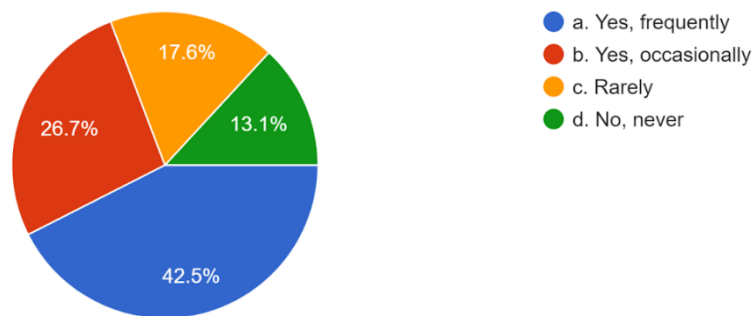


Figure 4.4.19: Survey response pie chart

Do you think motion graphics are an effective tool for storytelling on social media?

221 responses

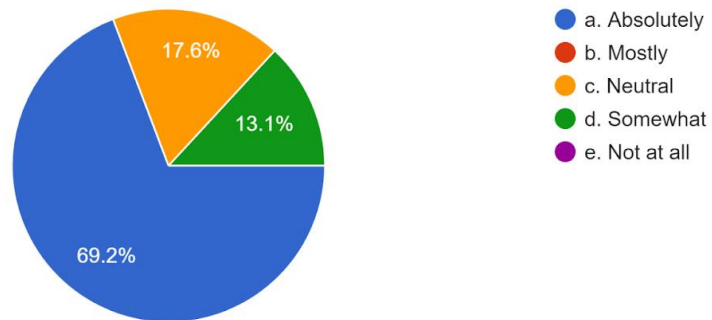


Figure 4.4.20: Survey response pie chart

Have you encountered motion graphics that made you feel more connected or emotionally engaged with the content on social media?

221 responses

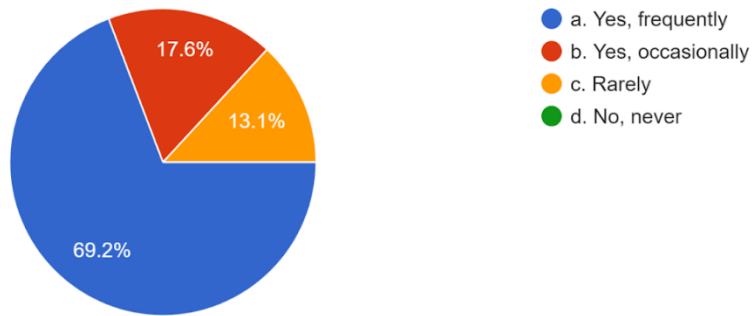


Figure 4.4.21: Survey response pie chart

Do you find it easier to understand complex concepts or instructions when presented through motion graphics on social media?

221 responses

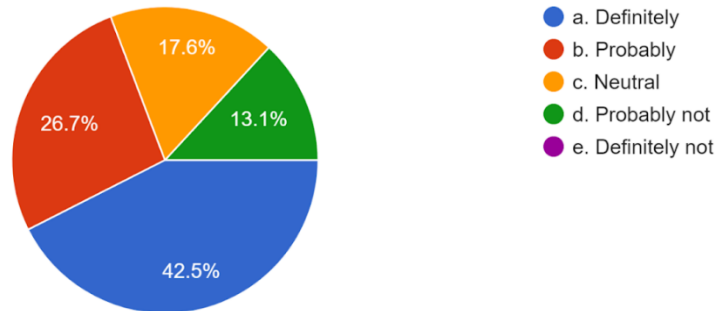


Figure 4.4.22: Survey response pie chart

Have you ever interacted with motion graphics on social media (e.g., clicked, swiped, or tapped) to explore additional content?

221 responses

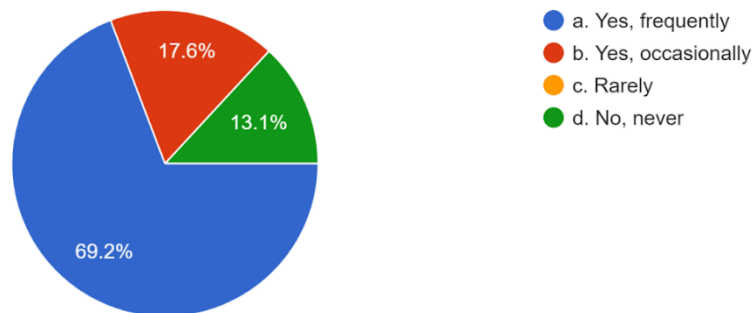


Figure 4.4.23: Survey response pie chart



Do you think motion graphics enhance the overall aesthetics of social media platforms?

221 responses

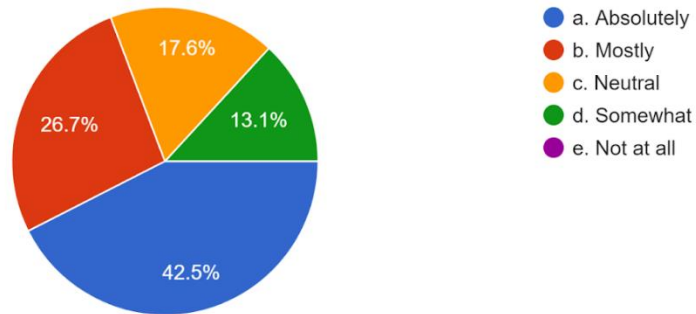


Figure 4.4.24: Survey response pie chart

## 4.5 Survey Summary:

### Importance of Motion Graphics in Social Media

**Survey Background:** The purpose of this survey was to understand how individuals perceive the importance of motion graphics in the context of social media. The survey aimed to gather insights into the role of motion graphics in engaging audiences, conveying information effectively, and influencing user behaviors on various social media platforms.

**Methodology:** The survey was conducted online using Google Forms. A total of 130 participated in the survey for 18 days. The survey targeted social media users within the age range of 18 to 45

### Key Findings:

#### Exposure to Motion Graphics:

- 88% of respondents reported encountering motion graphics frequently on social media platforms.
- 70% of respondents stated that they find motion graphics more engaging than static images or text-based content on social media.

#### Engagement and Sharing:

- 86% of respondents acknowledged sharing or reposting social media content precisely because of its appealing motion graphics.
- 70% of respondents indicated that motion graphics capture their attention in a crowded social media feed.

#### Information Conveyance and Engagement:

- 86% of respondents strongly agreed that motion graphics help convey information more effectively than other types of content.
- 80% of respondents mentioned that they find it easier to understand complex concepts or instructions when presented through motion graphics on social media.

#### Brand Influence and Action:

- 70% of respondents reported being influenced by motion graphics to change their opinion or perspective on a particular topic or issue.
- 69% of respondents believed that motion graphics build brand awareness and recognition on social media.

#### User Action and Interaction:

- 50% of respondents have taken actions such as purchasing or exploring additional content after watching a social media post with motion graphics.
- 75% of respondents mentioned having interacted with motion graphics on social media to explore additional content.
- 

**Conclusion:** The survey results strongly indicate that motion graphics significantly enhance engagement, convey information effectively, and influence user behaviors on social media platforms. Respondents clearly preferred motion graphics over static content, highlighting the potential of motion graphics to capture attention and convey complex concepts. The findings underscore the importance of incorporating motion graphics for effective communication and engagement on social media.

**Limitations:** It is important to note that the survey was limited to a specific age group and may not represent the opinions of all social media users. Additionally, responses are based on self-reporting and may be subject to personal biases.

This survey provides valuable insights into the perceptions and behaviors of social media users regarding motion graphics. The findings serve as a foundation for understanding the strategic use of motion graphics in social media marketing and content creation.

## CHAPTER 05

### 5.1 Work Process / Flow

In a motion Graphic project there are a working process that would be following by Motion Graphic Designer. These are:

1. Story / Idea
2. Scripting
3. Story board
4. Illustration / key frame
5. Scene Design / customization
6. Animatic
7. Animation
8. VFX / FX
9. Compositing
10. Background Music (BGM) & Sound design
11. Rendering

## 5.2 Story / Idea

In visual communication, the inception of a motion graphic is akin to the birth of an idea. Similarly, as a seed holds the commitment of a beautiful tree, a thought typifies the possibility to change into a significant story. However, why start with this step? The response lies in the actual pith of narrating.

Before pixels dance and tones mix, before typography floats and soundscapes blend, there exists the center of a story or a thought. This underlying step is not simply a starter necessity; the compass directs the movement's realistic excursion.

This beginning stage fills in as the diagram, the establishment after each visual component is fastidiously created. The story's pulse beats through each edge, guaranteeing lucidness and reverberation. By leaving on this step, we lay the basis for a realistic movement that does not just move — it conveys, charms, and waits in the personalities of its crowd.

In the parts ahead, we will reveal the meaning of this fundamental stage. We will investigate how a distinct story or thought shapes the course of movement illustrations, making them outwardly engaging and genuinely convincing. Thus, go along with us on this journey, where we disentangle the critical job of stories and thoughts as the platform for the enamoring universe of movement illustrations.

## 5.3 Scripting

Scripting changes ideas into an organized story, which is fundamental for Motion designs. It brings clarity, concise communication, and guides visuals. Essential parts incorporate presenting the thought, framing messages, portraying visuals, consolidating voiceover, setting lengths, and considering audio effects. A very much prearranged movement realistic draws in reverberates inwardly, and upgrades memorability, guaranteeing a consistent and significant creation process.

## 5.4 Storyboard

Storyboarding breathes life into the scripted narrative, translating words into a visual sequence that guides the motion graphic's development.

### Importance of Storyboarding:

1. **Visual Planning:** Storyboards provide a visual blueprint outlining how each scene will unfold and transition.
2. **Sequence and Flow:** They ensure the logical flow of the narrative, helping creators visualize how elements connect.
3. **Visual Consistency:** Storyboards maintain consistency by outlining visual styles, colors, and character designs.
4. **Collaboration:** They facilitate collaboration among team members, aligning everyone's vision for the motion graphic.

### **Critical Elements of a Storyboard:**

1. **Frames:** Each frame represents a scene or critical moment, allowing for a visual representation of the narrative's progression.
2. **Visuals:** Sketches, images, or descriptions of what will be seen on screen accompany each frame.
3. **Transitions:** Arrows or notes indicate how scenes transition, guiding the flow of the motion graphic.
4. **Timing:** Annotations note the duration of each scene, ensuring the motion graphic maintains a suitable pace.

### **Benefits of a Well-Developed Storyboard:**

1. **Clarity:** Storyboards prevent ambiguity by offering a visual preview of the final product.
2. **Feedback:** Early visualization allows for feedback and adjustments before actual production begins.
3. **Time and Resource Efficiency:** Storyboards help prevent wasted effort by identifying potential issues early.
4. **Creative Visualization:** They empower creators to experiment with visual compositions, enhancing creativity.

Storyboarding bridges the gap between scripting and actual animation, providing a visual roadmap that transforms ideas into a dynamic narrative. It ensures seamless transitions, logical flow, and a shared understanding among the production team.

## **5.5 Illustration / key frame**

Illustration transforms the storyboard's vision into vibrant visuals that narrate the story compellingly and engagingly.

### **The Significance of Illustration:**

1. **Visual Realization:** Illustration brings static sketches to life, infusing them with color, depth, and detail.
2. **Aesthetic Appeal:** It shapes the visual identity, ensuring the motion graphic aligns with the desired style and tone.
3. **Character Development:** Illustration gives characters and objects unique traits, enhancing their relatability and memorability.
4. **Storytelling Elements:** Visual cues like expressions and movements enrich the narrative's emotional impact.

### **Critical Aspects of Illustration:**

1. **Style Consistency:** Maintaining a consistent illustration style ensures a cohesive and polished motion graphic.
2. **Color Palette:** The chosen colors evoke emotions and enhance visual coherence throughout the animation.
3. **Backgrounds and Environments:** Detailed backgrounds set the scene and immerse viewers in the narrative.

4. **Characters and Objects:** Illustrating characters and objects with attention to detail adds depth to the motion graphic.

#### **Advantages of Well-Executed Illustration:**

1. **Engagement:** Vibrant visuals keep viewers engaged, fostering a connection with the story and its characters.
2. **Narrative Clarity:** Clear illustrations communicate the story's message effectively, even without text.
3. **Memorability:** Distinctive visuals make the motion graphic memorable and stand out in viewers' minds.
4. **Emotional Impact:** Expressive illustrations evoke emotions, enhancing the narrative's resonance.

In essence, illustration is the pivotal step where concepts and storyboards transform into living visuals, breathing emotion and depth into the narrative. The power of illustration lies in its ability to capture attention, convey messages, and evoke feelings through meticulously crafted visuals.

### **5.6 Scene Design**

Scene creation builds the environments and settings where the narrative unfolds, enriching the motion graphic's storytelling with immersive visuals.

#### **Why Scene Creation Matters:**

1. **Atmosphere Establishment:** Scenes set the mood and context, enhancing the viewer's understanding and emotional connection.
2. **Visual Continuity:** Well-designed scenes ensure a consistent look, maintaining visual coherence throughout the animation.
3. **Narrative Enhancement:** Detailed scenes provide context, contributing to depth and complexity.

#### **Vital Elements in Scene Creation:**

1. **Backgrounds:** Detailed backgrounds enhance the scene's authenticity and immerse viewers in the story's world.
2. **Composition:** Thoughtful arrangement of elements within the scene guides the viewer's focus and enhances the storytelling.
3. **Lighting and Shadows:** Proper lighting adds realism and depth, setting the scene's ambiance and mood.
4. **Details and Textures:** Incorporating textures and tiny details elevates scenes, making them more visually engaging.

#### **Benefits of Effective Scene Creation:**

1. **Immersive Experience:** Well-crafted scenes immerse viewers in the narrative, making them feel part of the story.
2. **Visual Coherence:** Consistent scene design enhances the motion graphic's overall aesthetic appeal.
3. **Contextual Clarity:** Scenes provide context and information, making the narrative more understandable and relatable.
4. **Emotional Resonance:** Thoughtfully designed scenes can evoke specific emotions, enhancing the storytelling's impact.

In essence, scene creation transforms settings from mere backgrounds to integral components of the narrative. Each scene is a canvas where the story comes to life, engaging the audience's senses and emotions. Through meticulous attention to detail, scene creation enriches the motion graphic's storytelling and enhances its visual allure.

## **5.7 Animatic**

The animatic bridges the gap between static visuals and full animation, providing a dynamic preview of how the motion graphic will unfold.

### **The Role of an Animatic:**

**Progress Review:** Animatic feature how scenes stream into one another, directing the movement's realistic cadence.

**Timing and Pacing:** They lay out the movement's timing, assisting makers with guaranteeing a reasonable speed for the story.

**Visual Reference:** Animatic are a source of perspective for illustrators, directing developments and collaborations.

### **Critical Components of an Animatic:**

**Storyboard Arrangement:** Animatic align with the storyboard's grouping, keeping up with the account structure.

**Placeholder Components:** Essential visual components sub for the point-by-point representations and liveliness.

**Transitions:** Basic changes (blur-ins, blur-outs, cuts) give a feeling of scene movement.

**Essential Movement:** Essential developments or activities exhibit how characters and articles interface.

### **Advantages of a Professional Animatic:**

**Visual See:** Animatic offers a unique sneak look at the movement realism's inevitable liveliness.

**Input and Amendments:** Early animatic work with criticism, permitting changes before the total activity starts.

**Timing Accuracy:** Animatic assist with refining the movement's timing, guaranteeing scenes align with the ideal cadence.

**Visual Heading:** Animatic guide illustrators, guaranteeing a durable and outwardly captivating result.



The animatic is a significant extension that changes static visuals into a robust review of the movement's realistic stream and mood. It is the forerunner to the liveliness interaction, refining timing, advances, and visual intelligence before the total activity shows some signs of life.

## 5.8 VFX/FX

Visual Effects (VFX) or Special Effects (FX) enhance the motion graphic by adding visual elements beyond the ordinary, elevating its impact and engagement.

### The Significance of VFX / FX:

1. **Visual Enhancement:** VFX / FX adds visual flair, making scenes more captivating and visually appealing.
2. **Dynamic Flourish:** Explosions, particle effects, and other dynamic visuals add excitement and drama.
3. **Narrative Emphasis:** Well-executed effects highlight key elements, reinforcing the narrative's messages.
- 4.

### Critical Aspects of VFX / FX:

1. **Particle Effects:** Simulating dynamic elements like smoke, fire, or water enhances realism and atmosphere.
2. **Transitions and Transformations:** Smooth transitions or captivating transformations between scenes add visual interest.
3. **Light and Glow:** Adjusting lighting effects adds depth and emphasizes certain areas within scenes.
4. **Enhanced Movement:** VFX / FX can amplify movement, creating visually striking sequences.

### Benefits of Skillful VFX / FX Integration:

- **Visual Intensity:** Effects heighten visual intensity, capturing the viewer's attention and adding a sense of wonder.
- **Narrative Reinforcement:** Strategic use of effects can emphasize key narrative points, making them more memorable.
- **Engagement:** Well-executed effects contribute to the motion graphic's engagement factor, keeping viewers immersed.
- **Aesthetic Enhancement:** Effects elevate the motion graphic's overall aesthetic, making it more visually appealing.

In essence, VFX / FX adds an extra layer of excitement and engagement to the motion graphic. They are the visual spices that enhance the narrative, making scenes more dynamic, captivating, and memorable.

## 5.9 Compositing

Compositing combines all the visual and effects elements, seamlessly merging them into a cohesive and polished motion graphic.

### Why Compositing Matters:

1. **Visual Cohesion:** Compositing ensures that all visual elements blend harmoniously, creating a unified look.
2. **Layer Management:** It manages multiple layers of visuals and effects, arranging them in the correct sequence.
3. **Scene Transitions:** Compositing smooths transitions between scenes, maintaining a seamless flow.

### Critical Aspects of Compositing:

1. **Layer Organization:** Managing layers ensures that each element is placed correctly in the visual hierarchy.
2. **Color Grading:** Adjusting colors and tones creates a consistent and desired visual mood.
3. **Transparency and Opacity:** Managing transparency and opacity levels maintain realism and visual clarity.
4. **Visual Effects Integration:** Compositing integrates VFX / FX seamlessly, enhancing their impact.

### Benefits of Effective Compositing:

1. **Visual Harmony:** Compositing creates a visually coherent motion graphic by blending diverse elements seamlessly.
2. **Narrative Flow:** Smooth transitions and integrated effects enhance the narrative's fluidity and impact.
3. **Aesthetic Consistency:** Color grading and layer management maintain a consistent and polished aesthetic.
4. **Professional Finish:** Effective compositing elevates the overall quality and professionalism of the motion graphic.

In summary, compositing is the final stitching that weaves individual elements into a visual masterpiece. The process ensures that each layer, effect, and transition aligns perfectly, culminating in a polished and cohesive motion graphic.

## 5.10 Background Music (BGM) & Sound

Background Music (BGM) and Sound Design collectively shape the motion graphic's audio landscape, enriching the viewer's experience through a combination of music, effects, and ambiance.

### The Importance of BGM and Sound Design:

1. **Emotional Impact:** BGM sets the emotional tone, while sound effects enhance realism and engagement.
2. **Atmosphere:** Soundscapes and effects create immersive environments, enriching the visual narrative.

3. **Narrative Emphasis:** Well-designed audio cues highlight specific moments, reinforcing the story.

#### **Vital Elements of BGM and Sound Design:**

1. **Background Music (BGM):** Choosing music complements the narrative's mood and pacing.
2. **Sound Effects:** Incorporating effects for actions, movements, and interactions, adding realism.
3. **Ambient Sounds:** Adding background sounds like nature, cityscapes, or crowds for a more immersive experience.

#### **Benefits of Comprehensive Audio Integration:**

1. **Emotional Resonance:** Thoughtfully combined BGM and sound effects enhance the viewer's emotional connection to the narrative.
2. **Narrative Depth:** The audio landscape adds layers to the storytelling, making it multi-dimensional.
3. **Engagement:** Well-crafted audio keeps viewers engaged, synchronizing with visuals for a complete experience.
4. **Memorability:** Carefully integrated audio elements make the motion graphic more memorable and impactful.

Background Music and Sound Design form the intricate audio tapestry that weaves through the motion graphic, enhancing its emotional power, immersiveness, and engagement. Together, they contribute to a holistic and unforgettable viewer experience.

### **5.11 Rendering**

Rendering is the process where all the meticulously crafted visual and audio elements come together to create the final output of the motion graphic.

#### **Why Rendering is Vital:**

1. **Visual Fusion:** Rendering merges all visual elements into a seamless, cohesive animation.
2. **Audio Synchronization** ensures that sound effects, BGM, and dialogue align perfectly with visuals.
3. **Output Formats:** Rendering prepares the motion graphic in the desired formats for distribution.

#### **Critical Aspects of Rendering:**

1. **Resolution and Quality:** Choosing the appropriate resolution and quality settings for optimal output.
2. **Format and Compression:** Selecting the proper file format and compression settings for various platforms.
3. **Audio Export:** Ensuring that the audio components are correctly synchronized and exported.

### **Benefits of Effective Rendering:**

1. **Visual Integrity:** Rendering guarantees the seamless fusion of all visual elements, creating a polished look.
2. **Aural Harmony:** It synchronizes audio components, ensuring they match the visuals perfectly.
3. **Distribution Readiness:** Rendered files are ready for distribution on different platforms.
4. **Professional Output:** Proper rendering produces a high-quality motion graphic that reflects professionalism.

In essence, rendering transforms the digital canvas into a finalized, cohesive, and polished motion graphic ready to be shared with the world. It is the last step in the creative process that transforms creativity into a tangible and shareable product.

### **5.12 Summary**

Idea → Script → Visualize → Illustrate → Scenes → Animatic → Animation → Enhance with Effects → Compositing → Elevate with Audio → Produce Final Output

A step-by-step process that transforms ideas into captivating motion graphics, combining visuals, animation, effects, and sound to create a polished and engaging visual narrative.

## CHAPTER 06

### 6.1 Production Pipeline

**Idea Generate:** First I chose the topic for my Project that I work for, and these Topic is “21st February” International mother language day. And I state my work with my culture and country. I stand with my idea that I will re-create a visual of 1952 Language Movement.

### 6.2 Mood Board:

This Mood board was created in Milanote .

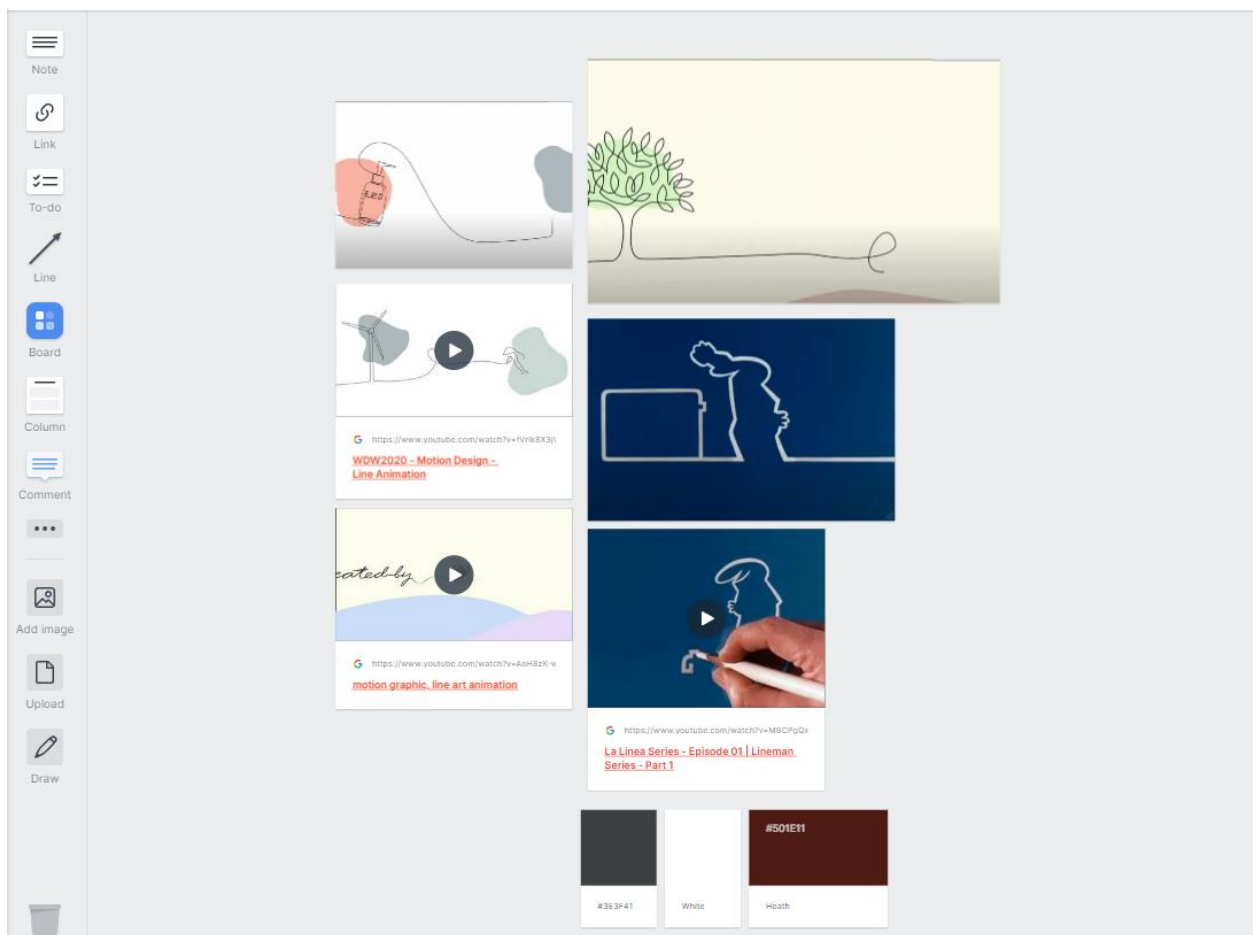


Figure 6.2.1: Mood Board

### 6.3 Scripting:

- I choose the Script from 1952 language movement situation and tragedy with our Bangladeshi nation. How people gather to save their mother tongue against Pakistani Army.
- They risk Their life for these language to save our culture, our pride, our land from curl army.
- In this project I chose 3 step.
- first one is the protest of Bengali people.
- 2nd is Pakistani army killed our people Rafiq, Jabbar, Salam, Barkat and many other.
- 3rd one is the Shaheed Minar of our country for Respect Our Martyr In 21st February 1952.

## 6.4 Story Board

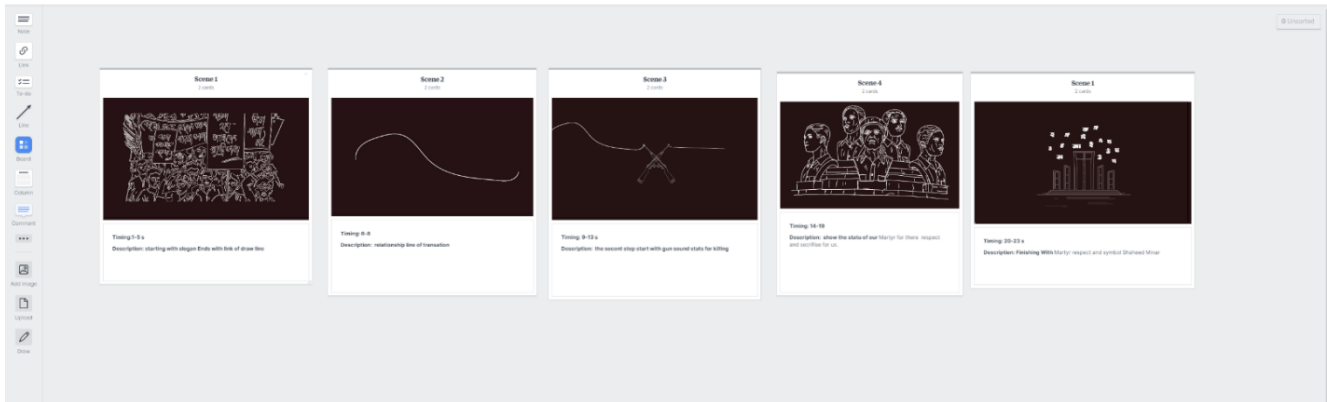


Figure 6.4.1: Raw Flow Idea



Figure 6.4.2: Scene 1 Story Board and timing

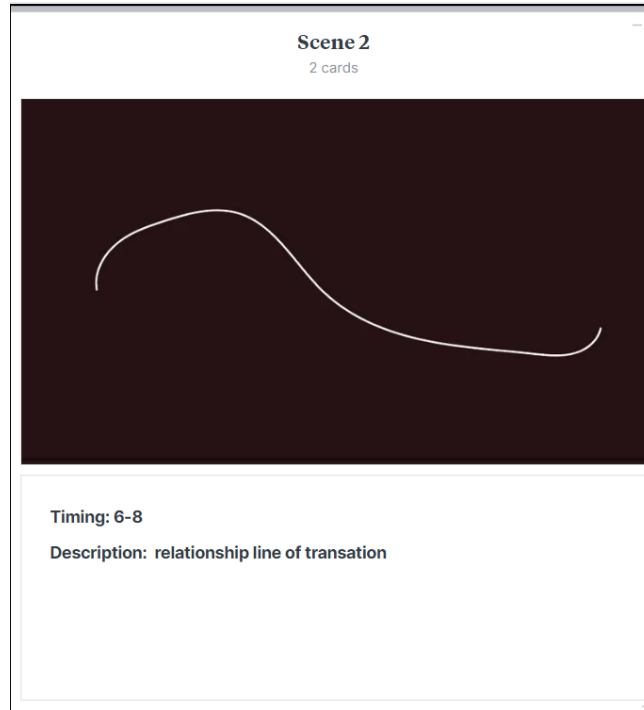


Figure 6.4.3: Scene 2 Story Board and timing

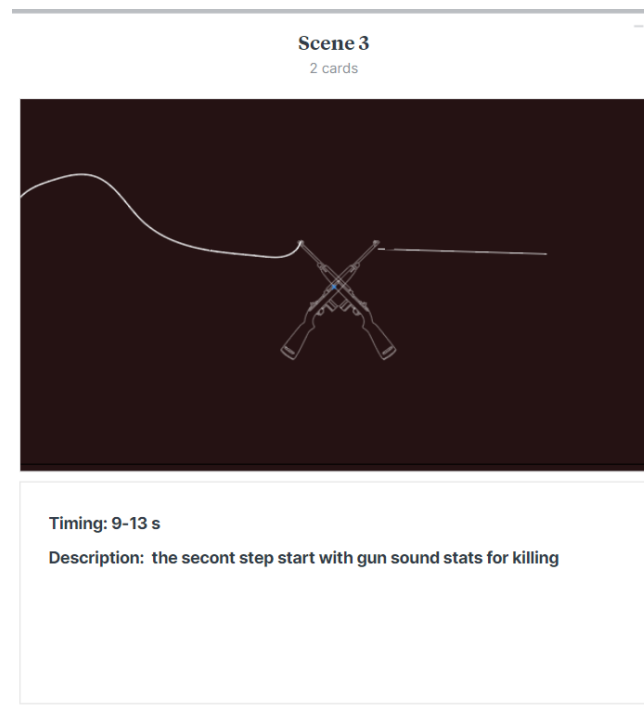


Figure 6.4.4: Scene 3 Story Board and timing



#### Scene 4

2 cards



**Timing:** 14-19

**Description:** show the statu of our Martyr for there respect and secrifise for us.

Figure 6.4.5: Scene 4 Story Board and timing

#### Scene 5

2 cards



**Timing:** 20-23 s

**Description:** Finishing With Martyr respect and symbol Shaheed Minar

Figure 6.4.6: Scene 5 Story Board and timing

## Software Use In Story Board: Milanote



### 6.5 Illustration with scene design

Collecting reference image and then draw the outline from the scene

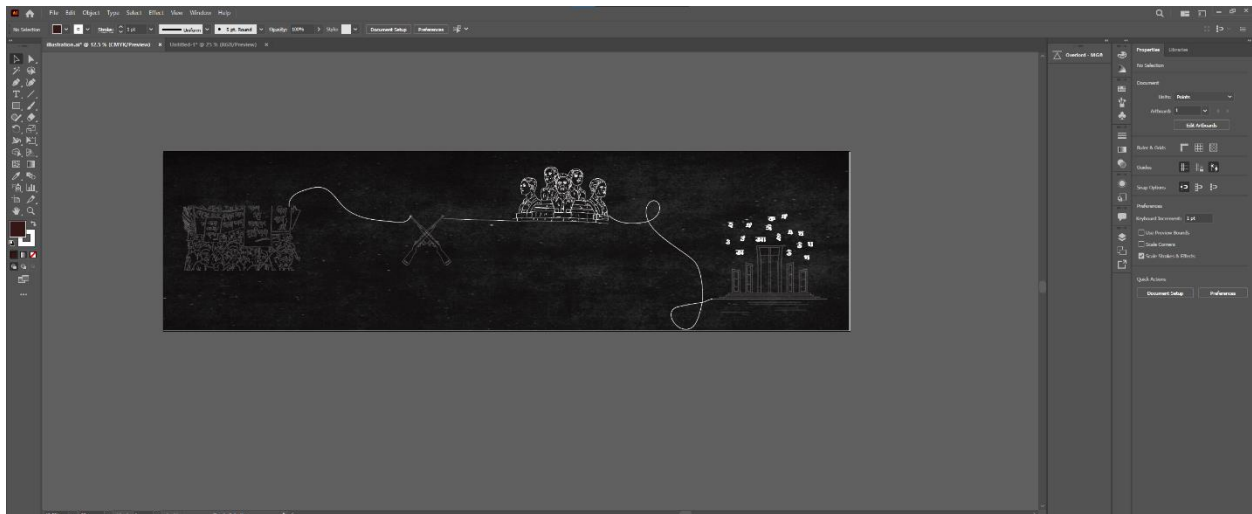


Figure 6.5.1: draw the outline from the scene



Figure 6.5.2: Scene By Scene Drawing

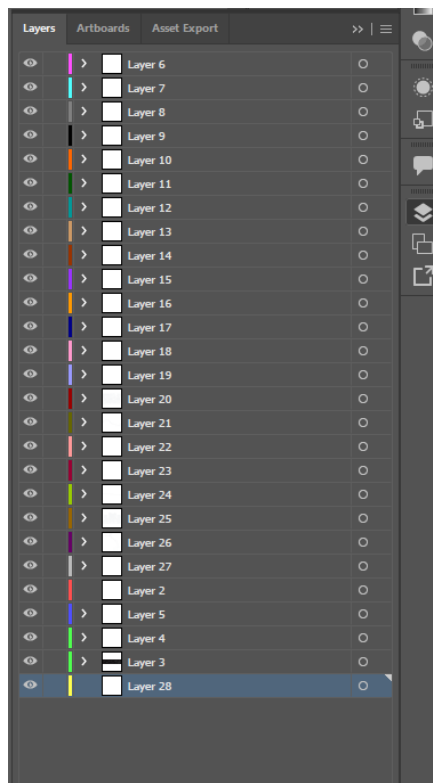


Figure 6.5.3: Illustration Layering and divided context

## 6.6 Animation

Tools Use:



Similar compositing Tools: Fusion Studio 16, Natron , Wondershare FilmoraPro, Blender, Apple Motion, Nuke etc

Work:

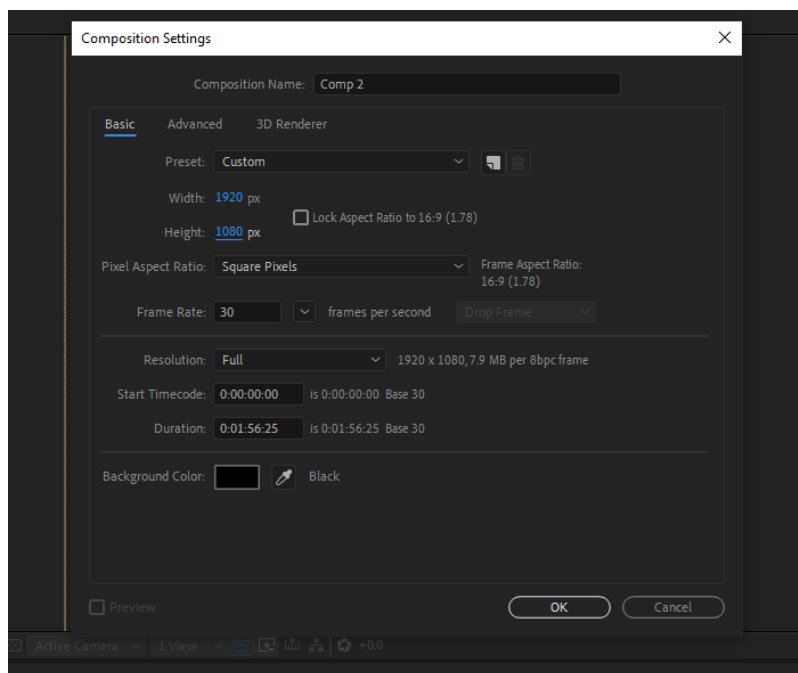


Figure 6.6.1: Composition Settings

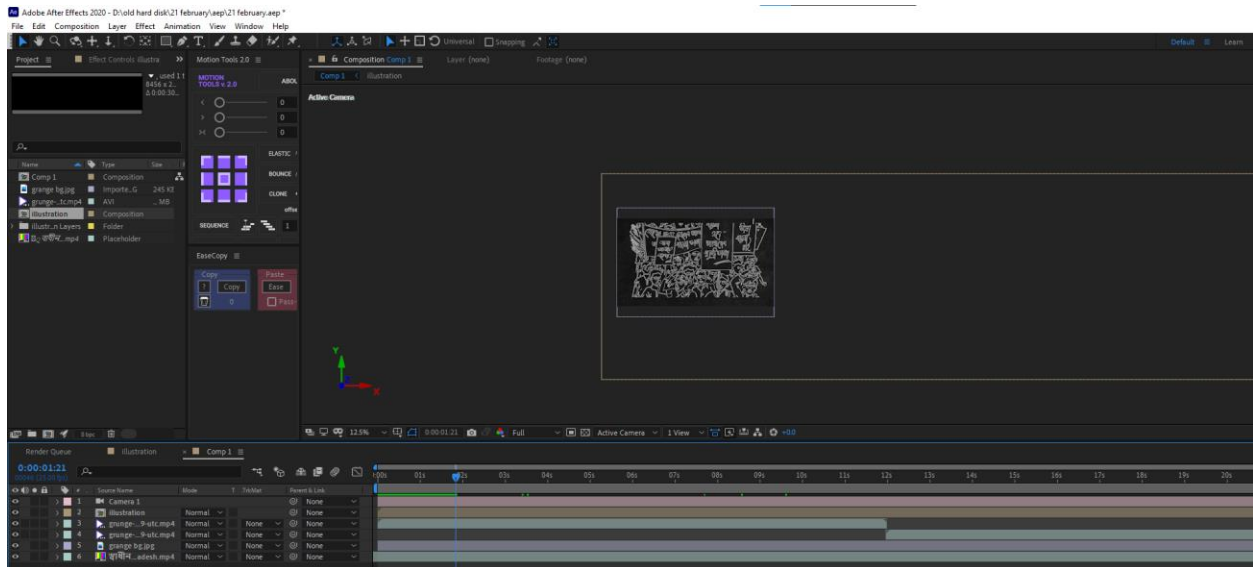


Figure 6.6.2: Importing Scene Layer In Timeline

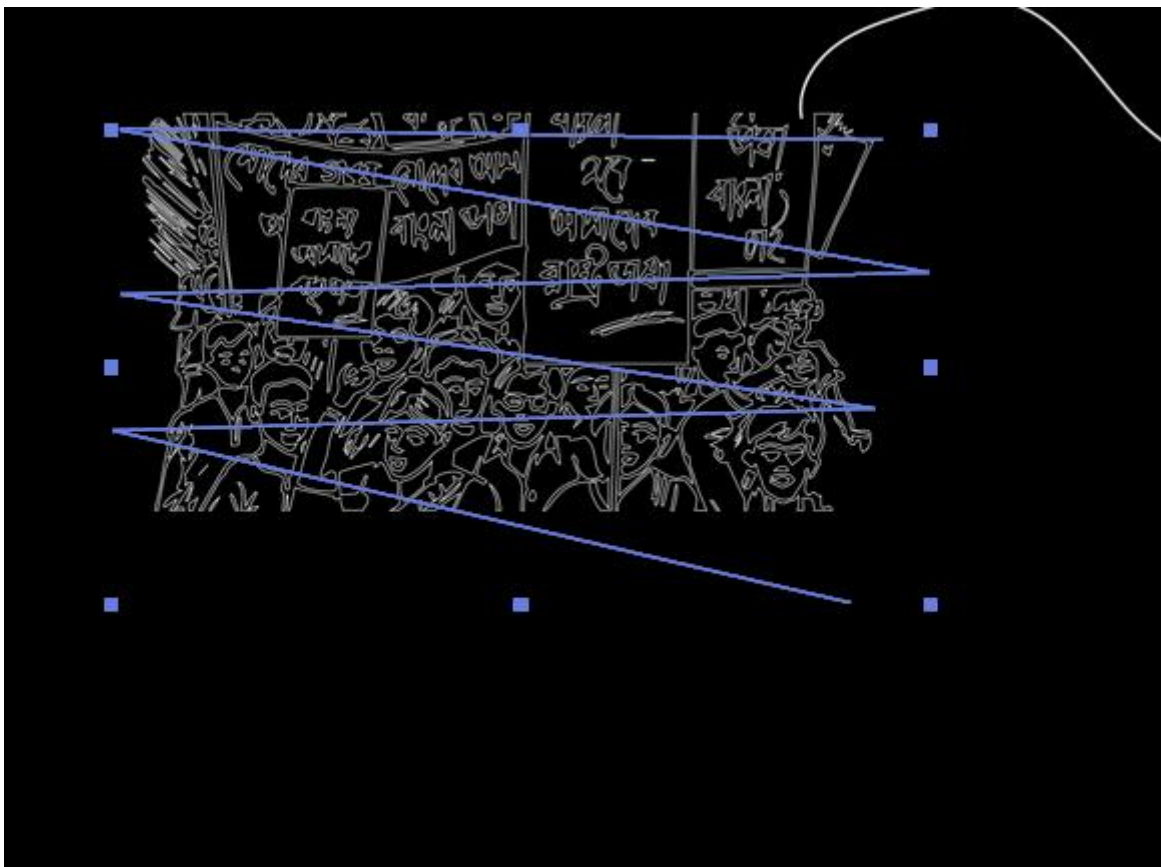


Figure 6.6.3: Create Path For Offset & Trim

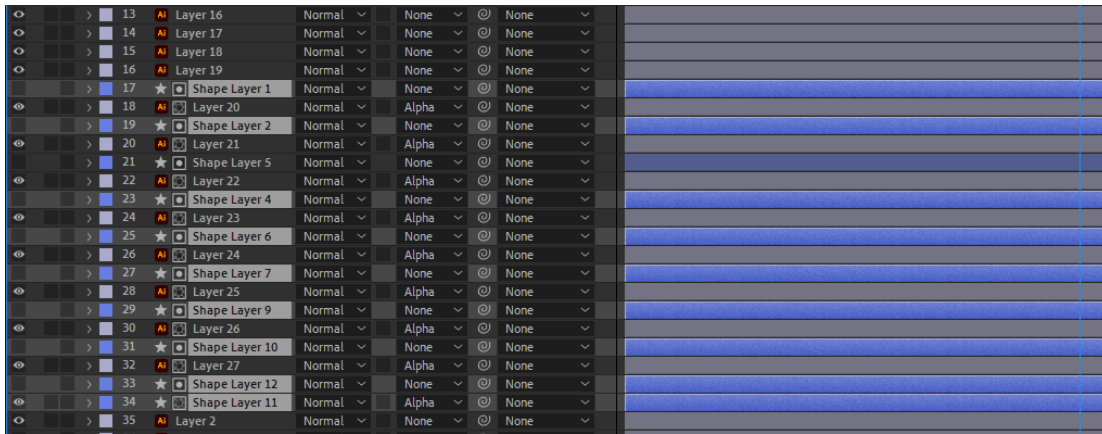


Figure 6.6.4: Path Layer Placing And alpha Mate

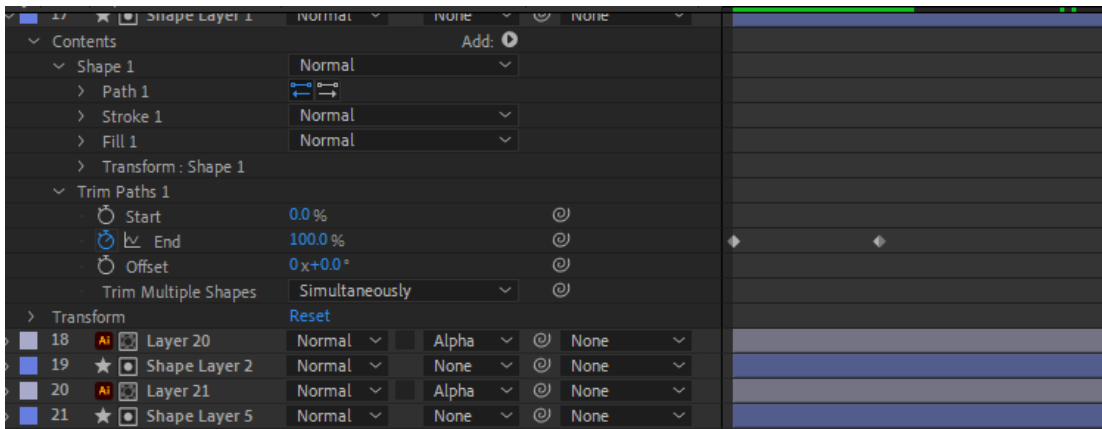


Figure 6.6.5: Using Trim Path End Key Frame From Animation Effect

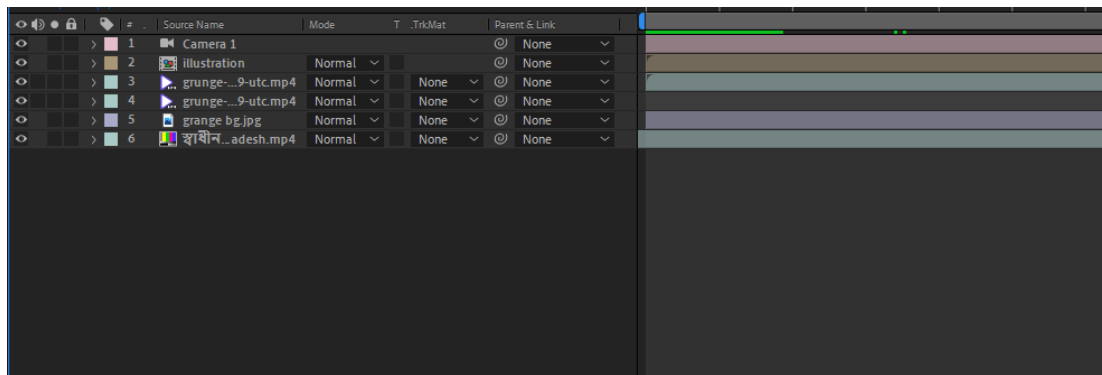


Figure 6.6.6: Making Pre-Comp To Use Camera

## 6.7 VFX/FX

Tools Use:



Similar Tools: Fusion Studio 16, Natron , Wondershare FilmoraPro, Blender, Apple Motion, Nuke etc

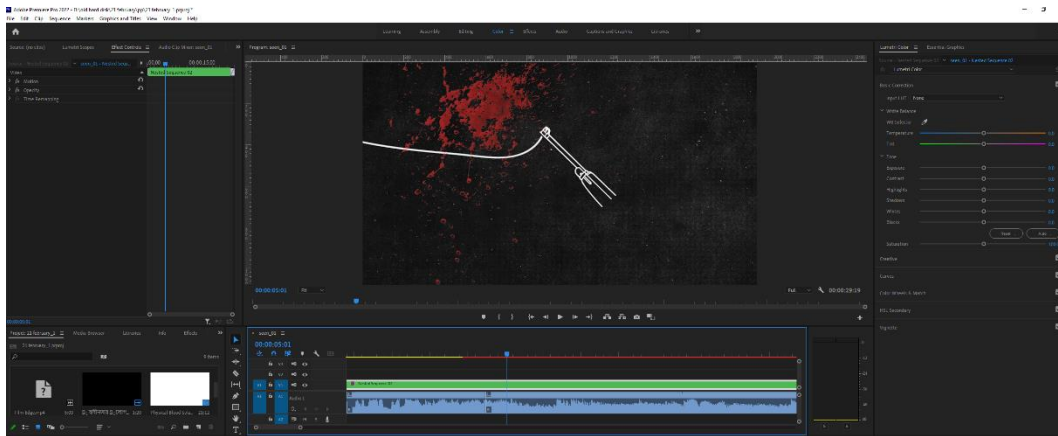


Figure 6.7.1: Import Ae file To Pr

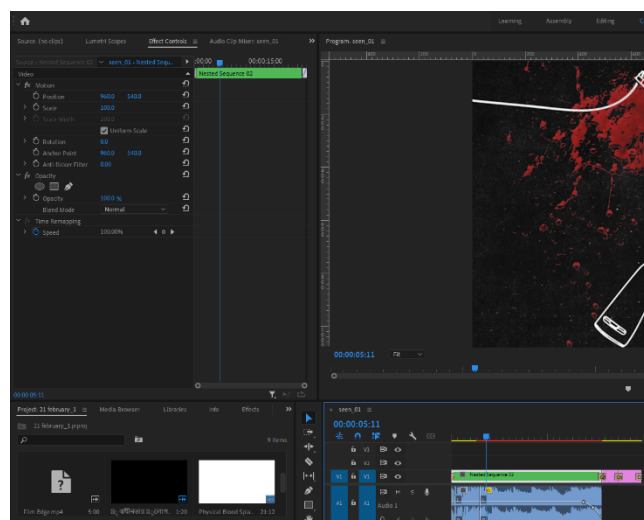


Figure 6.7.2: Add Blood & Grunge Effect

## 6.8 Compositing

Manage All layer And Sequencing in premier pro

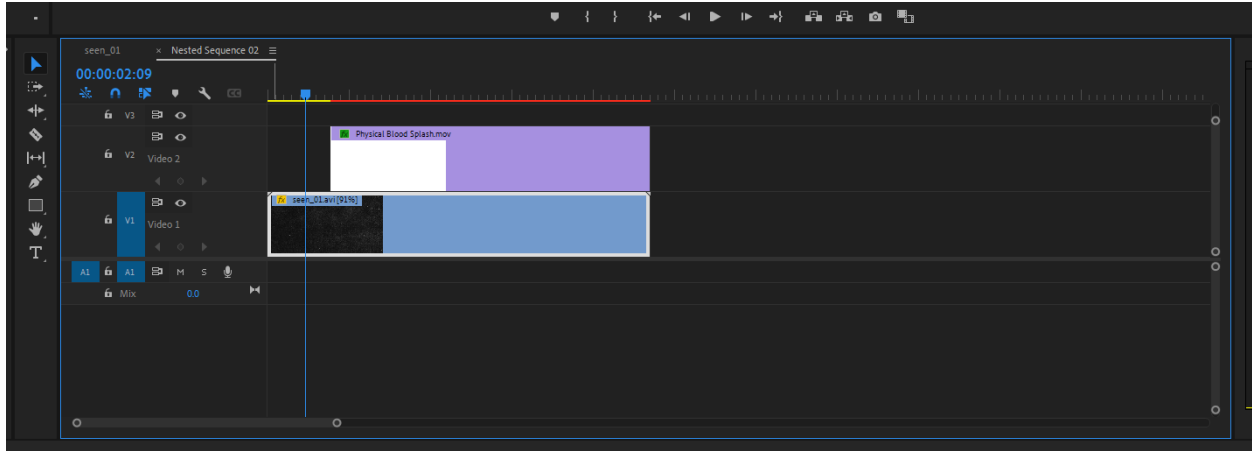


Figure 6.8.1: Layer Management

## 6.9 Sound Design

Create and mix master the sound Premier pro Build in Fx panel and sound effects.

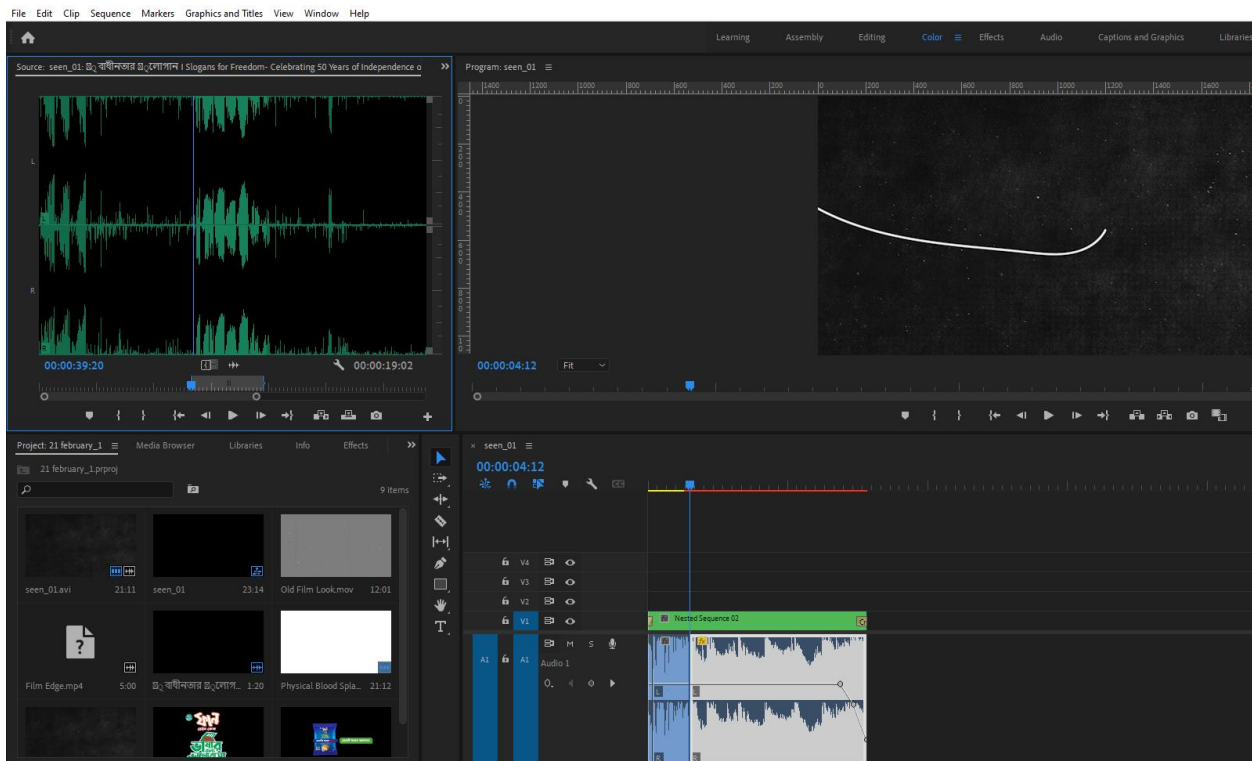


Figure 6.9.1: Sound Or BGM Addition



## 6.10 Rendering

Rendering is very important possess. Rendering mistake can case deflection of a story or a idea.

Tools used: adobe media encoder,



similar: you can use all pre-build render compressor in any editable software

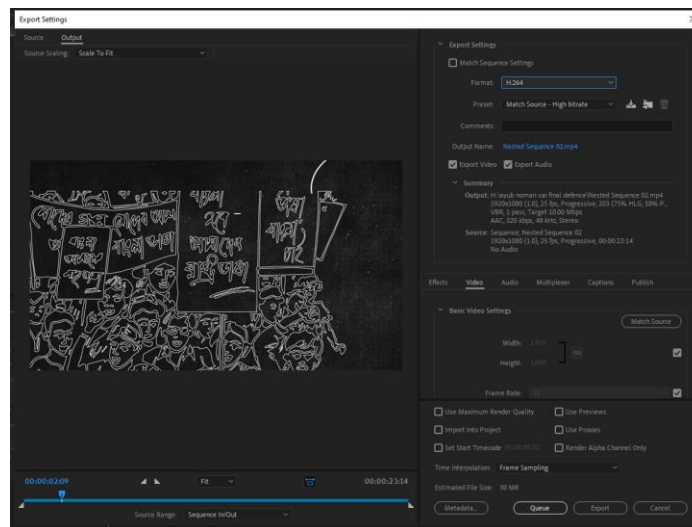


Figure 6.10.1:Render panel

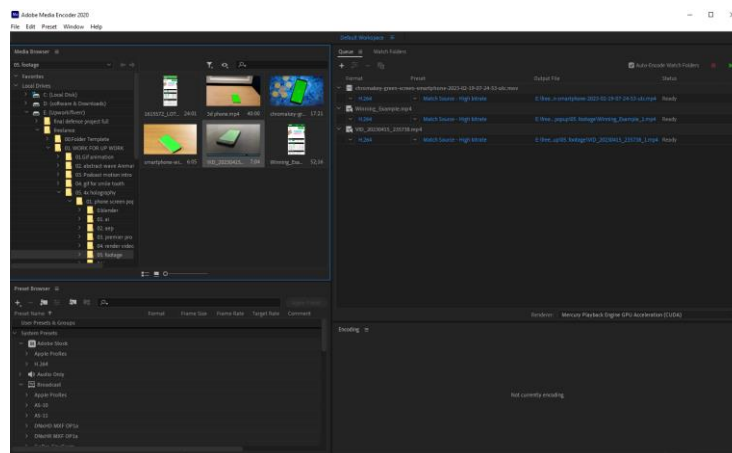


Figure 6.10.2: queue render To Media encoder

## CHAPTER 07

### 7.1 Future Scope/Trends & Opportunities:

**Consistent Natural Development Plans:** With movements in advancement, constant natural development outlines are more regular. Clients will need to attract to the plans and affect the substance continuously, giving more precise and redone knowledge.

**3D Development Plans:** Moving outlines are on the climb utilizing three-layered parts. 3D plans add significance, realness, and a sensation of visual temptation for virtual diversion content, making a genuinely spellbinding and beguiling client experience.

**Expanded Reality (AR) and PC Produced Reality (VR):** AR and VR progress stimulates open entryways for development delineations through virtual amusement stages. Brands can make distinctive experiences, allowing clients to collaborate with virtual things and conditions, clouding the line between the modernized and real universes.

**Flexible First Development Plans:** As versatile usage continues to overpower virtual amusement, development representations ought to be redesigned for PDAs. Fundamental thoughts will incorporate restricted, vertical associations and development plans that stack quickly and do not drain battery length.

**Modified Development Delineations:** Changed and hand-crafted development plans for individual clients will be more obvious. Brands can utilize client data to convey redid development plans that reverberate significantly with their ideal vested party.

**Compromise of Development Plans with Live Video:** Organizing development outlines with live video content will offer extra doors for attracting on-the-web amusement experiences. Brands can overlay development plans on live streams, presentations, or gatherings, working on the visual description and passing on additional information.

**Data Discernment through Development Representations:** Development plans can be used to imagine complex data and estimations attractively and directly. Infographics, diagrams, and developments can restore data, making it more open and shareable using electronic amusement stages.

**Mix with Online business:** Development plans can accept a fundamental part of the web-based business by displaying things, showing their features, and driving changes. Wise development outlines with intuitive parts can make reliable shopping experiences directly inside internet-based diversion stages.

**Virtual Amusement AR Channels and Effects:** Versatile AR channels and effects inside online diversion stages allow brands to make stamped development plans that clients can apply to their substance. Considers extended brand transparency and client-made content.

**Reasonability and Social Impact:** As legitimacy and social commitment become more basic to customers, development plans can be used to highlight brands' undertakings here. Plans that grant eco-obliging practices, social causes, and moral drives can resound with socially aware groups. These future examples and entryways moving plans for online amusement stages empower brands and content producers to redesign their virtual diversion presence, associate with clients, and pass on huge messages.

## 7.2 Conclusion

In an era dominated by visual communication, the significance of motion graphics on social media platforms cannot be overstated. This project has delved into motion graphics, uncovering their ability to captivate attention, convey complex ideas, and amplify brand presence. Through meticulous analysis, it becomes evident that motion graphics contribute to higher engagement rates, enhanced brand recognition, and compelling information communication. The challenges identified, from technical expertise to accessibility concerns, highlight the dynamic landscape motion graphics operate in.

As the digital landscape continues to evolve, the synergy between motion graphics and social media remains essential. The outcomes of this project shed light on how motion graphics are not merely aesthetic enhancements but strategic tools that empower content creators to convey messages effectively in an increasingly visual and mobile-centric world. By understanding the nuances of motion graphics' impact, we gain the power to shape content that resonates deeply with audiences, driving engagement and forging lasting connections in the dynamic realm of social media.

In closing, this project underscores the pivotal role of motion graphics in shaping the present and future of social media communication, emphasizing the need for a harmonious marriage between creativity and strategic intent.

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