

# Analysing The Effectiveness of Digital Illustration in Motion Graphics for Malaysian Sparkling Drink Products

\*Nur Khadijah Zaifa Kamaruzaman<sup>1</sup>, Sharkawi Che Din, Nur Aniza Mohd Lazim,  
Nabila Aimi Mohamed Ghazali  
College of Creative Arts, Universiti Teknologi Mara (UiTM) Selangor Branch, Selangor,  
MALAYSIA

\*2021834536@student.uitm.edu.my<sup>1</sup>  
\*Corresponding author

*Received: 21 July 2023, Accepted: 31 July 2023, Published: 1 September 2023*

## ABSTRACT

The integration of graphics and illustration art into the commercial design process has emerged as a significant factor influencing the level of commercial design. Digital illustration has proven a practical strategic tool in marketing and advertising, particularly in the sparkling drink industry. The method used in this research is a qualitative method in which content analysis was utilised to analyse the digital illustration styles in motion graphics for Malaysia's sparkling drinks. According to the research, applying various illustration styles in the Malaysian sparkling drink industry effectively conveys brand messages. The result reveals that companies in the industry may employ several illustration styles to communicate their brand's unique identity and values effectively. Additionally, the study pointed out the beneficial effects of incorporating digital illustrations in motion graphics, including more brand identification, improved customer engagement and enhanced advertising effectiveness.

**Keywords:** *Digital Illustration, Motion Graphics, Sparkling Drink, Commercial.*



eISSN: 2550-214X © 2023. Published for Ideology Journal by UiTM Press. This is an Open Access article distributed under the terms of the Creative Commons Attribution-NonCommercial-NoDerivatives License (<http://creativecommons.org/licenses/by-nc-nd/4.0/>), which permits non-commercial re-use, distribution, and reproduction in any medium, provided the original work is properly cited, and is not altered, transformed, or built upon in any way.

---

## 1. INTRODUCTION

Digital illustration is a form of art that uses digital techniques to combine human reason and creative inspiration (Liu, 2019). It is based on digital and new media technologies offering various purposes, including advertising, book illustrations, video games and animation. Illustration has been utilised through the ages as a powerful and various form of visual communication. With the ability to educate, enlighten, entertain and persuade (Zeegen L 2009), illustration serves as a medium for effectively conveying thoughts and ideas to audiences. Digital illustration has grown increasingly significant in today's digital world, providing designers and illustrators with new tools and approaches to create visually appealing and effective artwork. Digital illustration has transformed how people see and engage with visual content, especially for commercial campaigns. However, using digital illustration in motion graphics for marketing purposes has become increasingly important in the competitive industry of Malaysian sparkling drinks.

Sparkling drinks are popular among individuals of all ages, genders and cultures. Promoting sparkling drinks in the design field could be challenging because the market has become very competitive. Therefore, creating a unique and memorable design that stands out from the rest can be difficult. In recent years, digital illustration has developed as a powerful tool to help companies overcome these barriers and enhance their market advertising strategies.

In recent years, the Malaysian sparkling drink industry has encountered a rise in the use of motion graphics and digital illustration styles for promotional materials and advertisements. In a competitive market context, this trend shows the industry's recognition of its significance in attracting consumers' attention. Motion graphics and digital illustration styles allow brands to convey the unique characteristics and attraction of sparkling drinks in an engaging and compelling manner, differentiating themselves from competitors.

## **2. LITERATURE REVIEW**

Positioned somewhere between art and graphic design, illustration is often called graphic art. The scope of illustration is not limited to its communicative and educational functions; it also serves to persuade and entertain audiences. Illustration plays a part in the field of marketing any product. Today, conventional art is increasingly impacted by digital art, which influences daily life (Shukei,2019). The most significant advantage of digital art over traditional art is its portability: digital art is effortless to carry and, most importantly, easy to fix (Wang et al., D. 2021). It includes digital illustration in motion graphics that has grown into a powerful tool for conveying brand messages and captivating consumers in various industries, including the marketing of sparkling drinks.

### **2.1 Digital Illustration Styles**

Digital illustration styles embrace various artistic techniques and methods used to create visually appealing and engaging products. Digital illustration offers a wide range of styles and genres, each influenced by different types of art and artistic movements (Aparaschivei, L, 2022). These styles incorporate various illustration elements, such as colour, composition, typography and visual storytelling, to convey messages effectively. Furthermore, digital illustration is a powerful tool in advertising as it enables designers to create emotional connections through various illustration styles (Jenn. P 2021). Sparkling drink brands in Malaysia could effectively communicate their values, differentiate from others in a competitive market, and attract visually captivating and memorable customers by strategically employing interesting digital illustration styles.

### **2.2 Motion Graphic Techniques**

Before the introduction of motion graphics, all drawings were flat, static and fixed (Hanna M,2021). Motion graphics, on the other hand, focus fully on animating graphic design elements, including 2D and 3D, with a smaller focus on storytelling, unlike other types of animation. Motion graphics are mostly used for short branding engagements such as teasers and advertisements. Motion design techniques offer a range of creative possibilities for showcasing sparkling drink products in Malaysia. Sparkling drink brands in Malaysia could develop visually attractive and great experiences that effectively present their products through these techniques. Brands cannot survive to be flat or static nowadays; they need to live, move and flow in this new digital world (Paget, 2016).

## 2.3 The Effectiveness of Digital Illustration in Advertising

With the continuous advancement of technology, new sorts of digital art have arisen. The most significant advantage of digital art above traditional art is its portability: digital art is effortless to carry and, most importantly, easy to fix. (Wang, V. and Wang, D. 2021). Digital illustration, like other visual marketing elements, conveys and influences people regarding what the company wants to represent. It can convey the brand's primary message through visuals that evoke emotions.

Digital illustration plays a crucial role in advertising within the context of sparkling drink products in Malaysia. A digital illustration is a powerful tool in advertising as it enables designers to create emotional connections through various illustration styles. Illustrations enhance the reading experience by expressing emotions through facial expressions and employing appealing visuals to convey the intended message (Jenn. P, 2021). Sparkling drink brands in Malaysia may develop an engaging and delightful consumer experience through engaging illustrations in promotional materials, giving a straightforward yet visually appealing portrayal of their brand message. Additionally, digital illustration allows for effective digital storytelling, allowing companies to successfully communicate their values and goal, developing a strong and unique brand identity in the Malaysian sparkling drink industry.

In visual marketing, an object, rather than text, becomes the focal point of the message. This is because the human brain responds more to images than textual information. It makes perfect sense for marketers to incorporate the power of visuals- an essential part of nonverbal communication into their marketing strategies. Illustrations, with a strong visual appeal and storytelling abilities, are an effective way of attracting, engaging, and effectively interacting with customers, eventually contributing to the overall achievement of advertising campaigns for the Malaysian sparkling drink.

## 3. RESEARCH METHODOLOGY



The research methodology for this study used a qualitative approach, specifically content analysis, to gather and analyse data. This research explored 10 types of digital illustration styles in motion graphics within Malaysia's sparkling drink industry. Content analysis is a research method for generating identifiable and accurate findings from text or other relevant matter concerning the context in which it is used (Krippendorff, K, 2018). This included selecting relevant sources and materials that contain information and examples of digital illustration styles in motion graphics used in the marketing and promotion of sparkling drink products. The collected data was then systematically analysed to identify patterns, themes as well as trends in the digital illustration styles employed in the industry. The content analysis process allowed for a comprehensive examination and understanding of the various digital illustration techniques and approaches used in motion graphics for sparkling drink products in Malaysia.

## 4. FINDINGS






The findings of the research revealed the effectiveness of digital illustration in the context of sparkling drink products. The research design involves selecting 10 video samples from a collection of promotional videos from multiple local brands to examine how elements of arts and principles of motion graphics are used and measure how audience engagement is affected. According to the analysis, various digital illustration styles, such as vector, cartoon and 3D, have been successfully used in the marketing and advertising of sparkling drink products. The application of different elements of art, such as lines, colours, shapes, texture further enhanced the visual impact and communicative power of digital illustrations. Additionally, the integration of digital illustration in

motion graphics proved to be a powerful combination, allowing for imaginative and engaging brand appearances. By employing motion graphics techniques, such as eases, timing as well as exaggeration, the illustrations came to life and further captivated the audience's attention. These findings emphasise the significance and effectiveness of digital illustration in motion graphics as a strategic tool in the sparkling drink industry, allowing companies to successfully communicate their messages and capture the interest of consumers. Marketers and advertisers may generate appealing visual storylines that appeal to their target audience by using a variety of styles and elements of art in digital illustration, eventually increasing brand awareness and product sales.'

**Figure 1.1** Content analysis of Principles of Motion Graphics in Digital Illustration

Motion Graphics						
Types of Illustration		Comic	Cartoon	Flat 2D	Vector	3D
Elements Of Art	Line	/	/	/	/	/
	Shape	/	/	/	/	/
	Colour	/	/	/	/	/
	Space	/	/	/	/	/
	Texture	/	/	/	/	/
Principles of Design	Balance	/	/	/	/	/
	Contrast	/	/	/	/	/
	Movement	/	/	/	/	/
	Unity	/	/	/	/	/
	Emphasis	/	/	/	/	/
	Proportion	/	/	/	/	/
	Rhythm	/	/	/	/	/
Principles of Motion Design	Timing, Spacing and Rhythm	/			/	/
	Appeal		/			
	Mass & Weight		/	/		
	Anticipation					
	Arcs	/	/		/	/
	Squash, Smear & Stretch		/		/	/
	Secondary Animation	/	/	/	/	/
	Exaggeration		/			/
	Eases		/	/	/	/
Follow Through		/	/	/	/	

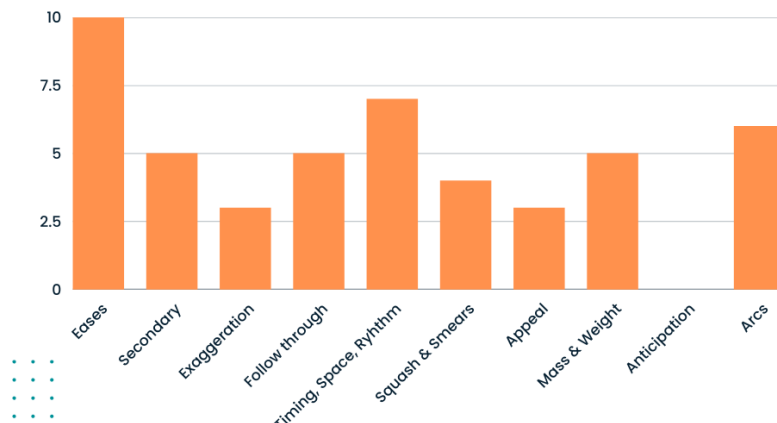
**Figure 1.2** Content analysis of Principles of Motion Graphics in Digital Illustration

Motion Graphics						
Types of Illustration		Flat 2D	Vector	Flat 2D	3D	Vector
Principles of Art	Line	/	/	/	/	/
	Shape	/	/	/	/	/
	Colour	/	/	/	/	/
	Space	/	/	/	/	/
	Texture	/	/	/	/	/
Principles of Design	Balance	/	/	/	/	/
	Contrast	/	/	/	/	/
	Movement	/	/	/	/	/
	Unity	/	/	/	/	/
	Emphasis	/	/	/	/	/
	Proportion	/	/	/	/	/
	Rhythm	/	/	/	/	/
Principles of Motion Design	Timing, Spacing and Rhythm	/	/	/	/	/
	Appeal	/	/	/	/	/
	Mass & Weight	/	/	/	/	/
	Anticipation	/	/	/	/	/
	Arcs	/	/	/	/	/
	Squash, Smear & Stretch	/	/	/	/	/
	Secondary Animation	/	/	/	/	/
	Exaggeration	/	/	/	/	/
	Eases	/	/	/	/	/
	Follow Through	/	/	/	/	/

## FINDINGS RESULT



Content analysis of Principles of Motion Graphics in Digital Illustration



**Figure 1.3** Findings Result for Content Analysis

## 5. CONCLUSION

Finally, this research provided findings regarding the effectiveness of digital illustration in motion graphics for Malaysian sparkling drink industry. The results of the research emphasize the significant potential of digital illustration in improving marketing and advertising approaches in this industry. The analysis of several digital illustration styles and techniques clearly proves digital illustration's potential to strengthen brand messaging, boost customer interaction and effectively advertise sparkling drink products. The results of this research highlight the importance of integrating digital illustration into the advertising strategies of sparkling drink companies, highlighting its ability to attract and keep customers' attention in a market that is highly competitive.

## ACKNOWLEDGMENT

The authors acknowledge the College of Creative Arts, Universiti Teknologi Mara (UiTM Selangor Branch) for the research data. Supervised by Associate Profesor Dr Sharkawi Che Din. Special thanks to those who contributed to this project directly and indirectly.

## FUNDING

No financial aid was received.

## AUTHOR CONTRIBUTIONS

Please state the roles of each of the authors in this publication, including data collection, analysis, writing etc.

## CONFLICT OF INTEREST

There are no conflicts of interests.

## REFERENCES

- Aparaschivei, L. (2022). 12 Illustration Styles Every Illustrator Should Know. *Vectornator Blog*. <https://www.vectornator.io/blog/illustration-styles/>
- Hanna, M. (2021). *Motion Graphics in Relation to Branding : An Exploratory Study*. DIVA. Paget, I. (2016, April 02). Motion in branding. Retrieved March 03, 2021
- J. Liu, "The Practice of Computer Graphic Illustration Art in Commercial Design," 2021 International Conference on Computer Engineering and Application (ICCEA), Kunming, China, 2021, pp. 412-415, doi: 10.1109/ICCEA53728.2021.00087.
- Jenn. P (2021). 10 Reasons Why Digital Illustrations are Effective in Marketing | *designstripe Blog*. (n.d.-b). Designstripe Blogs. <https://designstripe.com/blog/digital-illustrations-in-marketing>
- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. Sage publications.
- Liu, Y. (2019). On Computer Digital Illustration Design. *Journal of Physics.: Conf. Ser.* 1302 022063
- Schukei, A. (2019, May 10). Digital Vs. Traditional Art: Is One Better than the Other? The Art of Education University.
- Wang, V. W., & Wang, D. (2021). The Impact of the Increasing Popularity of Digital Art on the Current Job Market for Artists. *Art And Design Review*, 09(03), 242–253.
- Zeegen, L. (2009). *What is Illustration?.* Switzerland: Rockport Publishers.

Surat kami : 700-KPK (PRP.UP.1/20/1)

Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim  
Rektor  
Universiti Teknologi MARA  
Cawangan Perak



Tuan,

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK  
MELALUI REPOSITORI INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Adalah dimaklumkan bahawa pihak kami ingin memohon kelulusan tuan untuk mengimbas (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.

3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna perpustakaan terhadap semua maklumat yang terkandung di dalam penerbitan melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

*Setuju.*

*27.1.2023*

**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

PROF. MADYA DR. NUR HISHAM IBRAHIM  
REKTOR  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN PERAK  
KAMPUS SERI ISKANDAR

*nar*