

# A Visual Analysis Study of Motion Graphic Effect as Visual Communication for Mental Health Empowerment

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## ABSTRACT

*This study analyses the effectiveness of motion graphics in promoting mental health through qualitative content analysis. The study demonstrates the significance of visual elements, design concepts, and motion effects for disseminating ideas and empowering individuals. Color, typography, and images can elicit emotions, encourage empathy, and strengthen audience connections. Storytelling and message delivery are enhanced by motion effects such as pacing, timing, and animation techniques. This study contributes to the growing knowledge of visual communication and mental health and offers designers, practitioners, and stakeholders' valuable insights. More research is necessary to determine the long-term effects and efficacy of motion graphics in real-world settings and to develop evidence-based plans for their application in mental health promotion and support.*

**Keywords:** Motion Graphics, Motion Effects, Visual Communication, Mental Health



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## 1 INTRODUCTION

The mass media play a significant role in the modern world, and they can serve as a unified platform for all public health communication, comprehensive healthcare education, and guidelines. As a result, we examined the various types of mental health messages and advertisements disseminated via multiple mass media forms. The mental health of an individual is crucial to their physical health. The state of one's mental well-being is vital to their physical health and well-being. (Venkat & Janakiram, 2021). It includes a variety of psychological, emotional, and social elements that affect how people perceive the world, think, feel, and act. Our capacity to meet life's problems, build wholesome relationships, and have fun is a sign of our mental health. It entails having a sense of direction, enjoying a sense of community, and feeling joy. In cases where stress is excessive or has a detrimental impact on health, such as depression, it can make it difficult for students to maintain self-control and attain their academic goals (Miskan & Mohd Fisol, 2020). On the other hand, a variety of mental health diseases and conditions, including schizophrenia, bipolar disorder, anxiety, and depression, can be brought on by a poor state of mental health.

Consequently, it is crucial to prioritize mental health and seek professional assistance when necessary. If students exhibit symptoms of a mental health condition, they must immediately seek treatment. Therapies, medications, and alterations to one's lifestyle, or a combination thereof, can be treatment options. In addition, most mental disorders appear in early adulthood and are treated with a substantial delay (Chung et al., 2017). The transition to university occurs at a time when there is a high risk of unhealthy coping, the onset of psychopathology, and academic failure; as a result, it provides a crucial window of opportunity for early detection and intervention (Hawton K, Saunders KE, O'Connor RC, 2012). Working with MERCY Malaysia to provide psychosocial support helpline services based at the CPRC, MoH since March 25, 2020, while in the field, such hospitals and health clinics, Mental Health Services, and Psychosocial Support (Mental et al.) are also offered.

This study examines the analysis of motion graphics used to promote mental health. Motion graphics can promote self-care and wellness by displaying relaxation techniques, mindfulness exercises, and stress-reduction strategies. Motion graphics can encourage individuals to prioritize their mental health and self-care by visually depicting these practices (Larson & Tobin, 2017). Lastly, promoting mental health and well-being through self-care practices such as physical activity, a healthy diet, stress reduction, and social support is essential. By focusing on their mental health, individuals can improve their overall quality of life and contribute to developing a more robust and healthy society.

## 2 LITERATURE REVIEW

This literature review examines motion graphic effects as a visual communication tool for mental health empowerment. Mental health is a major issue worldwide, and effective communication strategies are essential for increasing knowledge, understanding, and empowerment. Motion graphics, distinguished by dynamic visual features and movement, are becoming increasingly popular in various industries, including advertising, entertainment, and education. This study aims to look into the potential of motion graphic effects for conveying mental health messages, increasing well-being, and empowering people dealing with mental health issues.

According to research in social psychology and advertising, mental simulation positively affects customers' attitudes toward product or brand evaluation. The basic idea is that mentally stimulating oneself in a positive scenario produces a positive impact, which increases the perceived realism of the experience and thus leads to persuasion. (Jeong & Jang, 2016)

Several studies demonstrate that motion graphics effects can effectively transmit mental health information to many people. Motion graphics can communicate complex concepts, feelings, and experiences connected with mental health concerns using visual metaphors, dynamic typography, and animated drawings. Such effects can captivate viewers, elicit empathy, and improve their comprehension and connection to the subject. Coloring Psychology Motion graphics can strategically use color to promote mental health because it plays a vital role in eliciting emotions. Hues with much life, like yellows and oranges, might imply optimism and positivism, whereas cool hues, like blues and greens, can imply relaxation and tranquility (Kwallek et al., & Sales, C. (1997).

Additionally, Motion graphics effects are frequently utilized to create visual narratives that empower those struggling with mental health issues. Character development, plot advancement, and emotional pacing are examples of visual storytelling strategies that can help people empathize with the represented events and find solace or inspiration. Furthermore, the interactive nature of motion graphics enables viewers to connect with the content actively, instilling a sense of agency and empowerment.

Accessible and inclusive motion graphics effects are essential for their effective use in mental health communication. According to studies, it is critical to provide features such as closed captioning, audio descriptions, and user control options to accommodate individuals with disabilities or diverse communication preferences. By considering accessibility, motion graphics can reach a

larger audience and promote mental health empowerment. Regarding mental health empowerment, motion graphics effects have emerged as a promising visual communication option. Improving intervention accessibility is a crucial first step for ensuring that individuals with intellectual disabilities can comprehend the purpose and content of digital mental health interventions. (Vereenooghe, 2020).

The visual components of motion graphics effects significantly influence their capacity for empowerment and communication. According to research, viewers' emotional reactions and levels of engagement can be affected by the color schemes, font, and visual styles utilized. Including elements like calming colors, fluid motions, and aesthetically pleasing designs can result in a positive emotional experience that promotes mental health empowerment. Mental health research can direct the development of novel interventions and maximize their efficacy. Psychological therapy that employs emotive mental images may reduce anxiety and depression (Victoria Pile, 2021).

These themes simplify complex concepts, raise awareness, and encourage positive behavior modification. The study highlights the importance of moral considerations, such as maintaining confidentiality and privacy, depicting mental health experiences accurately, and avoiding negative stereotypes. Communicators, mental health professionals, and designers can use motion graphic effects to create compelling visual messages that connect with viewers, promote empathy, and support mental health. This study contributes to the growing body of knowledge on the connection between visual communication and mental health and lays the groundwork for future research and evidence-based approaches to the use of motion graphic effects in mental health empowerment programs. The study's conclusion will highlight the potential for motion graphic effects as a tool for mental health empowerment and provide suggestions for the development of effective mental health visual communication methods in Malaysia.

### **3 RESEARCH METHODOLOGY**

The study on motion graphic effects as visual communication for mental health empowerment emphasizes these visual components' potential to effectively communicate mental health messages and empower people toward well-being.

- 1) In this content analysis study, ten samples of animated videos from 2016 to 2021 have been selected for examination.
- 2) The analysis employs themes and variables from three components, namely the elements of design, the principles of design, and the principles of motion design, to examine the Motion Graphic Effect as Visual Communication for Mental Health Empowerment on the existing animated videos produced by various mental health campaigns and retrieved from open sources.
- 3) The analysis will discuss the frequency with which each item is used in mental health campaigns.





## AUTHOR CONTRIBUTIONS / SUMBANGAN PENULIS

Nur Iylia Amani Abdul Nasir is the first author of this article, and her supervisor, Nur Aniza Mohd Lazim, is the corresponding author. Mastura Omar and Ellyana Tan oversaw the research and added necessary literature and content, while Siti Nor Fatulhana Ishak checked the intonation and clarity of the language used in this paper.

## CONFLICT OF INTEREST / KONFLIK KEPENTINGAN

No conflict of interests.

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