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The Usage of Motion Graphics in Promotional Videos: A Case Study for Digital Technology Hub

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ABSTRACT

The effectiveness of promotional videos in visually conveying a brand's message to consumers has been widely recognized. A qualitative research method was employed to explore this phenomenon further, utilising content analysis of promotional videos from smartphone manufacturers. The specific focus of the study was to examine the usage of motion graphics in promotional videos for digital technology hubs. The research findings revealed that incorporating various motion graphics techniques, such as eases, anticipation, timing, spacing, and rhythm, was highly successful in spreading brand messages related to digital technology hubs. By leveraging these techniques, brands could effectively communicate their key messages and promote their digital technology offerings.

1. INTRODUCTION

Digital technology hubs define as or conceptual locations that encourage entrepreneurship, collaboration, and innovation in digital technology. These hubs act as centres for developing new technology and solutions and sharing information between people, companies, academics, and organisations. Rice (2003) defines digital technologies as a wide range of technologies, tools, services and applications that use different types of hardware and software. Digital Technology Hubs were increasingly utilising motion graphics in promotional videos to advertise their goods and services. Motion graphics had been used particularly well by Digital Technology Hub manufacturers to produce aesthetically appealing promotional videos that highlight their most recent innovations. Technological advance with its accelerating pace had brought changes in motion design because the demand for graphic design on television, the Internet, video games, interfaces for electronic devices, and posters on cheap LCD screens and interactive posters is more and more dominant (Kierzkowski et al, 1996). There were numerous distinct categories and

styles in the world of commercial video. According to The Graduate School of Sejong University (2012)' that was, promotional video can be created by the producer using subjectivity and objectivity of the screen properly. It involved visual graphic elements to deliver messages through public participation.' This case study will study how the usage of motion graphics are used in commercials for Digital Technology Hub.

2. LITERATURE REVIEW

2.1. Motion Graphics

According to (Mowe Studio, 2023), Motion Graphics means Graphics in Movement. It's the most straightforward definition you can get. Motion Graphics is often called Motion Design, making the relationship between movement and design elements easier to understand. Motion Graphics brings design knowledge to new mediums by adding time and space features to create movement. The influence of motion graphics may be observed in a variety of digital media, including web design, mobile applications, and social media content. Motion graphics increased demand after the pandemic in promotional videos by using simple graphics to increase the understanding for the viewers at home or mobile locations who continue to watch their beloved videos online. Graphics, photos, and videos present in each motion graphic may help enhance the quality of the works and increase the audience's popularity, or decrease their value, or vice versa. The more confidently the work is done by the viewer and the easier they find a connection with the work, the quicker the designer achieves their target. Motion graphics and visual attractions must be designed in accordance with the concepts, expectations, and criteria of the viewer so that they can transmit the visual messages in the best way. These important factors and their effect on the attraction of the audience are not known to many designers, so they do not understand photos, graphics, and their visual messages as they should when designing a motion graphic work (Asadollahi, 2014).

2.1.1. Video - Motion Graphics

According to (Matt Ellis, 2019), 'Motion graphics can illustrate complex ideas visually. Think of motion graphics like a visual aid. Some ideas (especially big, abstract ones) are hard to explain with words or still images. A few seconds of motion graphics can clear everything up perfectly'. The emergence of the technique in the mid-20th century transformed the discipline of graphic design, which until then had centred on static graphics. When discussing motion graphic design, creatives refer to the combination of text and design elements set to move. Motion graphics animation doesn't mean a full-blown animated film, like a Disney film with defined characters, plot and narrative arc. Instead, it generally refers to shorter pieces of animation and video that entertain or impart information. When applying the meaning of video in Motion, the animation uses moving images, motion principles, and sound to create a visual story. They are often used in video and can be a very effective way to communicate information and ideas. Motion graphics can be a powerful tool for sharing information, thoughts, and emotions in a visually appealing and engaging way. Essentially, motion design is a discipline that applies graphic design principles to filmmaking and video production through use of animation and visual effects. Examples include films, videos, animated text, and web-based animations and apps. Motion design has evolved as a direct result of technological improvements (Society for

Experiential Graphic Design, 2022). A specific example is Motion graphics for advertising or promotion. Motion graphics are often used in advertising to create visually appealing and attention-grabbing ads. They can be used to promote products, services, or ideas. However, there are some challenges associated with using motion graphics in video. One challenge is that motion graphics can be expensive to produce. This is because creating videos in motion graphics requires specialised skills and software. Another challenge is that motion graphics can be time-consuming to produce. Often, generating motion graphics videos needs a lot of planning and iteration. Finally, motion graphics can only be understood if they are well-designed. This is because they can be visually complex and use a lot of symbolism.

2.2. Promotional Video

Promotional videos have become a crucial part of a company's marketing strategy in the current digital era. Businesses have the ability to easily reach a larger audience with their promotional videos thanks to the growth of social media, smartphone and video-sharing websites. motion graphics is a common type of promotional video. The objective of a promotional video, regardless of its style, is to communicate a message that connects with the audience and motivates them to take action, such as buying something, signing up for a service, or sharing the video with others. According to (Choi Lee Jung, 2013) The word 'video' originally was used as the feature of something exists, or imagery. In the 21st century, but the effect of the video content has emerged as a visual and auditory elements are included in the various attempts have been made as a composite art. An article example by (Andrew Orr, 2013) Apple has released a new "Hello Yellow" commercial to promote the new yellow colour for the iPhone 14 and iPhone 14 Plus. The company announced the addition of the new colour on March 7, and it's now available for purchase. It joins the other colours, including Blue, Purple, (Product)RED, Midnight, and Starlight. The advertisement Hello Yellow shows a man walking through a city filled with animated people, exploring everything through photos taken on a yellow iPhone 14. The song in the background is "Le Banana Split" by Lio.

2.3. Digital Technology Hub

There are plenty of types of digital technology hubs that can be talked about in this proposal project. But in this case study will be narrowed down to a device which is a smartphone. As portable media devices, such as smartphones, have become an increasingly pervasive part of our lives, they have also become increasingly capable of supplementing, or even supplanting, various mental functions. The portable gadget for promotional branding and potential promotional subject is the smartphone. As a result, smartphone manufacturers compete in this promotional market by using their products to attract customers' interest in buying their products. For example, an article from (Vlad, 2023) Following the official introduction earlier today of the Galaxy S23, Galaxy S23+, and Galaxy S23 Ultra smartphones, aswell as the Galaxy Book3 Pro, Pro 360, and Ultra laptops, Samsung outed a bunch of official infographics, which we've already shown you, and a few official promo videos. Utilising the benefits of the promotional video, Samsung firms present their new line of smartphone designs.
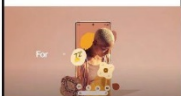
3. RESEARCH METHODOLOGY
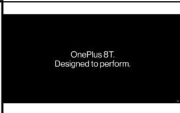
The qualitative method used to collect data for this case study. The research design for this study employed content analysis to analyse Digital Technology Hub's use of motion graphics in its promotional videos (Krippendorff, 2013) defines content analysis generally as a research technique for making replicable and valid inferences from texts or other meaningful matter to the contexts for their use.

According to (Weber, 1984) these inferences may address the message itself, the sender(s) of the message, the recipient of the message, or the impact of the message itself. Note that both Krippendorff's and Weber's definition of content analysis go far beyond the attention to only the manifest content of a message. Manifest content refers to what is overtly, literally, present in a communication. The case study involved selecting ten video samples at random from a collection of promotional videos from multiple companies to examine how elements and principles of motion graphics were used and measure how audience engagement was affected.

4. FINDINGS

Table 1 Smartphone Manufacturers Promotional Videos

NO	VIDEO	VIDEO		PRINCIPLE OF MOTION									
		2D	3D	TIMING, SPACING&RTYTHM	EASES	MASS & WEIGH	ANTICIPATION	ARCS	SQUASH, STRET	FOLLOW THROU	EXAGGERATION	APPEAL	SECONDARY& LAYER
1	has a plan.	✔		✔	✔	✔							
2	Galaxy Z Flip3 Bespoke Edition		✔	✔	✔		✔	✔					
3	For	✔	✔	✔	✔		✔		✔				
4			✔	✔	✔								
5	hello	✔		✔	✔		✔		✔	✔			✔

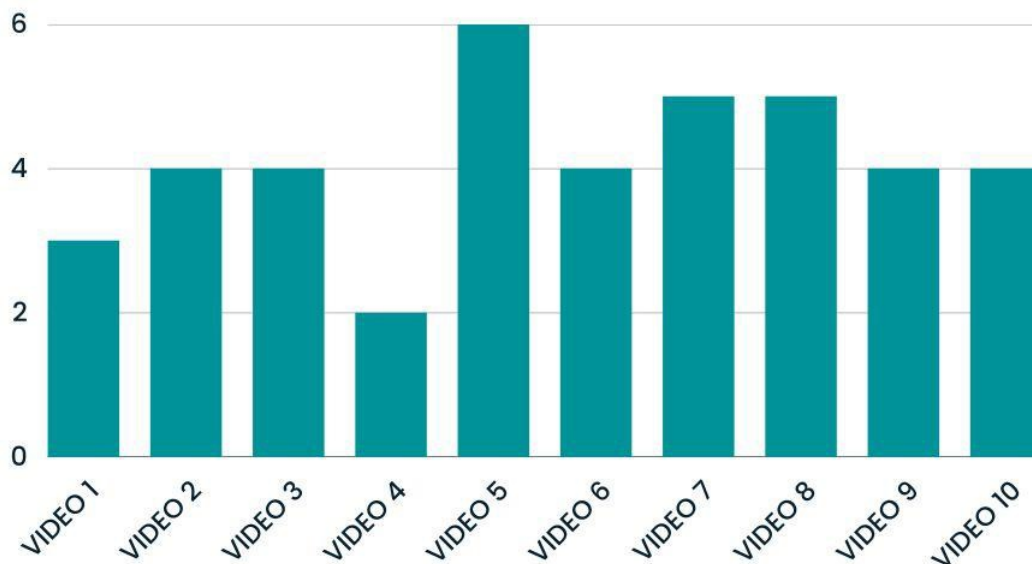| No.												
6	OnePlus 8T. Designed to perform.	✔	✔	✔					✔			✔
7	Reno7 The Portrait Expert	✔	✔	✔			✔		✔			✔
8		✔	✔	✔	✔	✔			✔			
9		✔	✔	✔					✔			✔
10	真我 11 系列	✔	✔	✔				✔	✔			

Figure 1 Content analysis into bar charts that contain out of 10 principles of motion.

5. CONCLUSION

In summary, using motion graphics in promotional videos has become crucial for engaging viewers and successfully disseminating information. Motion graphics give static objects life, resulting in visually appealing graphics that catch the eye and make an impact. Motion graphics enable marketers to tell engaging tales and vividly present goods or services by seamlessly fusing text, images, and animations. Because motion graphics are so adaptable, businesses can customise their promotional movies to appeal to their intended audience, increasing brand identity and ultimately boosting engagement, brand awareness, and the possibility that marketing objectives will be met. As technology develops, future motion graphics in commercials have even more promise for imaginative and engaging narratives.

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AUTHOR CONTRIBUTIONS

Shahmi Hambali Shahrulnizam developed the study and case study. Sharkawi Che Din supervised the research. Nur Aniza Binti Mohd Lazim as the third reader of the researcher.

CONFLICT OF INTEREST / KONFLIK KEPENTINGAN

There is no conflict of interests.

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Sekian, terima kasih.

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Setuju.

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