

Summary

Graduation qualification work:
«Motion-design in social advertising
(Creative project on the example of popularization
sports and healthy lifestyle)»
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pages.71, bibliographical names 70.

Key words: motion design, animation, social advertising, media space.

Relevance of research.

Motion design is considered one of the most effective video advertising technologies today. This gives the advertiser unlimited opportunities for creative ideas. The possibilities of animation technologies allow: to animate an inanimate object, to create whole worlds that do not exist in reality. The language of motion design in most cases does not require translation or explanation. A unique set of communication features allows animated content to articulate an idea clearly and clearly.

Motion design isn't limited to cartoon films. It has found applications in almost all spheres of life, including television, computer games, presentations, services and online sites. Motion design has a significant advantage over all other types of information presentation. With the help of motion design, the transmitted information becomes dynamic and interactive. This form of presentation helps the viewer to process information more easily. This has become possible thanks to the development of computer technology, which makes it possible to present complex information in a form more understandable to a wider audience.

Since motion design is now one of the key factors in advertising creation, it can be considered a very effective technology for creating multimedia content. Thus, the topic of the thesis is relevant today.

Target of research: creation of motion animation "IMO Students for a Healthy Lifestyle".

Goals:

- 1) consider the conceptual and categorical apparatus of motion design in the modern advertising industry;
- 2) identify modern techniques and trends in motion design;
- 3) develop a motion animation project to promote sports and a healthy lifestyle;
- 4) create a motion animation "IMO students for a healthy lifestyle."

Theoretical and practical relevance of research lies in the fact that his findings create a theoretical basis for further study of the types of animation. The main results of the project complement the theory and practice of computer animation, focusing on such a complex area as motion design.

The results and recommendations contained in the work make it possible to use them in the practical sphere as a guide for the development of any motion animation.

The practical significance lies in the possibility of applying the provisions and conclusions of the thesis in universities when reading courses on the basics of animation and visual effects. The results of the work can be formalized as a training lesson and posted on the site "Showcase PSU".

Results of research: became animated videos using motion design and descriptions of the three stages of their creation - preproduction, production and postproduction. The pre-production included thinking over the concept, writing a script, and selecting locations. Production is directly involved in the filming process. After all the footage is shot, it is sent to post-production, where the best shots are combined, graphic elements, sound and more are added.

Recommendation to:

Consistent implementation of the recommendations outlined in the project description in the second chapter of this work will help you create your own animated videos. Further prospects for the development of the topic are seen in the possibility of studying other elements of motion design, identifying the features of their positioning and promotion in the modern media space.