An Analysis of the Production Methods of Interactive Animation Special Effects in Visual Communication Design

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Abstract: In the current period, with the continuous development and progress of information technology, interactive animation special effects make the design of works achieve a more ideal effect, and further improve the quality of visual communication. How to apply the production methods of interactive animation special effects to visual communication design better still requires continuous research and analysis of designers, so as to achieve more ideal design effect. Therefore, this paper will analyze the concept of interactive animation special effects design, make an in-depth study of its essential characteristics and try to analyze several methods of making interactive animation special effects in visual communication design.

1. Introduction

In visual communication design, the application of interactive animation special effects is mainly to further enhance the impression of the viewer on the work, so as to achieve a more ideal visual communication effect. Especially at this stage, the Internet terminal products are constantly updated. The design of visual products should be more suitable for the needs of Internet terminal products, and the visual communication effect can be improved with the help of interactive animation effects. In order to integrate the characteristics of interactive animation special effects into visual communication design products, it is necessary to observe and analyze its production methods.

2. Concept of Interactive Design and Interactive Animation Special Effects

In order to make better use of interactive animation special effects in visual communication design, first of all, it is essential to understand the concept of interactive design and interactive animation special effects, so as to combine the actual characteristics of products to carry out effective use. Interactive design is a kind of design form aiming at improving the viewer's attention to the work and strengthening the viewer's understanding of the work. In general, interaction is mainly to realize the interaction between data. But when the form of interaction changes from data to subject, it is required to carry out auxiliary interaction activities. For example, graphic information and time-related video information can be processed interactively, so that viewers or users are able to have a deeper understanding. Not only that, interaction can also fulfill the responsibility of information feedback, which is also a core feature of interaction design. Therefore, in order to further ensure the effect of visual transmission, designers should combine the actual situation of users to design, consider from the perspective of users, fully meet the needs of users and guide users to actively participate in the interactive design process. It can also be understood that only when users participate in the interactive design effectively, can the design effect be more ideal and realize the sustainable development of the design.

Interactive animation special effects not only have the basic function of interaction, but also the form of expression. That is to say, interactive design and visual communication produce animation special effects after they are combined. In the process of designing animation special effects, interaction designers are in the role of directors, while visual communication workers are in the role of photographers. After the combination, designers are required to grasp the laws of animation effects reasonably when designing animation effects, so as to control the motion softness of

animation effects according to the motion laws. Meanwhile, animation effect is one of the key design contents for visual designers to consider in the design. Therefore, visual designers are required to reasonably carry out design activities in combination with the actual characteristics and many styles of the designed products, and further improve the effect of product design. Therefore, if they want to give full play to the design features of interactive animation special effects more reasonably and achieve good effects of visual communication, they need to grasp the production methods of interactive animation special effects reasonably, and further improve the quality of design effects by analyzing and thinking from multiple angles.

3. Characteristics of Interactive Animation Effect in Visual Communication Design

3.1 Improve the Perception and Memory of the Viewer

Different from the common communication design in the past, after the integration of different elements, the visual communication design works will give the viewers or users a more profound impression, so that they deepen the memory of this product. In the actual process of visual communication design, designers arrange and combine elements separately, then deal with some of the elements reasonably which can further enhance the recognition, and use dynamic elements in the static display environment. Dynamic elements in the image environment with large amount of information and in the text content environment is conducive to the perception and memory of the audience, which is conducive to enhancing the transmission of product information.

3.2 Enhance Visual Effect

In visual communication design, there are two aspects of dynamic elements: one is two-dimensional dynamic elements, the other is three-dimensional dynamic elements. Only by ensuring that the two dynamic elements are effectively and reasonably used, can we further ensure that the interactive animation elements in visual communication design will be presented in a more vivid and dynamic way. Moreover, through the strong impact of two-dimensional dynamic elements and three-dimensional dynamic elements, the visual effect is further strengthened.

3.3 Help Viewers Filter Information

In visual communication design, the rational use of interactive animation effects, further ensures that the focus of visual communication design can be clearly highlighted. One of the most significant features is that the use of interactive animation effects in visual communication design can more intuitively present the product to the viewer, so as to further ensure the effective communication activities of information. Through the use of dynamic text information, it will skillfully attract the attention of the viewer, make the attention of the viewer focus, and get a better viewing effect. At the same time, the dynamic picture information also plays the above role. Design activities further ensures the accuracy of information transmission, which is conducive for the audience to receiving and filtering information.

3.4 Use Intelligent Terminals

In the current period, with the continuous development and progress of information technology, the use of intelligent terminal equipment is gradually popularized to more people. It can be said that in the visual communication design, designers should more closely adapt to the use of intelligent terminals at the current stage to carry out the design. It is required to try to use some simple elements to highlight the actual content that the designer wants to express as much as possible, avoid using too cumbersome decoration to bring visual pressure to the viewer, and use more flat design concepts. In this process, designers need to apply interactive animation effects reasonably to make the visual communication design become vivid and lively and avoid the defects of flat page design and single design sense.

4. Production Methods of Interactive Animation Special Effects in Visual Communication Design

4.1 Special Effects Production of Gif Small Animation

In visual communication design, it is a design method often used by designers to launch design activities with GIF small animation effects. Through its reasonable integration, it is easier to attract the attention of users. It has been proved by practice that the use of GIF small animation design is also welcomed and supported by users. The main design advantage is low cost, simple production process and small capacity. Moreover, it also has the characteristic of compression. At the same time, there are many methods to make GIF animation. For example, you can use Photoshop timeline to make GIF animation, and apply them to various systems. In general, GIF small animation is usually used in the loading of subtitle or progress bar. In the process of designing this kind of GIF small animation, it is essential to pay attention to the following two principles: reasonably control the size and accurately grasp the accuracy of GIF small animation picture. In the actual development of GIF animation design process, the designer is expected to accurately measure the size and accuracy of GIF animation so as to ensure the balance between the two.

4.2 Frame by Frame Animation Production

In visual communication design, frame by frame animation is usually produced in the following two ways. The first is to use an equal space animation, decompose it frame by frame, and then use the attribute steps in CSS3 to develop and complete the production. The second is to select an equally spaced animation, decompose it frame by frame, use JavaScript script simulation to write until the completion of production. When the attribute steps of CSS3 are used to develop the production, the products are more suitable for the use of mobile terminals. But it is not very common for designers. The animation produced by script can control the speed of frame by frame at will. By pausing the action through corresponding control mode, it tends to be more flexible.

4.3 Use of Css3

CSS3 is mainly used to make some plane animation. In the process of using CSS3 to develop production, the animation has the following effects. First, transition. This attribute effectively performs the transformation function. It can also be understood that transition is a kind of ability to delay time and an effective way to change the rate. Second, animation. It connects some actions, and then gradually forms the effect of animation. Finally, deformation, which includes the following special effects: movement effect, distortion effect, matrix deformation effect, scaling effect and rotation effect.

4.4 Scalable Vector Diagram

In the production of interactive animation special effects in visual communication design, scalable vector diagram is a very important production technique. It is mainly used in the design of line animation, which has a very significant effect. However, there are some disadvantages. For example, the compatibility in the software below IE8 is not very ideal. Therefore, during the design of interactive animation special effects in the visual communication, designers often apply scalable vector diagram to deal with animation production technology, or to some animation production with a certain degree of complexity. At the same time, the use of scalable vector diagrams to create animation effects can be realized in the format of documents.

4.5 New Elements of Html5

In the production techniques of interactive animation special effects in visual communication design, the use of HTML5 new elements is equivalent to the use of Sketchpad design. It is suggested to apply a variety of ways to carry out design activities, making the functionality more diversified. For example, add graphic images or use graphics with different shapes. However, the new elements of HTML5 do not have the function of drawing itself. Therefore, in the process of

drawing, designers need to use JavaScript for assistance. With the effective assistance of JavaScript, the effectiveness of the new elements of HTML5 can be further developed.

5. Conclusion

To sum up, the production methods of interactive animation special effects in visual communication design mainly include the above aspects. It can also be clearly found that interactive animation special effects in visual communication design is of important significance, which directly affects the improvement of visual communication quality. Therefore, visual communication designers are required to grasp the production techniques of interactive animation special effects reasonably, so as to further ensure the effectiveness of visual communication design. At the same time, it is essential to have a deep understanding of the characteristics of interactive animation effects in visual communication design, so that designers are able to combine these practical characteristics to carry out corresponding design work, further strengthen the design effect of visual communication works, and ensure the design quality of visual communication works.

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