

Analysis on the Style and Particularity of Motion Graphic Used in Chinese Digital New Media

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Abstract: With the continuous development of science and technology, technological innovation and the accelerated pace of life, people hope to ingest information more effectively. Therefore, the new media with 'Weibo' as the vanguard army is developing irresistibly. It is irresistible power that has refreshed the traditional medium that we have long known. As media master Marshall McLuhan said: Media is an important symbol to distinguish different social forms. [1] We quietly entered a new era of "micro". Recently, due to the "explosive" development of the media from the network, a group of micro-animation has gradually opened up a new world of domestic animation development, and Motion Graphic is an important part of micro-animation. The new animation has flat style and its particularity make it extremely powerful and adaptable in the information age, with extremely bright prospects.

1. Introduction

MG Animation is a Chinese abbreviation of Motion Graphic. It is a form of image communication, and based on the principle of the coordinates of the X and Y axes in the space structure, and constitutes a four-dimensional image with time factor of graphic elements. [2] To put it simply, the graphics that are deformed over time are dynamically combined with the creative image of the graphic image, and then combined with music and narration to complete a collection of audiovisual languages containing content. Not only does it have the characteristics of animation, but it also has the shared ability and inclusiveness of a variety of artistic methods. Since 2011 the first research paper on motion graphic published by China Knowledge Network, Chinese designers organically combined it with a variety of artistic means, such as graphic design, animation design, interactive design, film and television skills. More importantly, it has achieved the ultimate in low-cost, easy-to-promote, short-time and large-capacity information. In today's Chinese micro-era content marketing, it is highly adaptable.

2. Rising digital new media

Digital new media is also a broad concept, using digital technology, network technology, through the Internet, broadband LAN, wireless communication network, satellite and other channels, as well as computers, mobile phones, digital TVs and other terminals, to provide users with the dissemination of information and entertainment services form.

The development of Motion Graphic in Digital new media is often developed in the form of Micro animation. Micro Animation in China as early as in the "China Animation Industry Development Report (2012)", it has been pointed out: "Micro-anime was born in the Internet era and will become the development trend of new media animation." [3] Sure enough, just three years later, with the development of the media, these self-media in order not to be submerged in the Internet torrent, in order to be both unconventional and better able to express its content, in the way of communication, various attempts have been made in the content. Under the competition of survival of the fittest, some

content forms suitable for network communication have been initially formed. Among them, micro-animation is low-cost, easy to promote, short-lived, and carrying a large amount of information. The advantages occupy the heel and continue to develop. Among them, the non-traditional animation of Motion Graphic, which is called "MG Animation" by the industry, has been introduced from abroad and has been favored by all walks of life and selected as a carrier of content distribution.

3. Motion graphic style

3.1 Flat design

The appearance of the flat style is extremely low-key. In fact, Google introduced it as early as 2008, but its impact cannot be underestimated, and it has already become popular around the world. Moreover, this design style has quietly influenced people's standards of aesthetics. The reason that Apple Inc developed and designed it in its system later is because Apple Inc pays attention to low learning costs. As a unique and trend-setting Apple design team, the future of terminal fragmentation and interface fragmentation requires a sufficiently simple interface to adapt. [4] At that time, the public's aesthetic standards and design patterns were still on the design track of the figurative design. The Apple team's move was extremely risky. However, the widespread use of various types of flat designs has confirmed its far-sighted side.

The rise and popularity of flattening is an opportunity for motion graphic. This style does not require the drawing of detailed picture objects, which is often replaced by a more general geometric block. It puts the focus of the production on the animation of the animation and the beauty of the color of the picture, greatly reducing the production cost of the general animation. On the one hand, it reduces the difficulty of animation production and improves the creative level, on the other hand, it can shorten the production cycle. Therefore, this style is the most common, most effective and most important one in motion graphic. In addition, the public's acceptance of this style has made motion graphic start late in the Chinese content communication market, but it has gotten Great development and application. [5]

3.2 Abstraction

The abstraction in motion graphic is set for the content or artistic concept of the copy, and generally appears in the indescribable part of the picture and plot, or it may be when expressing a specific mood. This style uses some changes and scheduling of abstracted color blocks that guide the viewer's subjective emotions to meet the visual needs of the audience, infect the audience's psychology, and make the plot go smoothly.

Choosing abstraction is not due to cost or production time constraints, but more importantly, is a style need. Designers will spend a lot of effort on designing abstract changes, especially in such abstractions that must conform to all visual language in current animations. Abstraction reduces the cost of production, reduces the production cycle, facilitates visual unification, displays design ideas, and better expresses the emotions that are extremely difficult to handle and express. It is highly praised by the industry.

3.3 Three-dimensional

Although MG animation is mainly flat and abstract, the two-dimensional visual enjoyment of plane-based is still unable to satisfy the artistic desire of people to pursue space. Therefore, in the transfer process of pattern change and displacement, the design is not only in the plane dimension, but also the flat object can enter the space of the three-dimensional dimension. Although the visual sense of style is still flat, it breaks the single two-dimensional space in its dynamic form and has a multi-dimensional. It makes it more novel visual enjoyment, meets the creative environment of more audio-visual languages, and improves the creative space and development direction of MG animation.

However, the stereoscopic (3-dimensional) of motion graphic is not realistic, but based on flat and

abstract, it is presented with a visual effect with a sense of space, which not only provides more ways to correctly express the animated content. Can also more satisfy the visual effect of the audience. Although the cost of doing so has increased dramatically, this type of performance will increase the designer's creative space and play a icing on the cake, so if the budget allows, you will choose to add this style appropriately.

4. The particularity of motion graphic

4.1 High cost performance propagation validity

In the new media era, the convenience of the network has made information quantified and fragmented. The quantification of information makes the transmission of information gradually unimpeded, and the channels for accessing information by the whole people are increasing and more convenient. However, the fragmentation of information makes the authority of information sources and the availability of information difficult to protect. People also forget the precious information and do not want to spend too much time reviewing information. [6]Therefore, information providers want to improve the validity of information dissemination, and motion graphic is such an efficient spread.

Although the positioning of various motion graphic is different, the length of the video is usually a few minutes. This is because the producer wants to maximize the effectiveness of the communication, provide more fun, and attract viewers while hoping that the viewer will absorb the information provided in this short period of time. According to the audience of the selected motion graphic, the mainstream media is generally not selected as the communication channel, and more is to choose the network or place it on its own special communication platform. Being placed on the network not only saves the cost of communication, but also dilutes the nature of its advertisements, making the audience more acceptable; placing it on its own platform is user-specific, providing the most needed information, saving user information acquisition time and reducing both sides' Time cost, which is the embodiment of the efficiency of communication.

4.2 “Less is also more” visual modeling

Compared with traditional animation, motion graphic does not necessarily have a protagonist. It may be just a straightforward and objective interpretation of the story, or it may be just a visual treatment of the feeling. [7] All of these changes are according to the purpose of the animation, which is more useful than the latter to stimulate the audience to feel the concept. Therefore, its shape is not limited to the traditional characters, scenes, etc, open up the designer's thinking, and can create more creative and attractive visual elements.

“Less is also more” the use of extremely refined elements to create the most distinctive visual effects, making it simple but not simple. It is not only easy to visual, but also has a strong sense of design and a more prominent function. It just fits the positioning of motion graphic propagation validity and achieves maximum content acquisition validity with minimum user time consumption. Therefore, this method is widely used by the Chinese digital new media industry.

4.3 Coherent lens operation

From the Motion Graphic's original "dynamic graphics", it is best to dynamically connect through the creative of graphics. Compared with traditional animation, the lens language in motion graphic is not limited to the traditional montage combination, but more through a graphically interesting design and creative scheduling, to complete a new lens language.

Motion graphic generally uses the lens language, the transfer between each lens may have a certain creative connection, the visual or psychologically similar graphics, through the design of a clever coherent transformation, to achieve the lens in one go. The creative audio-visual language thus formed can express the content of the animation in the most attractive manner, and at the same time, it can make the viewer not feel the switching and interruption between the shots in the process of visual enjoyment and the viewing is easier. Inadvertently accepted the content conveyed in motion graphic.

5. Summary

In China, although the name of Motion Graphic was not loud in the academic circles two years ago, there are not many research papers on it. But according to the unofficial survey of Chinese industry professionals, its content marketing has strong appeal and data tolerance. It has become one of the first choices for content marketing that requires Party A's enterprises, and it is increasingly valued by various design fields. At the same time, with the increasing level of public aesthetics, more and more companies are gradually realizing the expansion of their content marketing methods. Coupled with China's emphasis on and development of "Internet +", it has given its great survival soil. The uniqueness of motion graphic not only conforms to the needs of enterprises, but also keeps pace with the development of the times. This simple and effective content marketing method will definitely have a very prosperous future in the field of Chinese design.

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