

Application of Dynamic Graphics in Brand Image Design

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Abstract: With the development of modern multimedia technology, the construction of corporate culture and brand image provides a richer platform to convey and carry. Dynamic graphics break the limitation of traditional single graphic design, diversified and dynamic design, can better show the rich connotation of corporate culture, diversified business characteristics. In order to adapt to the development needs of information communication in the information and digital age, this paper studies the application of dynamic graphics in brand image design. Based on the characteristics of dynamic graphics, this paper analyzes the advantage value of its application in brand image design, and puts forward the countermeasures and suggestions for optimization and improvement, which has a good reference for promoting the brand image design of enterprises to a new level.

Keywords: Dynamic graphics; Brand; Image design; Application

Introduction:

Modern enterprise brand image design, in order to adapt to the development trend of more abundant enterprise cultural connotation, more diversified business and multi-media information communication, from the actual information communication and enterprise brand development, vigorously explore the dynamic graphics in brand image design to play a greater role. Dynamic graphics break the limitation of traditional single graphic design, promote brand image design into a new stage of dynamic and diversified development, play an increasingly important guiding role in increasing consumer awareness and evaluation, and become an important carrier of corporate culture and brand information. This paper studies the application of dynamic graphics in brand image design, analyzes the advantages of the application of dynamic graphics, and puts forward the countermeasures of innovative application, which has a good reference for promoting the enterprise brand image design to adapt to the development needs of the information age.

1. Dynamic Graphics

1.1 Overview

Dynamic graphics is a concept opposite to traditional still images, which mainly refers to the appearance changes of graphics based on time changes. As an art form, motion graphics was born in the early 19th century and is the predecessor of film. In the west, kinoscope and optical kinoscope were the early dynamic graphics equipment. Shadow puppetry and kaleidoscope in China are also one of the manifestations of dynamic graphics. The biggest difference between dynamic graphics and static images is that time doping plays an important role in them. In foreign countries, dynamic graphics are also called motion graphics, dynamic image, which is known as the most mainstream design in the new era. Modern new media has developed a large number of moving graphics, with the continuous development of computer technology, media technology, dynamic graphics design is bound to become the trend of new media design. As an art form, dynamic graphics has not been produced for a long time, but it has made a quantum leap with the development of modern advanced technology. It is widely used in film, television, Internet and new media, and has achieved good development in film special effects, web page production, mobile phone interface and various visual recognition systems, presenting more and more exquisite visual effects.

1.2 Features of dynamic graphic design

Compared with static images, dynamic graphic design has more vitality and changes. After adding new functions such as auditory kinetic energy, the design aesthetic has outstanding characteristics such as distinct and intuitive. The main features of dynamic graphic design are as follows:

The first is to realize the expansion of information from single to multi-dimensional. The second is to realize the display from print color to screen color expansion. The third is to realize the extension of information from delay display to real-time display.

1.3 Application value of dynamic graphics in brand image design

1.3.1 Enriched the aesthetic emotional value

Dynamic graphics have incomparable advantages over static images in satisfying people's aesthetic feelings. The colorful and dynamic visual design system is the outstanding embodiment of its value. Since the 1960s, based on the people-oriented design concept and the development of social media, static image design has been faced with the embarrassment of being difficult to attract audiences in the context of new media. The motion state of dynamic graphics can better spread ideas, bringing new visual enjoyment to users. The multiple functions of vision, hearing and images increase the interest of interaction, make it easier to form emotional resonance with the audience, and improve the emotional value of the design and the audience's sense of acquisition and satisfaction.

1.3.2 Has multi-dimensional application value

In the design of enterprise brand image, dynamic graphics can not only better convey the aesthetic and emotion of the brand to the user, but also use the changes of graphics, images and colors to attract the audience's attention and deepen the audience's understanding of the brand design concept. In the enterprise brand image design, dynamic graphics has a good visual communication advantage, can create an immersive environment for the audience in the field of film and television, expand the influence of the work. In the design of public space, dynamic graphics accelerate the speed of information dissemination, meet the needs of intuition and interest, more convenient for enterprises to publicize the brand in real time, improve the practicality of the design.

1.3.3 The value of The Times has been developed

Dynamic graphics is a new art form accompanying the development of the new era. It has achieved different development breakthroughs in different stages of time. By breaking the traditional image design concepts and methods, it enriches the design connotation and mode, and has a good value in line with the development of the new era. The deep integration of dynamic graphic design and new media promotes the development of enterprise brand image visual design from single to multiple, the design style from simple, one-way and complex expansion, and the design techniques also apply computer technology and three-dimensional modeling technology to form a new design mode, which is an open and sustainable development design method.

2. Suggestions on the application of dynamic graphics in enterprise brand image design

2.1 Explore the use of dynamic graphics interpretation of brand personality development

Dynamic graphics have a good advantage in visually illustrating complex content. For the more abstract concept in brand design, text and static images are difficult to explain. But motion graphics only take a few seconds to display clearly and accurately. In the enterprise brand design, in view of the continuous enrichment of brand content and in-depth exploration of value, it is necessary to innovate new design ideas, concepts and techniques to highlight the characteristics of the brand. At this time, dynamic graphics reflects a good way of visual image interpretation. For example, in the enterprise brand design, based on the course of brand development, deduce the growth and progress of the brand, with the help of social grand events, anniversaries or other important sports events, cultural and entertainment ceremonies, launch the exclusive design products of the enterprise. Or in the enterprise website and product appearance image according to different festivals, activities for visual image changes. This new interpretation of enterprise brand is more suitable for the characteristics of short iteration cycle and fast speed of network information update, gives enterprise brand new dynamic changes and enhances the vitality of enterprise brand image.

2.2 Explore the use of dynamic graphics to form a systematic language of enterprise brand image design

With the explosive growth of information dissemination in modern society, it is very important to guide users to form the impression of enterprise brand in the mass market information. In the process of continuous development and expansion of enterprise brand, based on systematic and systematic design ideas, the design system of integrating enterprise brand image materials is launched. By standardizing the characteristics of each sub-unit of the brand visual image, the enterprise brand recognition can be increased. Dynamic graphics into the enterprise brand image design system, with dynamic graphics and sound, give consumers a warm feeling of the brand, enhance the real perception of consumers to the enterprise brand. We can learn the systematic design language of international first-class brands and develop a self-characteristic standardized image communication system based on the characteristics of enterprise products. Through the comprehensive application of a variety of design languages, such as language standardization, design process and content systematization, the user group can have a more profound perception of the

brand idea and connotation.

2.3 Explore the use of dynamic graphics to form the story-oriented theme of corporate brand image design

In order to give full play to the characteristics of dynamic graphics in the design of enterprise brand image, it is necessary to give full play to the three design advantages of light and shadow, texture and extensibility, and create a sense of spatial continuity and reality of brand image. At this time in the dynamic graphic design to explore the distinctive story of the product theme, often can get twice the result with half the effort. For example, the launch of enterprise products, the use of dynamic graphics video method to show the brand development process, launch the theme of the new season of products. After the integration of the characteristics of the concept of enterprise products, integration of the modern era of development elements, give the new generation of products dynamic, dynamic new image, thus also launched the enterprise brand derivative value-added service content, attract the focus of users.

2.4 Explore the use of dynamic graphics to accelerate the digital layout of enterprise brand image design

In the design of enterprise brand image, it is necessary to adapt to the development and changes of the new era, starting from the current virtual economy, parallel world, meta-universe and other new ideas, to explore the layout of enterprise brand digital image design with forward-looking thinking. For example, a digital environment built around brand image can be developed in the network virtual world, a digital brand usage scenario can be constructed, and the real world and virtual world can be interwoven. Virtual IP images can be used as corporate brand spokesmen, virtual digital collections can be designed, virtual performances can be organized, etc. Attract users in the virtual digital environment to form a brand new cognition of the enterprise.

3. Closing Remarks

The application of dynamic graphics in the enterprise brand image design should adapt to the development and change of The Times and the update and iteration of information technology, and be committed to enriching and improving the influence and communication power of the brand, expanding the communication channels of the enterprise brand from the real society to the virtual world, and stimulating the new vitality of the enterprise brand image.

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