

## The impact of technological progress on increasing the efficiency of motion graphics in animated commercial advertisements

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### Abstract:

The advertising industry has undergone a radical transformation in recent years thanks to technological advancements. Advertisements are no longer limited to static content or traditional text, but rather rely heavily on motion graphics, which combine visual design and movement to stimulate audience engagement. This technological advancement has not only improved the quality of animation, but has also contributed to increased production efficiency, reduced costs, and increased the impact of commercials on consumers. Tools such as artificial intelligence, augmented reality (AR), and virtual reality (VR) have become an integral part of the modern motion graphics work environment, enabling designers to create more interactive and innovative advertising content in less time and with higher quality. The development of specialized software such as Adobe After Effects, Blender, and Cinema 4D, along with high-resolution screen technologies (4K and 8K), has also contributed to the creation of a new creative environment, enabling advertisers to communicate their messages in an attractive and effective visual manner. In light of these changes, it is important to study the impact of technological advancements on the effectiveness of motion graphics in animated commercials, given their essential role in achieving digital marketing goals and increasing audience engagement with brands. Research Problem Statement: How can modern technologies be employed in motion graphics advertising design? How does the introduction of interactive elements into motion graphics affect user interaction with commercials? How effective is the use of augmented reality (AR) and virtual reality (VR) technologies in motion graphics to enhance the commercial advertising experience?

**Research Significance:** Developing the motion advertising industry: The research contributes to understanding how to use modern technologies in motion graphics advertising design to improve efficiency and quality and increase competitiveness. Improving the interactivity of motion ads: The research helps study the possibility of increasing interaction through motion graphics advertising. Supporting creativity and innovation in the motion advertising industry: The research contributes to the development of new tools that enable designers to create innovative and engaging advertising ideas by using augmented reality (AR) and virtual reality (VR) technologies in motion graphics.

**Research Objectives:** The research aims to: □ Focus on the impact of modern technologies on advertising design using motion graphics. Enhance audience engagement and increase response rates through the use of motion graphics in commercials. Improve the quality of animated commercials using augmented reality (AR) and virtual reality (VR) technologies in motion graphics.

**Research Hypotheses:** The research hypothesizes that: Using modern technology in motion graphics advertising helps sustain innovation in commercials and enhances the effectiveness of digital marketing.

**Research Limits:** Time limit: Starting in 2021 until the completion of the research. Objective limit: Limits are limited to studying the impact of integrating modern technologies into motion graphics advertising.

**Research Methodology:** The research follows a descriptive-analytical approach by describing and analyzing some innovative models for employing modern technologies in motion graphics advertising.

### Paper History:

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### Keywords:

Motion Graphics, Graphic Design, Animation, Digital Media, Video Advertising, Interactive Video.

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