

The role of motion graphics and visual design styles in Dynamic Branding

Dr. Mai Hassan Mohamed

Lecturer, Multimedia and Internet Department, Media Sciences Division, International Academy for Engineering and Media Sciences, 6th of October City, Arab Republic of Egypt.

mai.hassan@appliedarts.edu.eg

Abstract:

This research explores how branding has evolved from static, traditional visual systems to dynamic, motion-based brand expressions. Fueled by technological advancement and shifts in consumer engagement behaviors, motion graphics have emerged as a core tool in modern brand communication. Unlike static branding, which relies on fixed visuals, motion branding introduces flexibility, emotion, and interactivity, creating more immersive brand experiences.

The study highlights how to use visual design styles and motion graphics in dynamic branding and the benefits of motion branding that enables brands to compete based on identity and emotional connection, leaving a lasting impression on their target audience through engaging video content and animated visuals.

Statement of the Problem: What are the reasons why motion graphics are being used in Dynamic Branding? How to apply visual design styles and motion graphics in Dynamic Branding? How to design an effective animated logo with different visual styles?

Research Objectives: The research aims to highlight the importance of using motion graphics and various graphic visual methods in Dynamic logo design.

Research hypotheses: Employing motion graphics have become a fundamental tool in creating memorable, dynamic brand experiences.

- Research Methodology: Descriptive and analytical methods.

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Logo, Animation, Motion Graphics, visual design styles, Dynamic Branding, Visual Identity

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