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## VISUAL EFFECTS AS A MODERN KIND OF MOTION DESIGN

In modern society, "motion design" is a fairly common term. Motion design itself is a product of technology development. Motion design is one of the important components of creating videos, advertisements and movies. Every day we meet with the products of this kind of design. Modern cinema cannot be imagined without visual effects, although sometimes they are performed so believable that the viewer often does not even suspect the methods by which it is achieved [1].

The aim of the study is to analyse the visual effect created with the help of motion design. Motion design is the latest way to spread ideas from involvement in content. The viewer follows story, and sound and graphics give the ability to perceive easily and encourage consumption. No one knows exactly how and when animated graphics originated. Around the 40s, the first experimental works of Oscar Fischinger and Norman McLaren appeared. However, director Saul Bass can be called the earliest recognized master of graphic design, who popularized motion graphics in cinema in the 60s. Around the middle of the last century, camera shooting techniques created the basis for creating special effects, such as accelerated, slow, reverse shooting or dual exposure, still camera, etc. Then special effects were created using special camera lenses or tricks such as designing a moving background behind the actors. All videos of that time actively use motion design and various visual special effects, which, however, are not limited to 3D models, and work with 2D images [4].

The main types of animation with the help of which you can create a visual product: traditional animation, 2D vector animation, 3D computer animation, visual effects of motion graphics (motion design), stop motion. Motion design has become more than just an interesting addition to the intended user interface, and a powerful tool to influence it. Ease of assimilation of a large amount of information in a short video determines the concept of motion design. The essence is reduced to the fact that instead of boring text the recipient watches a spectacular and vivid video. Rollers that are created in this area, give impetus to the development of creative potential that plays important role in the humanization of society. The purpose of motion design is to improve socio-cultural relations between people, it is done by forming a harmonious subject environment in all spheres of life [2, с. 32].

An important feature of motion design nowadays is that motion design can be a significant impetus to draw attention to a particular social problem and can be used in various fields of human activity, social and cultural projects. With a dynamic picture it connects the material world of man with his spirituality. It was motion design that connected us to visualization processes such as the visual effects that occupy a bypassing position in mass culture. Focus on quick perception, clarity, intelligibility of visual language provides consumer attention and allows more compact transfer of information, speeding up the process assimilation. The discussion revolves around the terms "motion design" and "Multimedia design". "Motion" from English translates as movement, gesture.

So the concept reflects one side of this design activity - personality. Multimedia is an information system that provides simultaneous presentation of information in various forms - sound, animated computer graphics, video series [3].

Visual effects are the important components of creating videos, commercials and movies. Digital trends in new media, integration interactivity and different types of technology in general that have emerged in recent years, combined with successful graphic design play an important role for involving society in visual communication and building sustainable associations with the brand, in the case of marketing messages. Practical implementation of motion design is relevant and has the following important priorities: solving communication problems at different levels (from education to business); fast, interesting and clear dissemination of information to a large mass of people, humanistic significance in society.

#### **References**

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**СЕКЦІЯ 9  
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#### **ПРОБЛЕМИ ЗАЗНАЧЕННЯ МАСИ ВАНТАЖУ У ТОВАРНО-ТРАНСПОРТНІЙ НАКЛАДНІЙ**

З 1 жовтня 2021 року набули чинності зміни до Закону України «Про автомобільний транспорт» (далі – Закон). Відтепер ст. 48 Закону визначено, що відомості про параметри автомобіля та його вага, у т.ч. з вантажем, та маси брутто, є обов'язковими реквізитами, які має зазначити вантажовідправник при оформленні товарно-транспортної накладної (далі – ТТН) [1]. Одночасно набула чинності і нова стаття 132-2 Кодексу України про адміністративні правопорушення (далі – КупАП), що встановлює адміністративну відповідальність для вантажовідправника за