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DYNAMICS AND INTERACTION TO BE THE MODERN TRENDS IN GRAPHIC DESIGN

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This research focuses on the direction of dynamics and interaction in contemporary graphic design and the influence of digital technologies on creativity. The work describes the use of dynamic visual effects and interactive technologies in order to increase engagement and solve design problems. The changing ways of interaction between the designer and the audience and the future of design education are also considered.

Key words: *design, dynamics, interaction, technological advancements, graphic design*

INTRODUCTION

In an age where technology is changing our visual landscape, this work is designed to delve into the revolutionary impact of dynamic visual effects and interactive technologies on the field of graphic design. As these trends redefine how a person interacts with digital content, the work demonstrates innovative approaches to integrating movement and interactivity into design, pushing the boundaries of traditional static images. The powerful potential of these trends, which not only captivate audiences, but also offer new solutions to design challenges, fostering a deeper connection between designers and their audiences (eg, information visualization, AR/VR). It stimulates creativity and opens up the future direction of graphic design education and practice.

PURPOSE

The purpose of the work is to study and demonstrate the latest visual trends in dynamic and interactive technologies, as well as to influence the future of design education.

RESULTS AND DISCUSSION

Technological integration is becoming key in the realm of modern graphic design, inspiring the influence of digital technologies to change traditional approaches to design. Dynamic visuals and interactive design not only enhance aesthetic appeal, but also simplify complex information and increase user engagement.

Such as the product design of Apple Inc (Figure 1), and the center console interface design of Tesla cars (Figure 2). Apple is renowned for its intuitive user interfaces and seamless user experiences, a testament to its innovation in



interaction design. From the iPhone to the MacBook, every detail of Apple products is meticulously designed to ensure that interactions between users and devices are as natural and intuitive as possible. And the center console of Tesla cars is almost entirely composed of touchscreens, a design that allows drivers to control various vehicle functions through an intuitive interface. This interaction design not only makes operation more convenient but also enhances the joy of driving.



Fig. 1. Product design of Apple Inc

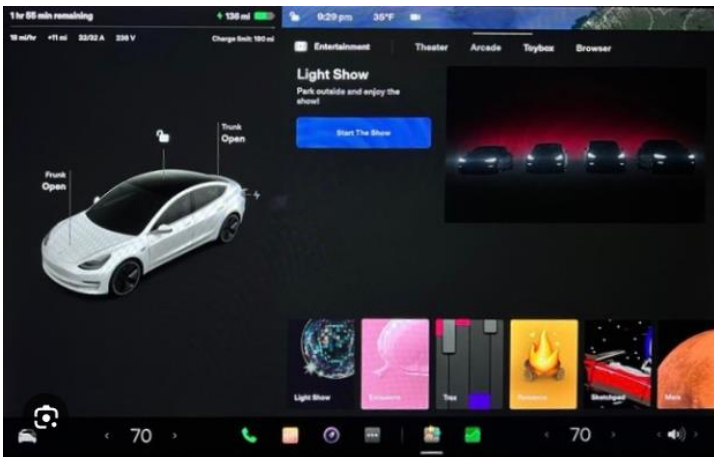


Fig. 2. The center console interface design of Tesla cars



These technologies create immersive experiences that go beyond mere visual appeal and include physical interaction and active participation. A symptomatic phenomenon in graphic design is a change in the nature of communication between designers and their audience. The trend toward interactive design is not only changing the way messages are delivered, but it is also transforming audiences from passive recipients to active participants. This shift has profound implications for the design process, requiring a deeper understanding of user needs and behavior. It is worth noting that the above-mentioned trends provoke the further adaptation of design education to these changes. Thus, it is possible to create training programs that include training in the latest digital tools and technologies, as well as the methodology of interactive thinking about design. The importance of developing a mindset based on experimentation and innovation is becoming crucial in training the next generation of designers.

CONCLUSIONS

Dynamics and interactions represent more than trends; they represent a fundamental shift in the future of graphic design. The key is to embrace these changes not only as tools to improve aesthetics, but also as opportunities to rethink how design can interact with society as a whole. As we move forward, the integration of these elements into graphic design will undoubtedly continue to evolve, shaping the ways we communicate, learn and interact with the world around us.

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ЧЖАН Чж., ЧУБОТІНА І.

ДИНАМІКА ТА ВЗАЄМОДІЯ – СУЧАСНІ ТРЕНДИ ГРАФІЧНОГО ДИЗАЙНУ

Це дослідження фокусується на напрямку динаміки та взаємодії в сучасному графічному дизайні та впливі цифрових технологій на творчість. У роботі описано використання динамічних візуальних ефектів та інтерактивних технологій для підвищення залученості та вирішення дизайнерських завдань. Також розглядаються зміни способів взаємодії між дизайнером і аудиторією та майбутнє дизайн-освіти.

Ключові слова: *дизайн, динаміка, взаємодія, технологічні досягнення, графічний дизайн*