

6. Shambrook, J., & Roberts, T. J. (2011). 2010 Profile of a research administrator. *Research Management Review*, 18(1), 19-30. <https://files.eric.ed.gov/fulltext/EJ980454.pdf>
7. UCF online (2022). *Online research administration*. The University of Central Florida. <https://www.ucf.edu/online/research-administration/#MRA>
8. Virágh, E., Zsár, V., & Balázs, Z. (2020). *Research management and administration: The relevance of specific education and training programmes*. HETFA Working Paper. <https://doi.org/10.13140/RG.2.2.29780.83847>

**Iryna Sidliar**

Kyiv National University of Technologies and Design (Kyiv, Ukraine)

**Scientific supervisor – PhD., Assoc. Prof. Iryna Kornieieva**

## **THE ROLE OF MOTION DESIGN IN BRANDING AND ADVERTISING**

**Introduction.** Modern world is filled with all kinds of digital content: videos, texts, photos or images and others. And one of the most common things people see today on their devices are ads. They changed through history, morphing from texts in newspapers to giant screens all over cities. But, because of so many options a question appears: What's the most efficient way to advertise products in twenty-first-century? And the answer is – motion graphics.

**The aim** of the article is to dive in role of motion design as one of the most important instruments for today's advertising.

Motion graphics in other words are “graphics with movement”. This term firstly appeared in 1960, used by John Whitney (Cone, 2015). When it comes to motion graphic design people are usually referring to use of technologies in order to set in motion combined elements of text and images.

In order to create successful project with that technique, it's substantial to operate with both design principles and animation principles (Lottie, 2022)

In advertising motion graphics play major role in attracting and keeping attention of the audience. That's why it's massively used for promoting products and services, brand communication, increasing website traffic, generating sales leads (Norman, 2013).

According to Nexcess (a web brand which manages host services) video content on electronic commerce websites can increase conversion rates up to 80%. Another

statistic from Promo (all-in-one social video management platform) states that landing pages, which accommodate product of video, have their conversions increased by 80-86%. Research from Oberlo (drop-shipping app) shows that B2B companies using videos in email marketing have increased click-through rates by up to 300%.

All this data shows that video content, largely based on motion graphics, is the most successful method of promotion in recent years.

Although the exact results of research from several services have already been considered, it's still valuable to learn specific key-roles motion graphic design plays in advertisement:

- **Brand recognition.** Motion graphics can enhance brand recognition and boost brand awareness by integrating consistent branding elements, including color schemes, logos, imagery, typography, and other brand assets.

- **Highlighting specific features and benefits.** Use of this graphic technique creates a more memorable and recognizable showcase for product's features and benefits.

- **Creating visual impact.** Motion graphics can be leveraged to design visually compelling and unforgettable advertisements that distinguish themselves from competitors. Well-crafted ads encourage user engagement and strengthen brand recognition and recall, which are the key indicators of a brand campaign's success. Engaged consumers interact with brands through likes, follows, retweets, previews, CTA clicks, form submissions, comments, and, most importantly, social sharing. Brand recognition and recall aim to establish top-of-mind awareness, ensuring a brand remains the first choice when consumers consider a product category, ultimately setting it apart from competitors

- **Increasing engagement.** Due motions graphics being dynamic and visually interesting, viewer's engagement with ad, their attention and chances of persuading clients to do desired action (like clicking specific button) critically rise.

- **Conveying complex ideas.** It's far easier for audience to understand complex concepts and ideas by explaining them with use of animation and visual effects (Thorel, 2012).

**Conclusion.** Summarizing all the data we can conclude that motion graphics play a crucial role in advertising by capturing attention, enhancing brand recognition, and delivering messages in a visually engaging way. They help brands stand out in a crowded market by combining animation, typography, and visual storytelling to create memorable and dynamic content. Motion graphics improve user engagement, making ads more interactive and shareable across digital platforms. Additionally, they simplify complex information, making it easier for audiences to understand and retain key messages. Ultimately, motion graphics boost brand awareness, reinforce brand identity, and drive higher conversion rates.

## REFERENCES

1. Cone, Justin. (2015). 6 challenges facing motion design education. Motionographer.
2. Lottie, Mikael. (2022). A Guide to Motion Design.
3. Norman, Don. (2013). The Design of Everyday Things: Revised and Expanded Edition. Basic Books.
4. Thorel, Benjamin. (2012). Graphic Design: Now in Production. Critique d'Art.

**Julia Skliaeva**

*Kyiv National University of Technologies and Design (Kyiv)*

**Scientific supervisor – PhD., Assoc. Prof. Iryna Kornieieva**

## **EMOTIONAL DESIGN IN PRINT ADVERTISING: HOW TO CREATE A STRONG VISUAL IMPACT**

**Introduction.** In today's world, where advertising surrounds people everywhere, it is essential not only to capture attention but also to evoke memorable emotions. Unlike digital advertising, print advertising has unique ways of influencing the audience. By skillfully using color, shape, typography, and composition, designers can create materials that provoke strong emotional reactions. The use of emotions in advertising helps to form long-term associations with consumers, making a brand recognizable and relatable. It is important to understand which factors influence emotional design and how to apply them effectively in print materials. They are the following:

### **1. Emotions as a Driving Force in Advertising Perception**

The human brain processes visual information much faster than textual information. Therefore, the primary goal of advertising is to generate an emotional response that