Research on Visual Features and Advantages of Motion Graphics Animation

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Abstract: Motion graphics animation is commonly referred to as "MG Animation". Nowadays, with the maturity of modern media such as television, movies and the Internet, visual media plays an undeniable role in guiding the audience spiritually. As one of the most popular and promising image forms, motion graphics, with its unique visual artistic features of "simplicity" and "flatness", are rapidly and widely used in various communication fields in the new media era and play a decisive role in the development of new media.

Key words: Motion Graphics, MG Animation, New Media, Visual Features

Introduction

With the rapid development of social economy and the improvement of new media technology, people's aesthetic level has gradually improved. Traditional conservative visual culture can no longer meet people's aesthetic needs. More innovative designs and diversified artistic elements have been added to the field of aesthetic design. MG animation can help people acquire a large amount of visual information in a short period of time and leave a deep impression on people with its communication advantages. Therefore, it has a very wide range of applications in digital media design, information interaction design and other fields.

1. Overview of MG Animation

The full spelling of MG animation is Motion Graphics, and MG animation is the abbreviation of motion graphic or graphic animation, usually referring to multimedia CG design and video design. Motion graphics in MG animation is a kind of graphics with rich deformation and conversion effect as time progresses, and it is a dynamic visual innovation. In the specific design, the static design becomes more flexible and gives new life to the animation design. At the same time, the audience can get more sense of participation and substitution by strengthening the static elements and the text information conveyed visually and giving them wonderful dynamic effects. It not only follows the principles of static design such as graphic design, color composition, layout and layout, but also conforms to the laws of dynamic images such as animation principle and movie language. Unlike traditional animation, which is limited to noumenon artistic expression, graphic animation in the context of new media communication tends to be in communication fields such as visual communication, meaning interpretation and interactive experience. It is more digital and modularized in technology, and conforms to the characteristics of post-modern art such as deconstruction and reorganization, mix and match and cross-border [1].

2. The Characteristics of Motion Graphics in MG Animation Visual Language

In animation creation, animation characters, scenes and other constituent elements cannot be separated from

abstract refinement, simplification and re-creation. In this process of processing and creation, the author makes the language symbols of the whole animation work have the overall design characteristics, thus the work shows a unified design style. Judging from the current development trend, MG animation still shows strong two-dimensional and flat features on the main body, i.e. weakening or not using three-dimensional representations such as gradual change, shadow and stereoscopic impression, so that the overall picture of MG animation is concise and clear, the design feeling is strengthened, unnecessary redundant effects are eliminated, the overall design style is extremely simple, and the information is conveyed to the audience in a more simple visual language expression mode.

2.1 Simplification

The vast majority of MG animations embody the strong design principle of "less is more". In the creation process, creators abstract, exaggerate and simplify the expression objects, and create the expression objects based on the most conventional points, lines and surfaces. They often abandon the detailed characterization of roles in traditional animations and design in favor of the outline, shape and silhouette of objects. This kind of MG animation short film works, in the characterization of the characters, simplify the specific characterization of the facial features, seize the outline characteristics of the characters, exaggeration to show the most prominent and eye-catching elements of the characters; In the description of objects, the simplest geometric images are pieced together and overlapped to depict the objects, and the internal structure and shading details are discarded. However, the outer contour and silhouette shape of the objects are carefully designed. In the design of the background, a large number of geometric collages are used, and even pure colors are used to simplify the background. These simplified expression methods make the whole short film show concise and clear visual characteristics. Simple and elaborate design is used to create a unique sense of interest and form, which meets the aesthetic needs of contemporary audiences.

2.2 Flattening

Flat creative form is also the mainstream of design in the new media era. Its characteristics features are also based on the design principle of "less is more". It abandons redundant special effects and constructs simple and intuitive picture effects through simple graphics and symbols. In the graphic design of MG animation, the characteristics of " Skeuomorphism " in traditional animation have been changed, and instead of performing three-dimensional representation of elements or re-creation of quasi-objects based on real objects, attention has been paid to concise modeling, pure color and planar outline. At the same time, the flat design pays more attention to the plane and geometric aesthetic composition, and no longer pursues the stereoscopic impression of the object. Even the shadow and projection of the object are usually depicted by simple color segmentation, and thus foil the contour shape and color relationship of the object [2].

3. The Advantages of Motion Graphic Features of MG Animation in the New Media Era

3.1 Aesthetic Advantages

In the aesthetic process of MG animation, the shape of graphics is constantly changing. On the one hand, this dynamic aesthetic feeling can give viewers richer visual stimulation and more pleasant aesthetic feeling. Compared with static images, motion graphics are more beautiful in form and rhythm. Motion graphics with stronger visual stimulation can better satisfy the audience's pursuit of new things and people's curiosity. On the other hand, the visual language of MG animation not only has the dynamic aesthetic feeling of animation art, but also has the formal beauty of graphic design language. The visual language style of MG animation is richer and more changeable, more closely follows the trend of the times, and more conforms to the aesthetic orientation of modern young people [3].

3.2 Advantages of Information Dissemination

The information in the new media era is massive and timely. At the same time, the diversity and convenience of the media have changed the habit of the audience to acquire information regularly and at fixed points under the traditional media. With the popularization of mobile phones, computers and other hardware devices, the development of various kinds of software and the convenience of the Internet, in the era of information explosion, the use of rich graphics to transmit information has become the best way. The expression of graphics expands the amount of information it carries, while dynamic visual language enhances the expressive force of graphics. When static plane graphics proliferate, MG animation, which is diversified, personalized, dynamic, interesting and interactive, has become an inevitable choice in the new media era under the background of the new media era with young people as the main audience and with the support of technology and hardware.

3.3Manufacturing Advantages

The information dissemination of new media has changed the one-way information circulation mode. When the audience gets the information, they also hope that the information they release will be paid more attention to buy more people. The audience can't wait to get onto the stage of new media. In this case, more and more new media meet this demand, such as microblog, Twitter and other websites. The audience is highly involved in the dissemination of information, and everyone can become a " We-Media ". The interactivity and openness of new media information dissemination have also brought about more technical forms that are easy to get started and quick to use.

In terms of production, traditional animation forms have very high professional requirements and complicated procedures. Compared with traditional animation, MG animation has a shorter production cycle. Some MG animations have interactive and open source functions, and are relatively simple to produce, conforming to the interactive and open requirements of new media information dissemination.MG animation forms have broken away from the high requirements of traditional animation for professional level and reduced the requirements for producers' movement rules and painting level. AE, CAD and other software technologies are used to make up for the professional level of painting and movement rules. AE bone plug-in technology is used to assist the realization of animation character movement rules. At the same time, production links are simplified and production costs and time are reduced. On this basis, diversified and personalized design languages are integrated, which can meet the aesthetic needs of various audiences. Compared with traditional animation, MG animation has more times flavor, dissemination value and aesthetic function, and undoubtedly has more advantages in commercial application[4].

Conclusion:

MG animation has the essence of animation artistic thinking and graphic design method in connotation, and has the advantages of movie audio-visual language and graphic design language in visual form. The formation and development of MG animation is the result of the fusion of multiple visual languages. In the era of new media, the development, progress and wide application of visual cognitive laws and new media technologies make the information dissemination of visual language more advantageous than that of written language. In the information dissemination in visual context, motion graphics animation (MG animation) will show more artistic possibilities and dissemination advantages.

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