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Titolo della tesi: "The Motion Graphics in Digital Media Design: Ubiquity, inheritance and narrative dimension of the brand identity in content marketing"

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Abstract

Digitalization is deservedly considered a modern phenomenon that is now influencing our daily life as well as the overall perception of visual design. The arrival of the high-speed Internet and constant improvement of professional software opened doors for new experiments and techniques that are now being used in motion graphics for artistic, cinematic, brand-oriented and commercial projects. Its primary goal stays the same: to stand out among thousands of other creative pieces in order to reach out to viewers or potential customers.

This thesis is based on the research of all the essential aspects of motion graphics in digital media design. We start from its history and the changes that came with technological progress: the first experiments in animation (Viking Eggeling and Marcel Duchamp) and the arrival of new formats and tools, crucial for the software possibilities that we have today (GIF, Shockwave, Adobe Director, Flash, SVG).

The second part is dedicated to the motion graphics trends of 2018 (with examples of the most popular animation styles used in branding, promotions and commercials) and predictions of the future of visual design. This study is based on the new ways to create and edit videos, by using the possibilities of Adobe Premiere Rush CC, Adobe Creative Suite Plug-ins, Virtual/Augmented Reality and interactive projects (the concept of "gamification").

The research concludes with the author's personal experience in video production for innovative international startups (mentioning Adobe Premiere Pro, Adobe After Effects and Photoshop CC) and comparative analysis of using motion graphics and traditional video in content creation.

The research wants to prove the fundamental importance of the concepts of "ubiquity" and "inheritance" (from other visual arts, especially from live-action cinema) in the field of Motion Graphics and highlights the importance of storytelling and audio design in order to achieve the best creative results.