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## **MOTION IN THE FILM AND ANIME INDUSTRY**

Motion design is one of the youngest and most popular design trends which allows to visualize the most incredible ideas. The profession of motion designer is very complex, requires a variety of training, but it is in great demand in the labor market and allows self-realization. Graphic design is one of the areas of design that is developing very dynamically. There are many different aspects in it, one of which is motion design.

The main aim of the research is to analyse the main aspects of motion design, its peculiar features and characteristics.

Motion design is the art of animating graphics through animation. This is a video production technique based on motion graphics. It is now difficult to imagine modern cinema and television without it, although it originated in the rapid development of cinema relatively recently, in the mid-twentieth century in the USA. For almost 70 years, this art has been actively developing, but over the past thirty years, with an active introduction of digital technology into our lives, motion design has become especially popular in various fields.

Motion design is a whole palette of technologies and tools for visualizing any idea in the field of television design, advertising, media resources. This type of graphics is used in various fields of visual art. It is difficult to imagine television without animated screensavers for TV news, television programs and the identity of TV channels, music videos, high-quality corporate commercials, video presentations, video reports, educational videos, movie titles and many other areas.

Cisco, a global technology firm, predicts that by 2022, 82% of all web traffic will be video, and marketers and advertisers have focused most of their efforts on producing high-quality branded video and graphics content. In addition to frequent use in advertising, marketing and branding, motion graphics are used in software, user interface, video game development and other areas.

Motion graphics take various forms. While some are fully animated, others include real-time video and / or photography. The latter may include animation overlays, such as data visualization, icons, illustrations, and explanatory text, that are used to supplement and improve audience understanding of the content. In the context of content marketing, there are three main types of traffic graphics that marketers choose to use depending on the goals they want to achieve with traffic graphics. Explanatory graphics try to figure out a product, process, or concept. Meanwhile, the emotional graphics of the movement aims to evoke a certain emotional response in the audience. Finally, graphic advertising is used to raise awareness of a service, product, or initiative. Because so many graphics are designed for specific purposes, it is often important to work with a designer or organization that specializes in visual communications design to achieve the end product that conveys information both accurately and convincingly.

And transmitting motion is not as easy as it may seem. Actors often have to portray creatures with completely inhuman anatomy through motion capture. In "John Carter" the capture of the movement was done for the four-armed Martians, and in "The Hobbit" Benedict Cumberbatch had to get used to the role of the dragon Smaug.

It is also true that once the capture of the movement was done in a separate studio, so that performing it actors could not even meet with their colleagues. And now often come when working on games, commercials, music videos. But in the big movies they already know how to do without it. Anyone can look at the diaries from

the filming of "Avatar", "John Carter", "The Hobbit" or "Rise of the Planet of the Apes" and see: "digital" actors play on the set, interacting with "live" colleagues.

The famous scene with riddles from the first "The Hobbit" was not glued together from fragments - a real dialogue between Andy Serkis and Martin Freeman took place on the stage. And on the set of Planet of the Apes: Revolution, he even rode a horse with motion capture sensors from head to toe.

Shortly before the premiere of "Rise of the Planet of the Apes", Serkis' partner in the film James Franco staged a campaign for Andy's nomination for the top film award. According to him, Serkis plays "Che Guevara in the image of a chimpanzee" and his talent helps to reveal important themes of the film - racism, inequality, revolution. As we already know, he campaigned in vain. The American Film Academy even refused to introduce a separate category for "digital acting." Probably because then Serkis would receive a nomination almost every year.

But Andy has already received a more important recognition - the audience. Only experts remember those who created and implemented motion capture technology (honor and praise to them!), but millions of viewers around the world know who turned it into a digital actor. Gollum paved the way for Smaug and the orcs from "Warcraft" and showed how to breathe life into the drawn characters.

Thus, it is essential to mention that the sphere of motion design is currently in high progress because it creates innovative products and interesting highly-paid jobs.

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