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INNOVATIVE TECHNOLOGIES IN VISUAL COMMUNICATIONS: MOTION DESIGN AS A TOOL OF THE DIGITAL ECONOMY

In today's digital world, old ways of sharing information are quickly being replaced by new, more exciting visual methods. Digital tools are now everywhere in business and daily life, changing how people see and understand things. Because of this, motion design isn't just a nice extra; it's a key part of the digital economy. It's great at taking complicated facts and making them easy for people to grasp.

Motion design mixes graphic design with animation and film techniques to create a visual language everyone can understand (Shaw, 2019, 15-18). This paper mainly examined how these new visual ways of communicating, especially motion design, help businesses make money in digital advertising, website and app design, and building a brand's image in markets all over the world.

A big change in motion design is the use of Artificial Intelligence and automation. AI software lets designers automatically do repetitive jobs, like creating animation frames or processing visuals. This greatly cuts down on how much time and money it takes to produce things. Also, adding 3D moving graphics with advanced programs like Cinema 4D and Unreal Engine has opened up many more creative options. This allows companies to build lifelike virtual places and digital versions of products. This is especially important for online shopping, where 3D product animations make users more interested and help sell more items by showing everything about them in an interactive way (Krasner, 2013, 142).

Also, new ways to make websites move, like LottieFiles and WebGL, have made online tools work much better. These animations, made with code, load super fast and don't slow down websites, unlike big video files. This is really important for getting

found on search engines (like Google) and keeping people happy on the site. By using small animations to draw people's eyes, motion design changes how customers act, makes websites nicer to use, and eventually helps businesses make more money.

Moreover, looking at top online shopping sites like Prom.ua and EVA.ua shows how these tiny visual details can really impact a company's earnings. Things like button colors, how they look when you click them, and where everything is placed on the screen are very important. For example, making sure buttons that look flat clearly animate when you hover or click, and using colors people expect, helps users find their way easily and stops them from making mistakes. Being so exact with how things look directly affects how many sales happen online and how well a business does.

Even for businesses selling to other businesses, motion design makes their brand look more alive. A plain, still logo isn't enough anymore. Creating moving logos and adaptable brand styles for companies (like those making work clothes) turns basic branding into something much more valuable. Using special computer programs to make simple designs and exact animations shows that a company is trustworthy and modern.

I wanted to show how animated visuals really work and help make money. So, I looked at Monobank, Ukraine's first online-only bank, and how they used moving designs. It's a great example for any online business, proving that good visuals directly lead to an online product being popular and selling well.

Monobank became really successful because it's good at using moving pictures and animations.

First off, they have a little cartoon character. This helps people feel a strong connection to the bank. This fun style keeps users in the app longer and makes everyday money tasks feel less boring, even fun.

Also, the small animated actions are super helpful. When you pay bills, send money, or use their 'break the jar' savings tool, the little animations aren't just for

show. They quickly tell you what's happening, making the app simple to use without a bunch of words telling you what to do.

And there's a clear business perk to all this. Since the app has moving parts, people spend more time using it. This often means they use more of the bank's other services. So, using moving pictures is a strong way to get customers in today's super competitive online world. Monobank's story shows it got big because its banking app felt more friendly and personal with these moving bits. It helped them stand out from old-fashioned banks and become a tough competitor against other big banks around the world.

Beyond banking, in schools and everyday life, moving pictures are used a lot to make learning easier. Hard facts or history lessons turn into simple, visual stories. Also, making sure characters in these animations look right for their time – how they appear and where they are – helps keep the information real and accurate.

Basically, using moving designs is a big deal in how our online world works. As new ways to show things visually keep coming out, people who design things and businesses need new ideas. Because the market is more and more about being online and making things easy for users, there will be more and more need for clever, tech-driven moving designs. This will make moving designs even more important for helping economies grow, getting people engaged, and sharing culture in the world today.

REFERENCES:

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