Innovative thinking to add aesthetic value to the animated logo

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Search problem:
The problem with the research is that there is a lack of movement of the logo, which is the answer to the following two questions:

• How to take advantage of the feature of moving the logo that fits with the design content and achieve its aesthetic value?

• To what extent does innovative thought affect the movement of the logo and its ability to change the recipient's vision in achieving its aesthetic value?

Search goals:
This research seeks to shed light on the use of the influence of innovative thought as a primary goal in moving the logo to achieve aesthetic value.

The importance of research:
Research is an attempt to take advantage of innovative thought to move the logo as a supporter of aesthetic value as a key focus of this research.

Research assumption:
Research assumes that the innovative thought of moving the logo increases its aesthetic value and the ability of the recipient to receive a new idea essential to the success of the design.

Research approach:
This research is based on the descriptive approach to identifying several models of animated logos applied to some web pages or television screens and drawing conclusions based on the theoretical study to achieve the objectives of the research.

Research Limits:
Objective Limits: The effect of innovative thought on moving the logo to achieve aesthetic value. (The emblem of the Royal Mummies Parade-The Emblem of The Day Channel - CBC Channel).

Spatial boundaries: limited to the display of some of the different moving slogans of television channels in Egypt, for example (Annahar Channel, CBC channel) and one of the slogans of external places for example (parade of Royal Mummies).

Research axes:
 First: the theoretical framework includes:
- **Innovative thought in moving the logo:**
 The concept of stirring and its most prominent characteristics.
 Types of animation in flat logo 2D and 3D stereoscopic.
- **Aesthetic value when moving the logo:**
 Formal, functional, and visual value.

The practical framework:
It is the description and analysis of some models of slogans that clarify the extent of shortcomings and achieve aesthetic values in them.

Analytical description:
Include a presentation of some models of moving logos and whether they have achieved their aesthetic value or have they encountered shortcomings in this.

Summary of the research:

Movement is mentally an essential part of art and is one of the main sources of expression, so if the movement is considered part of the nature of life, the movement is its essence, time, the core of the movement, and the measure of life. The animation of works of art, which is a functional goal, is intended to move the eye on them and control every work of art to produce a relationship between the movement and other elements of art. The movement has laws that push us to show its features, the movement in design is subjected to a fixed law, i.e. a law related to the laws of life so the designer has to fight for the movement in design. We have to be aware of certain unstable situations and we realize that change can be near. The eye always moves in the visual field through paragraphs where it stands short or long depending on the attention it attracts, and the eye can follow a system and its own rate and can decide exactly whether the line tends to move up or down.

Innovative thought is achieved in moving the logo through creative thought or acquiring because it is a mental process controlled by the mind in a single crucible through experience and making sketches and eventually reaching the new movement to attract the attention of the recipient during his vision and achieve the aesthetic value of the logo. All innovations and inventions in the history of mankind came through continuous and careful thinking to reach innovative thought and achieve its aesthetic value. The movement in design may include two ideas: change and time, this change in the visual or mental field may occur in the process of perception of moving logos that serve companies better, so the development of these logos may occur in different forms and patterns, thus achieving aesthetic value.

Introduction:

 Logos are fairly responsible for the identity of the company's brand and the administrator then gives his opinion on the products or services provided by the company. But animated logos that serve companies better can develop these logos in different forms and patterns, giving marketers the flexibility to create a range of impressions on potential customers.

The movement in design may include two ideas: change and time, when we talk about change, this change may occur in the visual or mental field of the cognitive process or both to create a movement that achieves aesthetic value. But time enters in all cases, especially when the movement of the logo through which we can differentiate between both objective and mental aspects in the design, so the movement in the logo is one of the things that helps to realize quickly and which must have a special character to contribute to the design unit and this is because it is not easy to get movement in the logo. However, the innovation of movement in the logo may lead to its easy realization through certain rules and regulations to perform the movement of each part of the logo, whether the movement in the form, word, color or all the different parts of the same field.

First: Theoretical framework:

1- Animation: These methods are used in an interactive way that achieves the objectives involved and delivers the message and the meanings of the content. Both symbols and texts are the components of the logo as examples of multimedia in which computers are used to create a moving interactive logo that attracts the attention of the recipient.

2- Stirring properties:

Stirring has a specific goal, it is characterized by a special performance method.

The movement varies either by moving all parts of the shape of different parts to achieve a particular goal.

3- Types of stirring in flat logo 2D and 3D stereoscopic:

-Move the two-dimensional logo:

- Move the 2D logo using Graphic programs.
- Move the 2D logo in a design-cutting way.
- Moving the two-dimensional logo into the 3D vacuum.
- Moving the 3D logo.

4- The difference between a fixed logo and a moving logo.

5- Pros and cons of moving the logo.

6- Forms of movements used to move the logo:

- Horizontal and vertical movement.
- Movement of entry.
- Translate the whole document.

7- Innovative thinking in moving the logo.

8- Steps to move the logo:

- Conceptual art
- Modelling
- Colour
- Animate
- Lighting
- Camera

9- **Remove aesthetic value when moving the logo.**

10- **Technicians attract the recipient of the moving logo to achieve aesthetic value.**

11- **Procedures when moving the logo.**

- Understanding the nature of the institution to move its logo attention to the choice of a movement interested in attracting the recipient.

- Determine the foundations and criteria to consider when moving the logo.

- Use specialized programs to move and measure the extent to which the recipient sees and is attracted to it.

- Build new solutions for the ability to move the logo at any time in order to satisfy the customer and attract the attention of the recipient.

Second: Analytical study:

The researcher carried out an analytical study on several Arab and foreign models of moving slogans in which it achieves the aesthetic value, to draw the most important findings of the research:

Results:

- The overall knowledge of the designer's knowledge of logo movements enhances the aesthetic value of the recipient's imagination.

- You must choose distinctive and simple movements and stay away from imitation to achieve the desired goal with which the recipient interacts effectively.

- Motion is the element that helps the recipient's eye to attract the moving logo wherever it appears.

- The movement in the logo contributes to the image of the recipient's innovative visual image, which achieved its goal of attracting attention.

Recommendations:

- Take into account the following steps and foundations in moving the logo because of its importance and a major role in the success of the logo.

- The designer must be interested in studying the different types of animation even to produce movements that suit the mind of the recipient and thinking.

- Expanding the horizons of scientific research in the field of moving slogans by following different methods to achieve the aesthetic value and visual dazzle of the recipient.

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