

Innovative thinking to add aesthetic value to the animated logo

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Abstract:

From a mental point of view, movement is an essential part of art and it is one of the main sources of expression, the movement is considered part of the nature of life, movement is its essence and time is the core of movement and the measure of life.

Animation is one of the artistic works, which is considered a functional goal, the purpose of which is to move the eye over it and to control every artwork to produce a relationship between movement and other elements of art. Movement has laws that push us to show its features. Movement in design is subject to a fixed law, i.e. a law related to the laws of life. Therefore, the designer must struggle to create movement in the design, so we can realize certain unstable conditions and realize that change may 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 rate of its own and can decide exactly whether the line tends in its movement up or down.

Innovative thought is achieved in moving the logo through creative thought or acquired because it is a mental process controlled by the mind in one 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 human history came through continuous and careful thinking to reach the 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.

Keywords:

Animation, logo, innovative thinking, aesthetic value