

The effectiveness of using the animation technique in building the mental image of the logo

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Abstract:

Animation relied in the beginning on the technical creative development to reach forms in which movement flows through optical deception to give a sense of the third dimension and move it at different speeds in order to reach a mental and visual persuasion for the audience until it accepts a movement that did not happen in reality or if it never existed but is purely a fantasy The designer.

This technology has accompanied the development of computer graphics and the modern technological renaissance, so designers are using this technology with the latest interactive technological methods in moving logos, which depend on rules and stages with the aim of building a mental image of the recipient by achieving interaction between him and the animated logo, which increases its attractiveness when seeing it. The mental image that the individual forms when he sees the logo of any institution is nothing but a coherent building.

It builds a set of ideas and information that the individual stores and preserves the most important characteristics to evoke them when needed. Movement in the logo aims to transform its shape, color, movement, and others, and a certain aspect of the logo may change, such as: The direction of the icon, the position of the colors, or the entire design gets an overhaul every time the logo is presented so that the movement of the logo stands out, creating an interaction between it and the recipient.

The animated logo plays a great interactive role in the formation of the mental image in social media ads and external advertisements and confirming the mental image of the announced institution, through the use of the same logo and the introduction of some influences and dimensions on it to reach the basic form after generating the studied dramatic movement of the animated logo to reach the maximum levels of persuasion for the recipient.

Keywords:

Movement in the logo, mental image, logo