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 they accept a movement that did not happen in reality or it never existed but is purely a fantasy by 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/her 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. The mind cannot keep everything it is exposed to fully all the time, but it retains symbols, images and impressions of objective reality merely.

Introduction:

The mental image consists of a set of old, inherited, and new perceptions, judgments, and impressions, including negatives and positives, which the individual takes as if he had a mental image similar to that of the real world.

The use of movement in the logo may make it go through many stages where each stage is affected by the previous and affects what follows it so that it takes many forms of it as being advanced and changing, the logo is part of the fabric of life which is more than just a normal

presence on the external arena compared to the product or service, so the logo has a big role where it depends on special values and self-identity promoted to a new space and multiple aspects.

The mental image of the logo is all the information that the recipient receives about the institution, the mind cannot keep everything that is exposed to it fully all the time, but retains symbols, images, and impressions of the objective reality merely, the recipient may deal with reality through the experience stored within his/her mind.

Search problem:

The problem of the research determines the difficulty faced by the designer in reconciling the movement of the logo and building the mental image carried by the recipient and the problem is through the following questions: -

-How does the effectiveness of the use of the movement in the logo (name - logo) affect the building of the mental image of the recipient?

-How can different animation technology be used to build a mental image and its relationship to visual identity?

Research objectives:

This research aims to achieve the following:

-To know the effect of movement in the logo on the construction of the image by using the technique of occupied animation.

- Identify the most influential elements of the recipient's mental image.

The importance of the research:

The importance of the research lies in knowing the extent to which the movement of logos affects the construction of the recipient's mental image, by being familiar with different animation systems that affect it creatively and artistically.

Research assignments:

Research is supposed to effectively use animation technology and procedures related to animation systems to build a mental image and attract the attention of the recipient.

Research approach:

Research follows the descriptive analytical approach by identifying several models of moving logos to reach results that are used based on a theoretical study to achieve research objectives.

Research limits:

Objective limits: The effectiveness of using motion in logos through the use of modern techniques and possibilities to build a mental image of the recipient.

Spatial boundaries: View some models of animated logos for a TV channel and internet pages to achieve search hypotheses.

<u>**Research axes:**</u>

First: The theoretical framework includes:

- **Mental image and its types:** the concept of the mental image of the logo and its value in the declaration. The most important steps that build the mental image of the moving logo.

- **Different animation systems to move the logo:** the stages of using the kinetic effects of the movement of the logo to form the mental image and the technical methods used to move the logo.

Second: The practical framework: it depends on the description and analysis of some models of moving logos and their impact on the recipient to build the mental image, which has been deficient in this.

1-First: Theoretical framework:

The concept of the mental image: is a deep term that needs to be examined and corrected at the same time as the image means that it is imagined and reflected and linked to emotions based on reality through a sensory experience, and if without experiences that are being interpreted through humans so it is an image that can be realized through the five senses.

2. The concept of movement in the logo: The moving logo has the ability to change its shape, color, and formulation and this logo can recreate itself to suit a particular context at times, and the designer can simply use some elements of the logo to make it look different in a new light according to the requirements of the logo. Both the logo can simply be differentiated from the stability and the movement when using the animation technique of the logo that has the possibility of moving. The movement embodies events, and if we go deeper into the logo and reflect more parts in the movement, whether it is the movement of the element itself or the movement of the word or all of them, we find within this movement certain characteristics that distinguish them, of a special nature, the moving parts of the logo play an important role in attracting the recipient of the logo when you see it. The following points must therefore be followed:

First, when the movement chooses the logo, it is moved in a distinctive and exciting way when the recipient sees it.

Second: The movement of the logo is linked to the activity of the company with the aim of knowing the recipient and attracting his/her attention.

<u>**2-Mental image and moving logo:**</u>

Logo image is a mental image of inference and inquiry of a well-known product, organization or service, and contains a symbolic meaning with the aim of remembering the characteristics of the product or service.

<u>**3-The importance of the moving logo in building a mental image:**</u>

The importance of the moving logo to build a practical mental image precedes thinking, this was one of the most famous scientists who drew their attention to the mental image is the scientist Aristotle* who stressed that thinking about something is not achieved only through the strong mental image, so he defined it as all that is determined by the thing and must. Hence we can say that the concept of the image means the entity or body that corresponds to the material there is nothing without the image remaining in the mind of the recipient.

4-The effect of the mental image and its value in the moving logo, which boils down to several dimensions:

- To add to the current perception of the movement of the logo, by adding a new movement that attracts the attention of the recipient.
- The ability to update and review lightly on motion to form a mental image at the recipient. Strengthen and create a new vision to create a distinctive movement.
- Be careful to choose a movement that suits the company's activity in order to attract the attention of the recipient.
- Focus on the emotional aspects of the recipient and link them to the formal and functional aspects associated with the logo movement.
- The ability to convince the recipient of the movement performed in order to create a positive mental image when seeing the moving logo.
- Plot and good preparation to choose a suitable time for movement so that the recipient does not get bored and then his mind gets distracted.

5-Components of the mental image of the moving logo, steps to improve the recipient's mental image when seeing the moving logo.

6-The ability to create an attractive mental image after seeing the moving logo:

- The element of desire.
- Vulnerability.
- Element of perception.

7- Aspects to follow to move a distinctive logo in building a mental image.

8-Stages of the moving logo to form the mental image.

- The mental image is fixed in the mind of the recipient during the moment he lives while watching the movement in the logos placed on any means of advertising.
- The mental image is an oral image by hearing or watching a moving television logo.
- Try to present forms of movement used for the logo that will create a mental image that will make it focus on certain parts in the long run.

9-Characteristics of the mental image when moving the logo and its effect on the recipient.

10- The most important stages the designer is going through to produce a successful mobile logo.

11-Technical methods used to move the logo.

12-The most famous technical programs used to move the logo.

- After Effect.
- Adobe Premier Pro.
- Open shot.
- Windows Movie Maker.
- Da Vinci Resolve.

13- Procedures for moving logo in different display venues to create a mental image:

- Control of the type and speed of movement of the logo.
- High definition.

- Simplicity in presentation.
- Animation dynamics.

14- Second: Experimental study:

- Google logo.
- MBC3.

Results:

- Logo designers are more interested in using different animation techniques, making it easier for the recipient to build a mental image when seeing the logo.
- Animated logos aim to have some kind of interaction between them and the recipient directly to establish the idea of stirring in the mind of the recipient.
- The designer seeks to use different and distinctive techniques when moving the logo to achieve the harmony between movement and mental perception of the recipient.

Recommendations:

- Attention should   be paid to studying different   animation   techniques to strengthen the link between   the   moving logo and   the recipient and   mental   perceptions when seeing the work.
- The effectiveness of creating a positive mental image of the mobile logo in the recipient to obtain a new technology that enhances competitiveness among the rest of the logos.
- Commandments in consecrating the development of logos to satisfy customers and loyalty, through the use of stirring technology.

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