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## THE ROLE OF FLAT-ANIMATION IN THE PROCESS OF CREATING VIDEO-INFOGRAPHICS

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According to many researches there are 4 types of perception of the world: audial, visual, kinesthetic and discrete. In the 21st century, with the development of digital technologies in the world the visual type predominates among those people who were born at the beginning of two thousand`s and later.

As information is better absorbed by humans when it is presented in a visual form, such types of visualization of information as infographics and video-infographics, are gaining increasing popularity among representatives of different industries, especially design, marketing and PR.

Some time ago, the skills of visualizing information effectively were only optional in most areas of life. Today, at a time of fast technological development, these skills play a key role in promoting products and services. They are necessary for any designer. Nowadays without visual communication it is impossible to work in the fields of design, mass media and others. The video-infographics is the best tool for visualization of information in the modern world.

According to Den McCendalss, infographics is a graphic way of presenting information and knowledge to convey complex information quickly and accurately . Infographics is one of the forms of graphic and visual design [1]. Video-infographics is visualization of data using animation [2].

Infographics can be used in many areas such as design, the Internet, mobile applications, media, geography, journalism, education, statistics, technical texts. With the help of infographics you have the opportunity not only to organize large amount of information, but also to show the ratio of objects and facts in time and space more clearly and demonstrate modern trends.

According to Jean Zelazny, there are two opposing approaches to the design of video-infographics, which differ in matter of importance for video-infographic. One of them is the research one that originates in the centuries-old tradition of designing scientific works. Its features are the minimalistic nature of the video-infographics, in which all the insignificant for the transmission of information should be omitted, and the information itself should be transmitted as accurately as possible. The main purpose of this approach is the desire to convey information to the target audience. This approach is justified in scientific work, data analysis and business analysis [4].

Nigeel Holmes offers a narrative approach, which is more famous for his illustrations in editorial columns of the Times from 1978 to 1994. He called them explanation graphics - "explaining illustrations." This approach is characterized by the desire to create attractive images for the reader, as well as the expressive and illustrative design. This is not just information but entertainment for the reader. This approach can be used in journalism, blogging, marketing and advertising. Thus, the research approach implies the extraction of the necessary information by the reader itself, while the narrative one contains the conclusion to which the reader must come [5].

In general, the classification of video-infographycs is rather optional. It is used either in the professional community, or for the customers to describe their wishes.

The most popular methods of video-infographic creation are [3]: flat animation, character animation, 3D video-infographics.

At present, the most popular method of video-visualization of information is flat-animation, as it puts the harmony of information perception through the use of constructive techniques of



typography and coloristics. Flat-animation has become very popular, because its main features are simplicity and adaptability. In addition, the creation of video-infographics with flat-animation is less expensive than other methods and takes less time compared to character animation and 3D animation.

The appearance of flat-animation was caused by the expanding of mobile applications and the necessity to transfer information to the consumers quickly, accurately and instantly. Due to the fact that flat-animations are created with using vector objects, they are easier to adapt to different gadgets platforms.

The main features of flat animation are:

- Transitions of the shapes which bring dynamics and look very impressive.
- Long shadows of the elements, which add depth and volume to the image.
- Focus on color. Pure, vivid, vibrant colors are the perfect choice for this type of animations. Colors in retro style are also very popular.
- Typography is a central element in flat-animation. "Readable" fonts are usually used without bizarre elements.

The method of flat-design is the trend in animated infographics. It helps to present information through intuitive visual images and short texts. Currently, video-infographics created with the help of flat-animation infographics is widely used on television and in the field of education.

To sum up, we can say that minimalism and simplicity are the main elements of the flat-animation, these features are also the key to successful video-infographics, and therefore, we can conclude that flat-animation and video-infographics, as tools for visualization of information, are ideally matched each other. At the same time, simple, does not mean boring and less interesting, on the contrary, the conciseness and simplicity help to visualize really complex information clearly.

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