

Areas of research interest

- Motion graphics as a tool for contemporary branding and marketing in short-form video (social media spots, TV/streaming ads).
- Title sequences as branding and narrative devices that establish tone, genre and “personality” for television and film.
- How motion-graphics advertising creates brand awareness and emotional engagement in a few seconds through micro-narratives.
- How the same core tools of motion design (typography, imagery, visual texture, colour, motion, sound) are configured differently in title sequences versus commercials to achieve distinct narrative and branding effects.
- The role of visual design styles and texture-rich aesthetics (grain, collage, 3D materials) in building a recognisable, dynamic brand identity.

Research questions / problems

Main research question

In what ways do motion graphics title sequences and short-form audiovisual advertisements, built from the same core design tools (typography, imagery, texture, motion and sound), use these elements differently to achieve distinct branding, narrative and emotional effects?

Sub-questions

- Which specific motion-graphics elements (type, colour, rhythm, transitions, sound design, visual texture) are emphasised in each format, and how do these choices communicate brand values and positioning?
- How do micro-narratives in title sequences compare to micro-narratives in ads in terms of pacing, emotional arc and contribution to long-term brand recall?
- How do visual textures (grain, photographic overlays, 3D materials, collage elements) shape the perceived “personality” of a brand in title sequences versus product-focused spots?

Short statement on purpose and intentions

My project will explore how branding operates within motion graphics when a single brand identity is expressed through different audiovisual formats. Focusing on title sequences and short-form advertisements, I will analyse how typography, imagery, textures, motion and sound are orchestrated to build a memorable brand presence and compressed micro narratives. Through case studies, I will compare how this shared toolkit is configured differently in cinematic title design and commercial spots, and what this reveals about the narrative and emotional potential of motion graphics in contemporary branding.

Core bibliography for my proposal

Yan, Y. and Goh, C.H., 2025. 'A systematic literature review for the study of motion graphics in social media advertisement', *Malaysian Journal of Social Sciences and Humanities* (online). Available at:

<https://www.msocsciences.com/index.php/mjssh/article/view/3299>

- A systematic review of studies on motion graphics in social-media advertising, mapping how elements like typography, colour and animation affect viewer attention, comprehension and persuasive impact in short-form ads.

Rahmadieni, N.G. and Wempi, J.A., 2025. 'The role of motion graphics in social media advertising: a qualitative study on audience engagement and visual storytelling', *Jurnal Spektrum Komunikasi* (online). Available at:

<http://journal.stikosa-aws.ac.id/index.php/spektrum/article/download/876/470/4666>

- Qualitative study (interviews/focus groups) exploring how audiences experience motion-graphics adverts, highlighting which narrative and visual strategies make brands feel engaging, trustworthy and memorable.

Anonymous, 2024. 'The impact of motion graphics in modern branding and marketing', *International Journal of Innovative Science and Research Technology* (online). Available at:

<https://zenodo.org/records/10700573>

- Overview article on the role of motion graphics in contemporary branding and marketing, arguing that animated logos, kinetic typography and short videos are now central to brand differentiation and recall.

Mohamed, M.H., 2025. 'The role of motion graphics and visual design styles in dynamic branding', *International Design Journal* (online). Available at:

https://journals.ekb.eg/article_433965.html

- Analyses "dynamic branding" systems, showing how motion, composition, visual style and even texture can be systematically defined so that a brand identity remains consistent across multiple moving touchpoints.

Davison, A., 2012. Title sequences for contemporary television serials (working paper). University of Edinburgh. Available at:

<https://www.pure.ed.ac.uk/ws/files/15534027/DavisonCredits128Feb2012AV.pdf>

- Proposes a framework for reading contemporary TV title sequences, examining how image, typography, editing and sound work together to establish narrative themes, tone and a distinctive series identity.

Gray, J., 2013. 'Aspirational paratexts: the case of "quality openers" in TV promotion', *Frames Cinema Journal* (online). Available at:

<https://framescinemajournal.com/article/aspirational-paratexts-the-case-of-quality-openers-in-tv-promotion-2/>

- Treats title sequences as promotional "paratexts" that frame television shows as high-quality brands, explaining how openings shape audience expectations before the episode even begins.

Betancourt, M., 2019. *Semiotics and title sequences: text-image composites in motion graphics*. New York: Routledge.

- Semiotic study of title sequences that dissects how text-image composites in motion graphics construct meaning, focusing on the relationships between typography, imagery and movement over time.

Stone, R.B. and Wahlin, L. (eds), 2018. The theory and practice of motion design: critical perspectives and professional practice. New York: Routledge.

- Edited collection combining theoretical essays and practitioner case studies on motion design, covering history, methods, branding, title design and professional workflows.

Braha, Y. and Lorenceau, B., 2018. Creative motion graphic titling for film, video, and the web: dynamic motion graphic title design. New York: Focal Press.

- Practical guide to designing motion-graphic titles for film, video and web, with breakdowns of well-known title sequences and detailed discussion of type, pacing, composition and transitions.

Minsky, L. and Fahey, C., 2017. Audio branding: using sound to build your brand. London: Kogan Page.

- Explains how brands use sound to build identity and emotional connection across media, offering frameworks you can apply to audio in titles and adverts.