

The increasing value of motion graphics for companies and their public image

Sabrina Seidl

Bachelor's thesis
May 2013
Degree Programme in Media

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
Degree programme in Media

SEIDL, Sabrina:

The increasing value of motion graphics for companies and their public image

Bachelor's thesis 48 pages, appendices 2 pages
May 2013

The object of this thesis was to gather information about the emerging trend for companies having videos for promotional purposes. The different areas of motion graphics, which are used for creating a video promotion, were analyzed and the required steps to reach the customers were investigated.

The theoretical section explores the advantages for companies of having a promotional video and at the same time demonstrates the customer centered creation of a video piece. It also states reviews from professionals in the field about their perception of the future of motion graphics and more importantly their experience of video promotions for companies.

The results suggest that the trend is going more and more in the direction of moving image for advertising, and a promotional video for a company is becoming inevitable in terms of staying up to date with the market.

The findings indicate that the future will contain more motion graphics in many forms, but especially infographics and 3D Projection Mapping are on the way forward, applied for promoting companies and showcasing the companies products.

Key words: motion graphics, video presentation, advertisement

CONTENTS

1	INTRODUCTION.....	6
2	WHAT IS MOTION GRAPHICS DESIGN.....	7
	2.1 General overview of Motion Graphics.....	7
	2.2 Most commonly used software for motion graphics	8
	2.3 Important Design Principles for print as well as motion design	9
3	AREAS OF MOTION GRAPHICS.....	13
	3.1 Real live footage with graphical illustration	13
	3.2 Two Dimensional computer graphics (2D).....	14
	3.3 Three Dimensional computer graphics (3D).....	14
	3.3.1 Three Dimensional (3D) Projection Mapping.....	16
	3.4 Infographics.....	17
	3.5 Kinetic typography.....	19
4	VIDEO AS ADVERTISEMENT MATERIAL.....	22
	4.1 Designmanagement's point of view.....	22
	4.2 What is a promotional video.....	23
	4.3 The advantages of a company presentation via video.....	23
5	THE PROCESS OF A MOTION GRAPHICS PIECE.....	26
	5.1 Overview of the Process	26
	5.2 Concept and Script	27
	5.3 Visual Style and Storyboard	27
	5.4 Production.....	28
	5.5 Delivery.....	29
	5.6 Planning vs. Production – what professionals consider more valuable.....	29
6	INTERVIEW WITH PROFESSIONALS IN THE FIELD	31
	6.1 Future Trends.....	31
7	PRACTICAL PART.....	34
	7.1 The client.....	34
	7.2 The brief.....	35
	7.3 The approach.....	35
	7.3.1 Stage 1: Brainstorm and storyboard.....	35
	7.3.2 Stage 2: Research - Footage & Music.....	38
	7.3.3 Stage 3: Production of the video.....	39
	7.4 Analysis of the result.....	40
8	CONCLUSION AND DISCUSSION.....	42
	REFERENCES.....	45
	APPENDICES	47

Appendix 1. Questionair for companies in the field47
Appendix 2. Questions for a company, wanting to create a video presentation .
..... 48

ABBREVIATIONS AND TERMS

TAMK	Tampere University of Applied Sciences
SEO	Search Engine Optimisation
Storyboard	A visualized script, showing the main shots of the story.
Animatics	Simplified Mock-ups. Animatics are the next step of storyboarding, which help to visualize the story with stock images or stock footage to give a preview on the desired style and to make the flow as well as transitions of the story easier understandable.
2D	Two Dimensional
2.5D	Two point Five Dimensional. It stands for two dimensional objects, which give the illusion of three dimensionality.
3D	Three Dimensional

1 INTRODUCTION

The purpose of this thesis is to analyse and reflect the increasing importance of a video piece as promotional material for companies.

Within my thesis, I am taking a closer look at the term “motion graphics” which then leads to the areas it is mainly used in. I am taking a short sidetrack to clarify and demonstrate the different areas, by giving explanations and examples of informative and inspiring works.

The main part of the thesis investigates the question of why it is crucial to have a video presentation and it also explains the process of creating a promotional video. It gives insight into the working process of motion graphics studios, how to begin a video project with brainstorming, storyboarding and animatics, it explains the production stage, what facts need to be considered and describes the phase of delivery to the client.

All this information is supported by feedback from professionals about how their perception of the field is and more interestingly, about their ideas of the emerging trends.

Due to the very practical topic as this one is, I further prepared a practical part, where I created a video promotion for an advertising company to apply my gathered knowledge, and demonstrate the process and purpose of the promotional video.

Moreover, the thesis takes a closer look at the video presentation as a marketing and sales tool for creating a trustful business relation with the customers but also for showcasing the company's services in an engaging way. It investigates the need of a video presentation by analysing the advantages for companies as well as their customers by creating a customer centred design and marketing piece.

Throughout the thesis, I will outline the importance of creating the presentation video for connecting with customers and gaining their trust by demonstrating the company's professionalism and sympathetic appearance in an engaging way.

2 WHAT IS MOTION GRAPHICS DESIGN

2.1. General overview of Motion Graphics

In a nutshell, motion graphics design is taking graphic design onto its next level by adding movement.

Motion graphics are graphics that move in 2D or 3D space, combined with video footage, typography, illustration, etc. supported by sound and music. It explains complex matters in a simple and dynamic way and therefore can achieve stunning results. Because it combines the language of film and graphic design it is also known as “time based art”. (Motion Graphics 2013)

An inspiring example to demonstrate what motion graphics actually means is by watching the video from Eunice Ng (Picture 1), which is built with 2D and 3D graphics. This animation is an excellent work. It includes perfectly executed fast moves, it contains great colour combinations as well as nice colour changes, plus it uses beautiful elements throughout the entire motion graphics piece. The creator plays with different shapes that follow the rhythm and express the feeling of the motion graphics piece, which is to transmit the happy look and feel of the Malaysian's Nr.1 video portal. The colours are created according to some of Malaysian's TV channels and co-ordinated with each other so the changes would carry the story further. In this piece, each change of colour has its purpose and initiates a new composition. All compiled, it creates an eye catching brand identity for TonTon.



Picture 1: Screenshot of “TonTon” – motion graphics

According to Matt Woolman, motion graphics design is not a single discipline. It is a convergence of animation, illustration, graphic design, narrative filmmaking, sculpture, and architecture, to name only a few. (Woolman 2004, 6,7.)

This way of visual communication, through a video, can tell so much more than a single image and takes the viewer on a visual journey incorporating a narrative. Motion Graphics offer a whole new world of possibilities to communicate a message, which would not have been possible solely via print. Through the motion, the entire message becomes dynamic and the amount of information transmitted is considerably bigger. Through the movement, the viewer can be visually inspired and influenced in a way that has not been possible before. Although the trend is going more and more into motion, it however does not mean that print is dying, it simply means, that moving designs are now more incorporated in all kinds of ways across all platforms, than they have ever before.

Nowadays, motion graphics are so common, that the audience rarely recognizes them as such. Certainly the viewers see them, however, the term motion graphics itself is still quite unfamiliar for those, who are not working with it or have a desire for this area of interest.

It is difficult to even switch on the TV without coming across motion graphics. Be it advertisement, title sequences of movies or program introductions. Motion graphics cover 12 minutes of every hour, which is about 20% of a television broadcast. (Motion Graphic Design 2012)

However, motion graphics are not just found on TV, moreover, they can be seen on websites, such as company websites, on youtube and Vimeo, Facebook or any other visual media, be it in form of a brand advertisement, commercials etc. The list is endless and the market, covered by motion graphics, is steadily growing.

2.2. Most commonly used software for motion graphics

For creating motion graphics the market offers a variety of programs. The most commonly used (figure 1) however is Adobe After Effects in combination with Adobe Photoshop and Adobe Illustrator, but also Apple Motion, Cinema4D, Autodesk Maya, 3D Studio Max, Avid, Frame, Nuke and several more are well known in the motion graphics business.

Adobe After Effects is mainly used for post-production, combining different elements and layers, to achieve specific visual effects, where 2D as well as 3D objects can be integrated and combined into an animation or motion graphics piece.

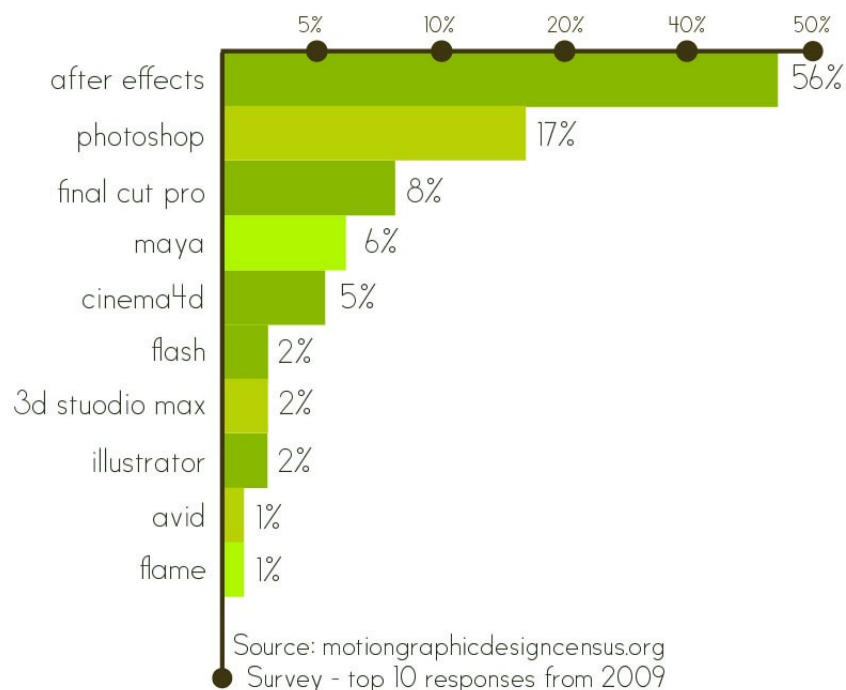


Figure 1: Most commonly used software for motion graphics

2.3. Important Design Principles for print as well as motion design

Even though the Gestalt Principles are not explicitly made for motion graphics, those still are important for every Motion Graphics Artist in terms of creating an interesting and eye catching motion graphics piece. Certainly, motion graphics are a lot about content and story telling, however, without taking some design guidelines under consideration, even the best prepared content will not achieve its expected success.

An important thing for any kind of designer is to learn the Gestalt Principles and understand how visual objects and their arrangements are perceived and how this knowledge can be utilized to create an harmonizing design.

According to Senior Lecturer Pekka Lähde (2010), the 'Gestalt Principles' are concluded in 8 stages which I am going to summarize briefly, each with an illustration of mine.

1. Figure – Ground Relationship (figure2): First things is distinguishing between figure (foreground) and ground (background). It needs to be clear what is what, but balancing those two will make the perceived image clearer.



Playing with
figure versus
ground.

Figure 2: Figure-Ground Relationship illustration

2. Similarity (figure 3): Things that are similar are considered as being related.



Similar things
seem more
related.

Figure 3: Similarity illustration

3. Proximity (figure 4): Objects which are closer to each other are perceived to belonging together, this is also called grouping.



Figure 4: Proximity illustration

4. Uniform connectedness (figure 5): Objects that are connected are seen more related than other objects. eg. Bounding boxes, uniform background etc.



Figure 5: Uniform connectedness illustration

5. Continuation (figure 6): Elements arranged in a line or a curve are perceived as one.



Figure 6: Continuation illustration

6. Common Fate (figure 7): Objects that are moving into the same direction are seen as a group. If something is breaking from synchronicity it catches our attention.



Figure 7: Common Fate illustration

7. Closure (figure 8): Closure stands for completing objects that are not completed by themselves. People look for simple, recognizable patterns.



Four straight lines make us see a rectangle.

Figure 8: Closure illustration

8. The Law of Prägnanz (figure 9): Simplifying what we see for easier understanding.



Simple and complete, versus complex and incomplete.

Figure 9: The Law of Prägnanz illustration

3 AREAS OF MOTION GRAPHICS

3.1. Real live footage with graphical illustration

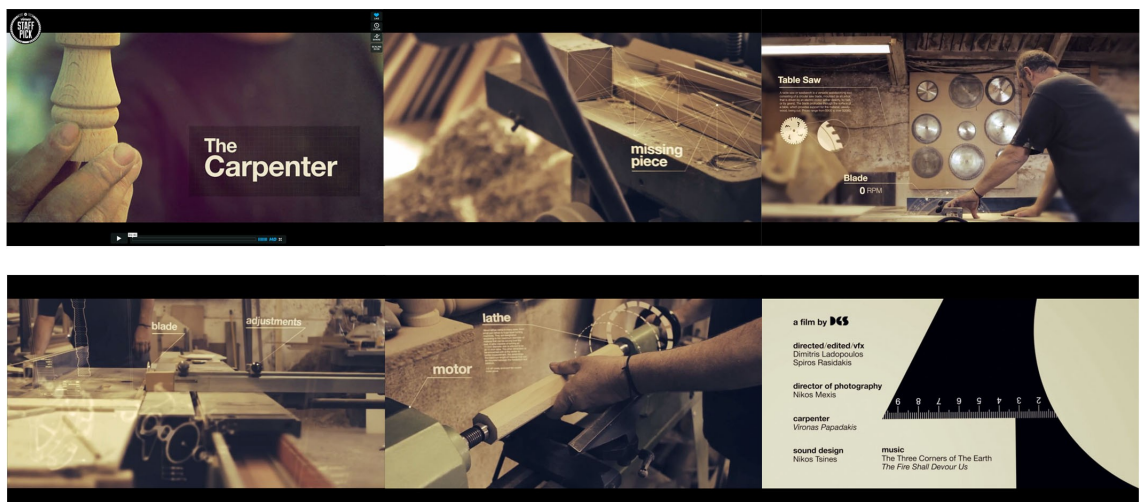
Real live footage with graphical illustration is quite self explanatory. It combines graphical illustrations in motion or so called motion graphics onto original footage. This kind of animation is probably the most used scenario of motion graphics and a fantastic option for reflecting the reality, while supporting the message through graphic design.

For working on this kind of animation, the designer needs to figure out the parts of the footage, which contains a lot of narration, in terms of being able to illustrate or animate the parts, which would benefit the most.

Certainly real live footage can be used in all kinds of ways. It can easily be supported by typography or Infographics, in both, 2D and 3D.

One illustrative example of live action combined with 2D graphics is ‘The Carpenter’ (The Carpenter 2012) (picture 2), which shows the creation of an object, whereas simple graphics explain the process and happenings. I personally enjoy the composition and the way of how the processes are shown. The graphics are light in weight and nicely follow the flow of the movie. 2D graphics are included in perspective into this short movie instead of just added on top, like subtitles to a movie. The graphic elements are all following a specific style, which is perfectly tailored to the mood of the movie.

In my opinion, it is a fantastic execution of a process, which looks all natural and is extremely eye catching.



picture 2: Screenshots of “The Carpenter“ – Live footage (Sabrina Seidl, 2013)

3.2. Two Dimensional computer graphics (2D)

2D computer graphics (picture 3) are flat objects, that are created in two dimensions, which are defined with X and Y for width and height. 2D graphics are developed for the traditional purpose of printing and drawing (2D Computer Graphics 2013) and the main objective of 2D animation is first and foremost within traditionally animated cartoons. Further it is also used to demonstrate complex data in an easy way and to transmit knowledge through movement. (2D, 2012)



Picture 3: Screenshots from “Tell A Story” - a 2D animation, I and 3 fellow students created.

3.3. Three Dimensional computer graphics (3D)

3D animation stands for graphics, modelled and animated in virtual 3D space, which is defined through three axis: X, Y and Z. The Z axis makes the difference to the 2D animation, because it defines depth.

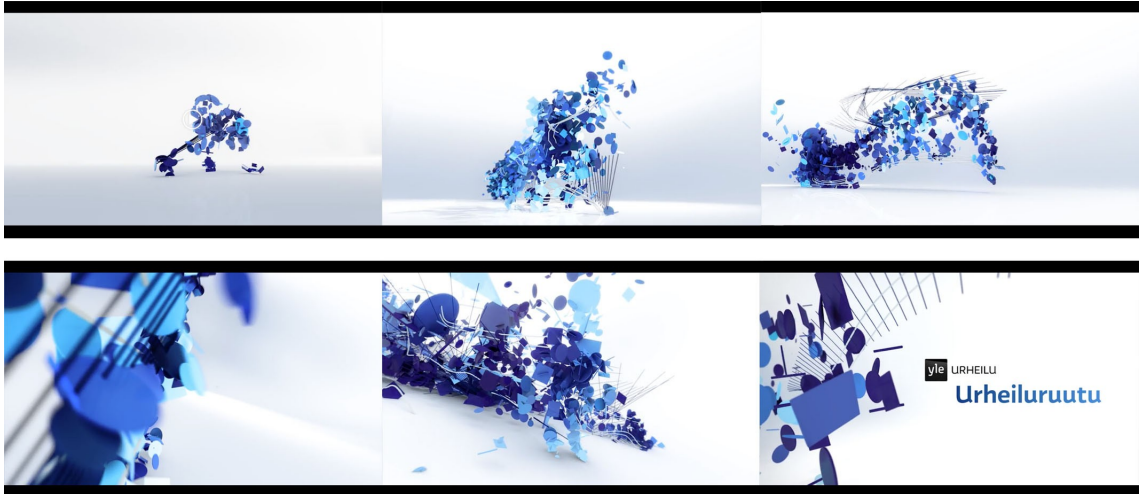
According to the Multimedia Digital Artist Bill Byrne (2012, 103) it is important to find a real life 3D image which can be used as a template for the 3D object to model it accordingly. Those so called references are usually photographs or videos and help the creator to achieve the expected result in the correct proportions. Another important thing is material, to let the created object appear in the colours and patterns desired. As stated by Bill Byrne, in the book 3D Motion Graphics for 2D Artists, it even is important to have reference material to build on, if the outcome is not supposed to look realistic or specifically stylized, because the connection to reality should even then be sustainable to make the graphic look believable. (Byrne, 2012, 103.)

Picture 4 shows a 3D scene which I created entirely in Cinema4D, using real life measurements and reference images for several objects.



Picture 4: 3D graphic, modelled in Cinema4D

One animated 3D example on TV (Picture 5), which highly impressed me, is built with motion graphics. Though it is not a real character, one can recognize the figures which are represented through blue shapes in 3D space, changing throughout the entire video. This Yle Sport News Ident starts off with a runners shape, which transforms into a figure skating person, a snowboarder, an ice hockey player and finishes with a footballer, kicking the ball in direction of the virtual camera to finalize the shot. It is a fantastic recreation of a series of sport characters, through a particle cloud to give the viewers an idea of a character, but without putting a famous face on the figures. In my opinion, playing with shapes which can be interpreted as human figures for wakening the viewers creativity is highly impressive and raises interest in the audience. The fact that it does not simply show a ready made character, but gives space for imagination caught my attention and made me watch it over and over again to figure out all the shapes and not miss any of them.

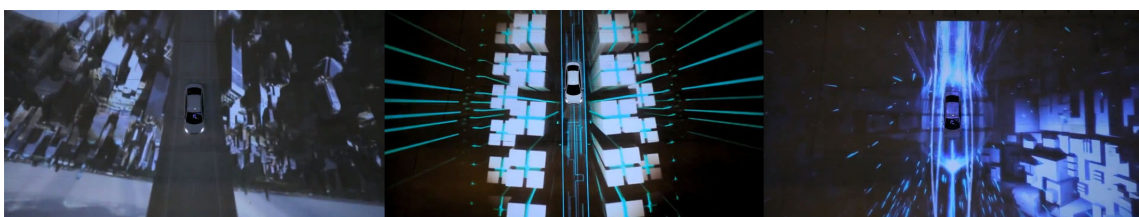


Picture 5: Screenshots of 3D motion graphics by YLE (Sabrina Seidl, 2013)

3.3.1 Three Dimensional (3D) Projection Mapping

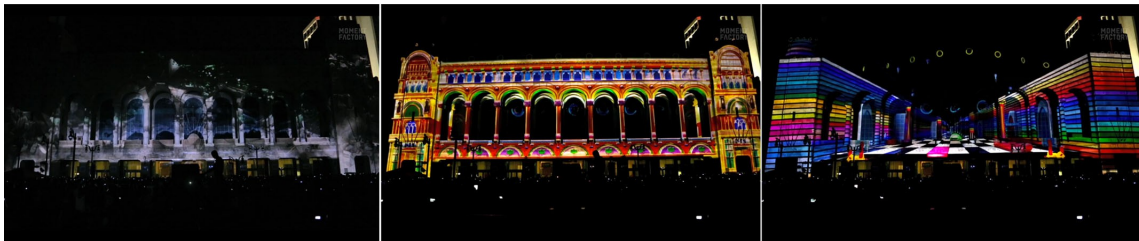
3D Projection Mapping or Architectural Projection Mapping is a form of motion graphics, which is projected onto a surface, for example a house, a wall or other, to create a memorable and eye catching event. This new way of animation can create a vision of a house exploding or changing its shape and colour, objects moving around or even gives the impression as if a car race would take place on it, like in the Hyundai Accent 3D projection mapping movie. (Ashie 2012)

During an Hyundai Accent event (picture 6), a car was lifted up along a house wall, for demonstrating a car rushing through a surreal world. The creators reproduced an entire city in 3D with a looping street, where the viewer gets the feeling as if the world would really turn over. The scenery changes and the car drives into a more futuristic place, with pillars and light rays which is then followed by an explosion of cubes at the end to give the big final. This 3D Projection Mapping event (Hyundai Accent 2011) has been extremely complex, due to the integration of a car as well as a driver to make the entire presentation even more authentic and believable.



Picture 6: 3D Projection Mapping at Hyundai Accent Event

Another good example is the Duality event (Moment Factory 2012) in Atlantic City (Picture 7), where a building acts as a screen. Due to the projection onto the facade of a house, this kind of 3D Projection Mapping is also known as Architectural Projection Mapping. In this example, the entire facade has been recreated with the illusion of 3D and afterwards it collapsed and built up a new facade in new glory and colours. The most impressive part however is that the facade has not only been recreated, but the projection of a totally different building has been projected onto it (as seen in the 3rd shot) and an entire new world got created.



Picture 7: Architectural Projection Mapping.

This new way of utilizing motion graphics is an option to grab the attention of people and to engage them, make them talk about the happening but most importantly, make them aware of the brand and let them talk about it. With our urge of expressing ourselves and modern sharing via social media, getting people to talk about an event like this is a rather simple thing.

3.4. Infographics

A picture says more than 1000 words. As the Digital Strategist Mark Smiciklas (2012) explains it, Infographics help to visualize very complex topics in a clear and easily understandable way. He also points out, that the most common usage for Infographics is to visualize Information, Data or Knowledge. The process of creating Infographics is also referred to as data visualization, information design, or information architecture. (Smiciklas 2012, 3.)

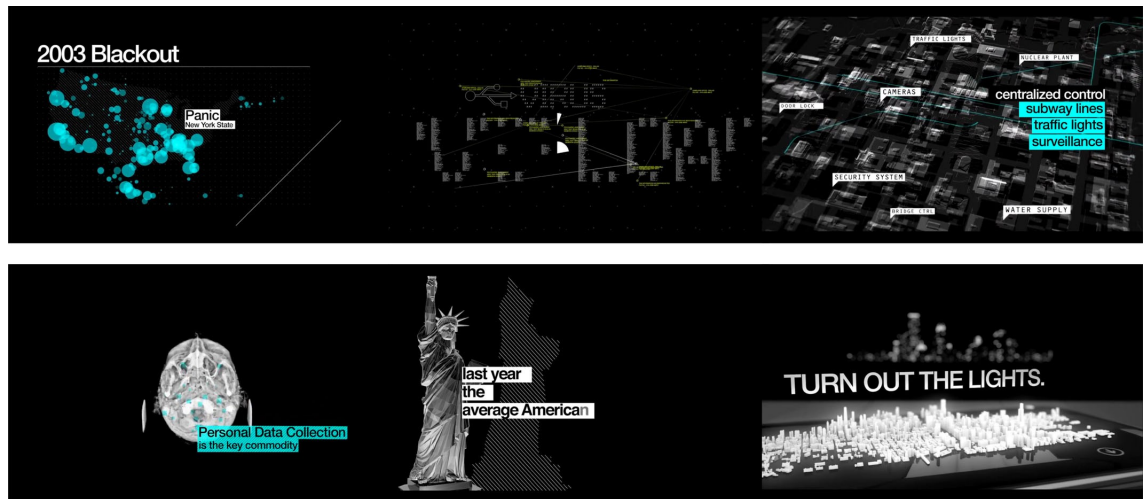
Simply put, infographics tell a story in a visual way, communicate information and promote a brand (Fluid Creativity 2013).

Nowadays, infographics are used everywhere. Be it in the newspaper to illustrate the weather, to visualize maps and explain statistics, in the instruction manual of any kind of electronics, for build-it-yourself furniture, for company manuals, for events, news visualization and much more. Usually, infographics contain image as well as text, but can also appear without a typographic description. According to Gateway Media (2013) statistics show, that about 83% of what a person learns is through visuals, due to the fact that images are easier to grasp. Images are also easier to remember, because of its engaging colour usage, rhythm and shapes. As a comparison, people only keep 20% of what they read in mind.

Infographics can turn even a dry business image into an interesting one, by showcasing a concept in a visual way, instead of a huge amount of text so it can easily be processed by the viewers. (Fluid Creativity 2013.)

If infographics are made thoughtfully, they stay in the viewers mind, because they catch the eye of the viewer, raise interest and even amuse people. As a result, people talk about it, since they appreciate the content, particularly enjoy its beauty and share it on their social networks.

One of the most interesting ways for me of creating infographics, is by using 2D as well as 3D objects, combined with text and voice-over (Picture 8). Certainly it depends a lot on the viewers visual preferences and not every infographic appeals to everyone even if the content itself is fantastic. The example below is probably more a video for the young adults due to its style. However, the video is very informative and the facts are presented well, but because of its darkness of the animation and some elements it contains, the more mature audience might not see it relevant or not even continue watching.



Picture 8: Screenshots “Blackout”

Another important factor about infographics is the length of the piece. In my opinion, the infographic about the Blackout in America (Picture 8), with a length of 2:33 min, is a bit too long, but because its visuals are speaking to me, I enjoyed watching it till the end. Nonetheless, in other circumstances its recommended to keep the video rather short, about 30 seconds up to 1 minute, to keep the viewers attention till the end.

3.5. Kinetic typography

Kinetic typography, or also referred to as motion typography, is typography in motion usually produced with Adobe After Effects or Adobe Flash. It consists of text, that is moving within two or three dimensional space, sometimes accompanied by illustrations to express ideas. Best known usage of kinetic typography is via illustrating speeches or illustrating movie monologues to emphasis on specific parts visually. If executed well, this technique is a powerful way of delivering a strong marketing message due to its ‘explanation’ through visual and verbal communication. (Bader 2013.)

In comparison, conventional text lets the viewer distance himself from the message and his/her feelings, whereas kinetic typography has the power to raise an involuntarily and immediate reaction in the viewer. For this reason, speeches are often executed with kinetic typography to put emphasis on the spoken words instead of showing the speaker himself.

There are lots of kinetic typography videos on the web, lots of them illustrating some abstract of a famous speech or a movie quote, like I did below in my typographic piece

(picture 9). I took a part of the movie Top Gun and visualized the video simply with moving words and colours according to the speech.

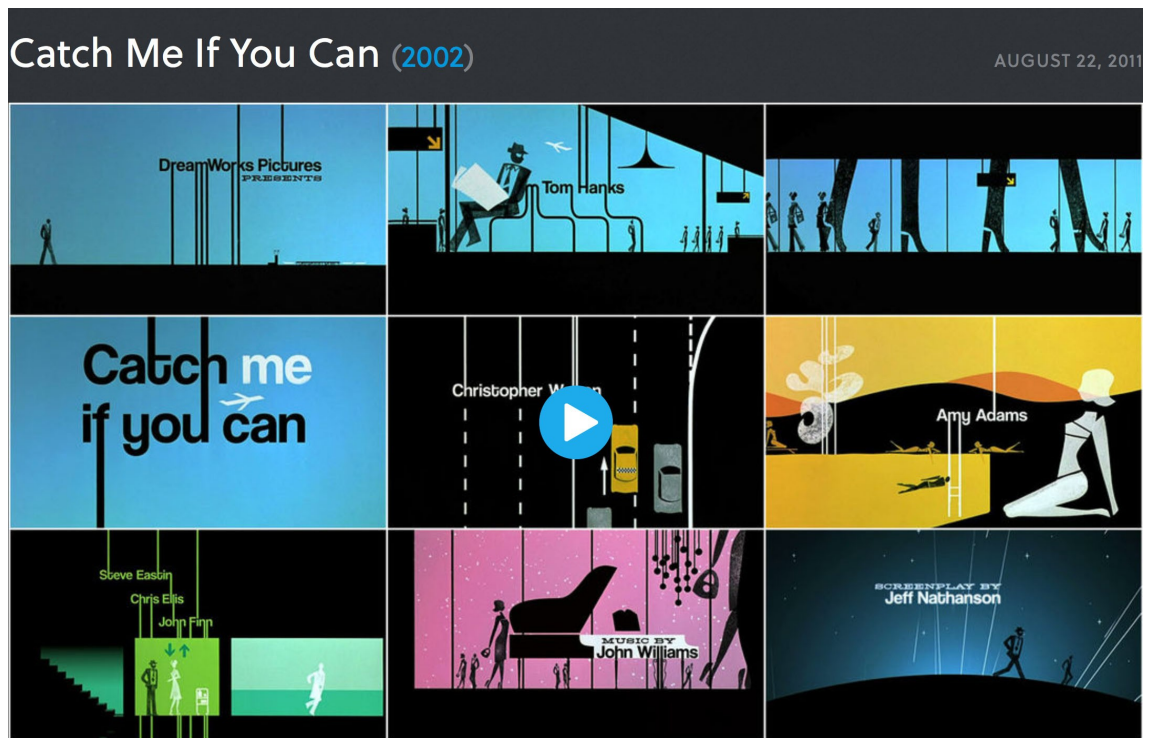


Picture 9: Screenshot 'Top Gun typography'

Nonetheless, the best known examples are probably found in the film industry. The movie title sequences as well as credits at the end of the movies consist of kinetic typography, usually supported by other graphical elements.

A very inspirational source therefore is the website “Art of the Title“ (Art Of The Title 2012), which holds an immense number of title sequences from fantastic quality.

The title sequence from the movie “Catch Me If You Can” (picture 10) is a well executed example of kinetic typography in 2D space. Besides the intelligent integration and flow of the text, it combines the text with the visual animation, impressively illustrated. The text is not solely working on its own, but acts as supplement for the graphics.



Picture 10: Screenshots of title sequence of the movie “Catch me if you can”. (Catch Me If You Can 2002.)

4 VIDEO AS ADVERTISEMENT MATERIAL

4.1. Designmanagement's point of view

If we want to know what a business is, we have to start with its purpose. And the purpose must lie outside the business itself. In fact, it must lie in society, since a business enterprise is an organ of society. There is only one valid definition of a business purpose: to create a customer. The customer is the foundation of a business and keeps its existence. (Best, 2006, 77)

As we can see from the quote above by Peter Drucker, the focus on the target audience and prospective customer is highly important in terms of getting the expected success. Moreover, it is inevitable to manage the entire marketing and design process in a way, that the results will be in the best possible way. Obviously, the marketing strategy and the company's message need to be appropriate, but also the design of the marketing material as well as the story behind a promotional video need to contribute to the company's strategic value.

According to Design Management Specialist Kathryn Best (2006, 28,34) every company has certain values and beliefs which make up the company's corporate identity. These values and beliefs will of course be communicated into diverse business objectives and strategic plans and certainly will those, as mentioned before, be reflected in every product and service the company offers. Through marketing, the company gets the message out to their customers. Only if the marketing is done well, its expected result will occur, therefore, companies need to clarify their opportunities, to satisfy needs through their product, make a difference to gain competitive advantage, which will lead to more income and increase the value of the company. (Best 2006, 28,34.) For that purpose, extending the marketing strategy by implementing a corporate video into the company's advertisement strategy seems to be a growing trend and an inevitable necessity.

The main question that raises, when talking about company presentations is, which are the companies that actually should have a promotional video and why they should have it. There are lots of reasons why a company should have one, but the most straightforward explanation is, because it will be the future! Professionals from the field I interviewed supported my research findings and confirmed my own thoughts on that.

4.2. What is a promotional video

A promotional video is a marketing and sales tool to showcase the company's services in an engaging and exciting way, by using the viewers visual and auditory sense. Such a promotional video can be done in various ways, via live footage, as 2D video and illustrated like an infographics animation, a combination of live footage with graphical elements, but also as an entire 3D animation. The options are diverse and every company has to decide on its own style, what they think would be the best way for them to represent their company to the public.

How companies use their promotional video depends merely on their business and how they communicate with and to their customers. The most common forms of use are, in my opinion, as a promotional material on a company's website, through social networking sites including YouTube and vimeo, for conferences and exhibitions, but also as give-aways, or as an attachment to email correspondence.

And to state the essence of a promotional video already at the very beginning, I found this quote from the stand up comedian Jerry Seinfeld fitting: "There is no such thing as an attention span. There is only the quality of what you are viewing." What increases the importance of having a fantastic promotion video to keep the viewers attention span up all the way through.

4.3. The advantages of a company presentation via video

First and foremost, the essence of a company is to gain the trust of possible future clients. This trust is usually achieved through transparency of the company, reflected within a company's video, by showcasing its professionalism and sympathetic appearance. When the bridge to the customer is built, they will be more willing to buy and therefore, a promotion video is a fantastic method to achieve this goal.

This kind of promotion brings the company's message more alive to the customer, on top of the company's print and web campaigns. Images, especially in video form stay longer in mind. It is, as mentioned, a valuable way of distributing among customers and

prospective clients, via all the social media and video portals etc. in a fast and convenient way. This way customers will get aware of it quickly, they will get hooked by the video and the recognition of a company's brand is increasing. Further, it will help the company to stand out of the mass, and most importantly, present its field of work, their achievements and possible future plans in a way, it is easily understandable and processable by the viewers.

What Annette Bornfeld from the creative internet agency Media Company (2012) pointed out is that Google loves videos. The amount of videos across the internet is growing and are therefore fantastic for efficient SEO (search engine optimisation). When the keywords are selected correct and the company takes proper care of the SEO, a video will be ranked higher in Google search than conventional website with solely text. (Bornfeld 2012.) Nowadays, when searching for content on Google, the first hits on the search list are usually videos, after that, other pages are listed. Therefore it is recommended for companies to first and foremost, host the videos on YouTube and to optimize their YouTube videos by adding keywords to the videos' title. The video should also be embedded into a corresponding text page on the website to help the search engines figure out the content of the video. According to Google Support (2012), it is also crucial to have a video sitemap so google has details for the video in terms of indexing it correctly (Google 2012). A video sitemap contains the video and its title, a description and tags as well as the category, duration, date and the publishing date.

According to Creative Director and Co-Founder of KLOK Pauli Kopu (2013), the need of a company presentation in video format is mainly depending on the type of sale of the company, however, he also confirmed my thoughts on video presentations being the product of the future. Also in his opinion, it is becoming more and more important for every industry to have a video presentation. His main two reasons were, firstly, that it is getting more difficult to attract the attention of the company's target group and the efficiency of getting to the audience needs to be expanded in some way. Secondly he mentioned, that new metrics are emerging and that it is less important about how many viewers a company gets, but more about the fact, how much time the target group spends with the company. For both points mentioned above, video is currently the best solution, in comparison to any traditional media.

Conjointly, Designer and Co-Owner of Boardwalk Studio Andrew McGill (2013), has the opinion that having a video presentations is crucial for today's businesses. He also emphasised that, because of the usage of videos across many platforms starting from TV, web, DVD, social media, viral, experience design up to live events, it can reach and be seen by many people. Especially with viral as well as social media it can be passed on from person to person with no extra cost to the client. For him, exposure is the key to success.

Like my research showed as well, the form of transmitting the message through a video is more engaging than traditional print advertisement. Mr. McGill emphasised continuously that this is the way to get the message across easier, quicker and more direct than when someone has to read print. A promotional video, combined with music and voiceover will hit people and connect with the audience's emotions.

To sum up, what speaks for a video promotion is that it talks to the viewers visual and auditory senses, it is easy to distribute via the internet and a video helps the company to achieve better ranking on google through better SEO. It can further transmit more information in shorter time and showcase the company's business concept in a simplified way.

In despite of all the advantages a video promotion brings, there are also some downsides. First of all, the company needs to come up with a good and catchy script or at least know how to transmit their ideas to the production company. Due to the novelty of this concept and the small amount of really good motion graphics designers, it is also pricier compared to traditional print design. And lastly, it is difficult to update in case the company wants some major changes after several months or years have passed. But like it is with all marketing materials, after a certain time has passed, everything needs its modernization to stay up to date with the markets requirements.

5 THE PROCESS OF A MOTION GRAPHICS PIECE

5.1. Overview of the Process

When working on a motion graphics piece, a few steps are to be considered. The main phase one needs to always keep in mind while working on a promotional video is, how to translate the message into moving images in a way that it successfully reaches the audience and captures their attention. Due to my practical training at the motion graphics and post production studio Boardwalk, I got insight into the process on how to create a promotional video (figure 10). Further readings from other professionals in the field confirmed those steps I was taught, and also explained some stages in more detail.

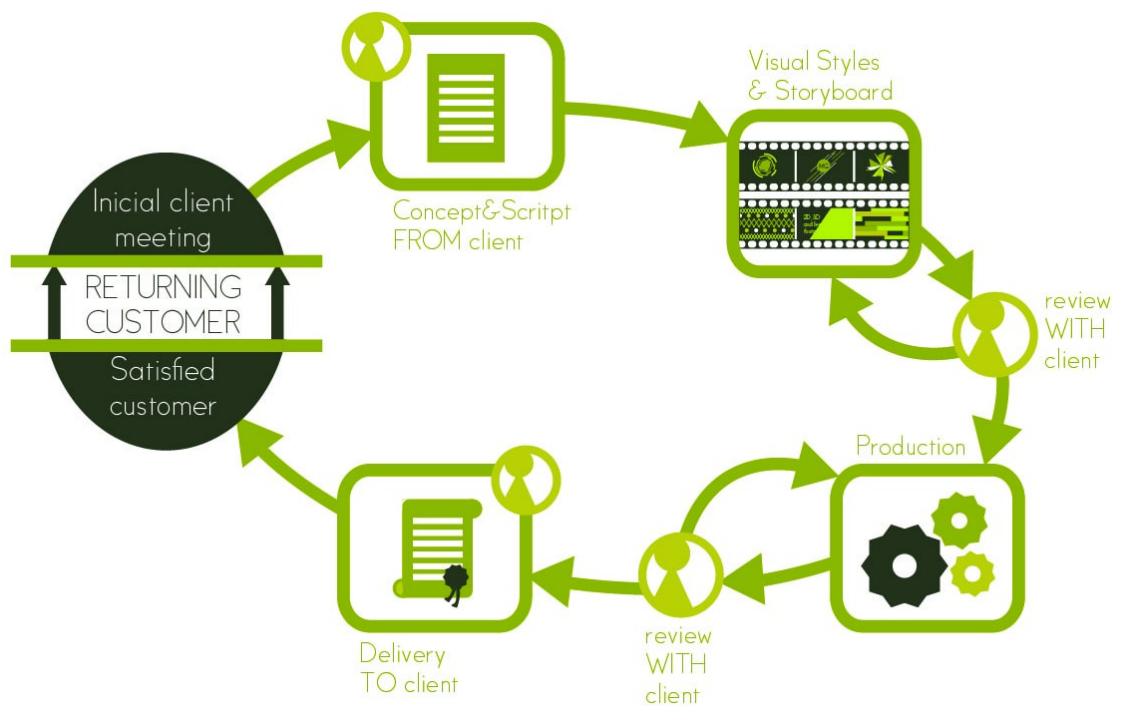


figure 10: Process of a motion graphics piece or promotional video.

While doing my research, I came across one amazing quote from Edward de Bono, which in my opinion hits the bulls eye when thinking about creating a motion graphics piece or promotional video for a company.

Thinking does not have to take place in words. Nor are concepts limited by the availability of words to describe them. Thinking can take place in images and feelings which are quite definite but too amorphous to be expressed in words. People often have to think in practical, messy ways in order to solve problems and bring things about. by Edward de Bono (Best, 2006, 143.)

It all starts off with a story, which needs to be visualized through a sketch or even better some simplified mock-ups called animatics in terms of making the producers ideas understandable for the client, which then decides if it will be appropriate for their clientele.

5.2. Concept and Script

Clearly, the first step is to come up with a concept, which usually is done by the client. However, sometimes clients rely entirely on the designers ideas and just through some keywords into the room. In those cases, decision on what the video will be about, what should be the main point to communicate through the motion graphics piece, etc. are crucial to make at the very beginning. Also a consideration of who the target audience is and what they will expect is important.

Next on the list is the Script. The creation of a rough narrative is important, which will later define the way of animating, the style, music, sound and perhaps voice-over (Van Slembrouck P. 2012). Creating the main outlines is crucial in terms of knowing the direction. Afterwards, it should be written down in detail, what is going to happen, the precise words that will be used throughout the animation, how the transitions will happen and what sounds will support the work. When this stage is done, the more creative and visual part begins.

5.3. Visual Style and Storyboard

The visual style or also called mood board needs to be defined. Decision on the style, used for the animation, like the dominating colours of the video piece, need to be made. Further, the designer has to figure out if it should be made in 2D, 3D, with live footage or all combined, and if the selected colour communicates the key concept in the best

possible way. Will there be a main character and if so, how will he look like? During all those decisions, the target audience needs to be kept in mind. Will the target audience be able to identify itself with the style and will the key concept reach the target group and grab their attention?

At this stage, the storyboard will be drawn out according to the script and all the decisions on visual styles need to be made. To start off, the critical moments will be defined and drawn, the story, sound and music get more clearly defined and put together. After the main frames have been drawn, some more detailed frames should be added and let the script be explained through the drawings. It often happens that after the storyboard has been drawn it either needs to be adjusted again to make it align with the story or sometimes it might even show a lack of information within the story itself.

To make it understandable for the client, it is recommended to create animatics, which means to look for references, either videos or images, to get a better grasp of how it will look like. These can be combined in a short reel or in a quick storyboard, with style and motion. Just then, the client gets to sign the ideas off and the production can begin.

5.4. Production

During the production phase, which is in normal cases about 70% of the work, lots of learning on the go will be done and smaller changes will occur throughout the entire process. This stage is a lot about trial and error in terms of reaching the required and wanted result.

Even a routined person, working in a 2D or 3D software, requires to try out different scenarios, check for help and userfeedback online or watch tutorials to gain the needed knowledge for producing the work. There might be new plug-ins online or one needs to look up things like for example how to import a scene with camera move from Cinema4D correctly into After Effects, without losing data.

Depending on the project, the production company might also need to rent equipment like camera and hire a crew or voiceover actors, which should be planned and arranged early enough to make sure that everything and everybody is available for the shoot or other happenings.

Hiring a voiceover actor or arranging the equipment can take a lot of time and should therefore be planned accordingly. It might also occur that the equipment, which was hired, turns out to be a wrong one and a new date for shooting needs to be agreed on.

As mentioned before, its all about trial and error and the company or individual needs to plan sufficient time for the actual production phase in terms of completing on time and with the ideal result.

For some production companies it is important that their customers see the work in process and sign off some stages, especially when the projects are big. If the projects are enormous and the customers requests only at the end all the changes, it might not be manageable on time. Therefore, to be sure, sign offs inbetween are recommended.

5.5. Delivery

When everything is the way the customer expects it, the work gets presented to the client and the job is completed.

In case of a perfect life cycle of a project, this would be the final delivery, however in most of the cases, at this stage amendes will occur and the video presentation will be polished until the clients satisfaction. Andrew McGill (2012) made me aware, that if a studio is in the growing and working on a video presentation, it usually cannot afford to just end the project at this point, if the client still has ideas for improvements. He informed me that declining the 'polishing state' would lead in lots of cases to the loss of the client.

5.6. Planning vs. Production – what professionals consider more valuable

When I asked the companies about the ratio of their projects, I got interesting but not really surprising feedback. For Pauli Kopu (2013), the most commonly ratio is 20/80, meaning that the process is fairly straightforward and the planning process is only a 5th of the time, whereas the production takes about 80% of the entire time. However, Pauli Kopu also mentioned, that some of their clients need more specific stuff, which then takes more time in planning and gives a ratio of about 50 to 50.

Also Boardwalk Studios (2013) would estimate the ratio to 30% for planning and 70% of production work, because in lots of projects, clients don't give enough information to plan the job properly and the team needs to adapt whilst the production stage of the job. Certainly, the ideal split for them would be 50 to 50, but unfortunately this rarely turns out to be true.

Creative Director and Co-Founder of the CGI Animation and Visual Effects boutique Flipbook Studio Ben Haworth (2013) surprised me with his feedback. For him storyboards are not a priority at all and he has little faith into them as he told me. In his opinion, clients usually sign them off and change their mind anyways when they see the animation. Therefore, for his studio, the planning period is usually about 5% and a maximum of 15% as he estimates.

Like I mentioned, the feedback from Ben Haworth surprised me personally the most, because during my research but especially my education, I continuously got told that planning is half of the work. I always forced myself to do proper research on whatever project I was working on and found it sometimes difficult to come up with the perfect plan without having a go on testing things out. However, as this was usually a requirement for mastering all my assignments, I tried to follow the rules, learnt a lot and succeeded.

Though his feedback blurred my view a bit, it seems as this is quite common in the industry, even when not always that intense, as the interviews with the other companies also showed. Therefore it can be said, that an average planning process of 20% seems to be the norm in this industry, but also this figure might change depending on the project and the client.

6 INTERVIEW WITH PROFESSIONALS IN THE FIELD

One important part for me while writing my thesis was to investigate what professionals in the field actually think about video presentations and its popularity. I was further curious about how the different agencies work on their projects, and very important, how they would describe the future of motion graphics and the emerging trends.

Among the companies I interviewed, I had two British companies, whereas Flipbook Studio was focusing mainly on 3D graphics and Boardwalk Studio, a design focused motion graphics and post production studio. From Finland, I had the honour to talk to KLOK, a video agency, and WeAreHome, a marketing communication agency, which understood the importance of including moving image into their service.

Another interesting part for me was to interview companies, which are in the position of extending their advertising strategy through a video presentation and I therefore interviewed Atomi Advertising Ltd, from Finland, about the relevancy of having a company video, their expectations and how they actually figured out in first place that they wanted to have a video as promotional material.

I had very interesting and informative talks with all the parties, which gave me insight into their working life, their strategy and how they see the market and its future needs.

6.1. Future Trends

Predicting future trends is always a tricky thing, no one can really say what is going to happen, especially in a fast changing industry like motion graphics and film is.

I personally see the trend pointing direction 3D – more integration of 3D into live footage, but also in combination with 2.5D imagery and visual effects, thanks to the almost unlimited possibilities Adobe After Effects is offering. With all the plugins and compatible softwares offered on the market, it will easily let people combine the best of all parts. From my research I also learnt that Architectural Projection Mapping is on the march forward and will be with us for some more time and more importantly it will get more attention and recognition. Some of the leading companies realized its power and

started using it already, but also smaller companies realized the trend already and got on board as well.

Some professionals in the field were also willing to give me some feedback on their opinion about what will, from their perspective, become a hype in the future. Some of those guys had very specific ideas about how it will be and shared their ideas and predictions with me.

During my talk with Pauli Kopu (2013), he forecasted the growing of infographics. He also mentioned an increase of live footage combined with graphics in motion.

Whereas Andrew McGill (2013) is more relying on the experience he made within his own company and their clients, he pointed out that he sees a growing interest in 3D Projection Mapping. He told me about an interesting recent job they were working on for a huge live event that involved Projection Mapping and he would consider this option as something that will definitely be seen in the future.

Another factor, that is becoming even more important in the future than it already is, is the storytelling behind any kind of project. Andrew McGill agreed with me that no matter what latest plug-ins, effects or styles are thrown into a project, it should always be based on a strong concept that connects with the target audience. Surely this is and will be the principal of a good design, no doubt with that.

What Andrew McGill (2013) however considers as a bit irritating when having a glimpse into the future is that people nowadays pick up 2D, 3D, editing, sound, illustration, traditional animation etc. and combine all these elements to create cool work. For him, as he told me, this does not seem to be the best way to go and he would rather advise designers to have one core skill and adapt it depending on the job.

For Creative Director Juha Laulumaa from WeAreHome and Bror (2013), the future will bring interactive motion graphic presentations as well as more things in the area of augmented reality. He also believes that motion graphics work in general and found its solid business ground, because of the growing advertisement possibilities due to Youtube. Juha Laulumaa seems confident, that the combination of live footage and motion graphics, especially with CGI in 3D, will be growing, due to the good and cheap

3D tracking options, the market is already offering. He believes that currently the difference between reality and integrated 3D is still too easily visible, but he thinks that soon more photorealistic work, also in 3D, will come.

7 PRACTICAL PART

For better understanding of how a video presentation for a company, under the usage of motion graphics, could look like as well as to translate my knowledge and research into a real motion graphics piece, I decided to offer my services to the advertising agency Atomi in Tampere. Petri Halonen, CEO of Atomi Ltd., was all excited about the idea of spicing up their business with a new marketing material and hired me for the job. The main motivation for him to extend his existing material with the video presentation was, because he is aware that in the constantly changing advertising world, the weight will be more and more on video for telling the company's story and therefore wants to jump onto the train rather earlier than later. He sees the need of it for staying up to date. So far, Atomi rarely used video within their company but now, they are ready for it, because it is the best way of bringing the message across and utilizing the format in a more effective way.

7.1. The client

The client for the practical part of my Thesis is Atomi Advertising Ltd., which has been in the marketing and design business for over 15 years. Atomi helps its clients to develop their communication, marketing and branding strategies to make the clients brand recognized and remembered.

However till now, they put emphasis on traditional media and dedicated their own promotional efforts mainly into their presence through their website as well as word-of-mouth advertising and reliance from customers. Atomi has numerous customers in various areas of business, from small to large ones, and each one of them receives the best possible attention and the correlating results on all material, done within their agency.

Currently, Atomi is operating with eight regular employees on two locations, whereas the main office is in Tampere and a second office is located in Helsinki.

7.2. The brief

The main goal of the brief, given by the CEO, was to create a video presentation for the company to attract new customers, but also to let their current customers know that they value them by showing their business within the new video. The basic expectations were to use footage, reflecting the customers businesses lines, without mentioning their brand, in the first part. The second part shows the company's synonym, which is the plus sign and its core of business. This then forms the transition to the third part, where the everyday life of Atomi itself is shown.

The entire promotional video should last for about 30 seconds, whereas the first part with the customers businesses should take about half of the entire video.

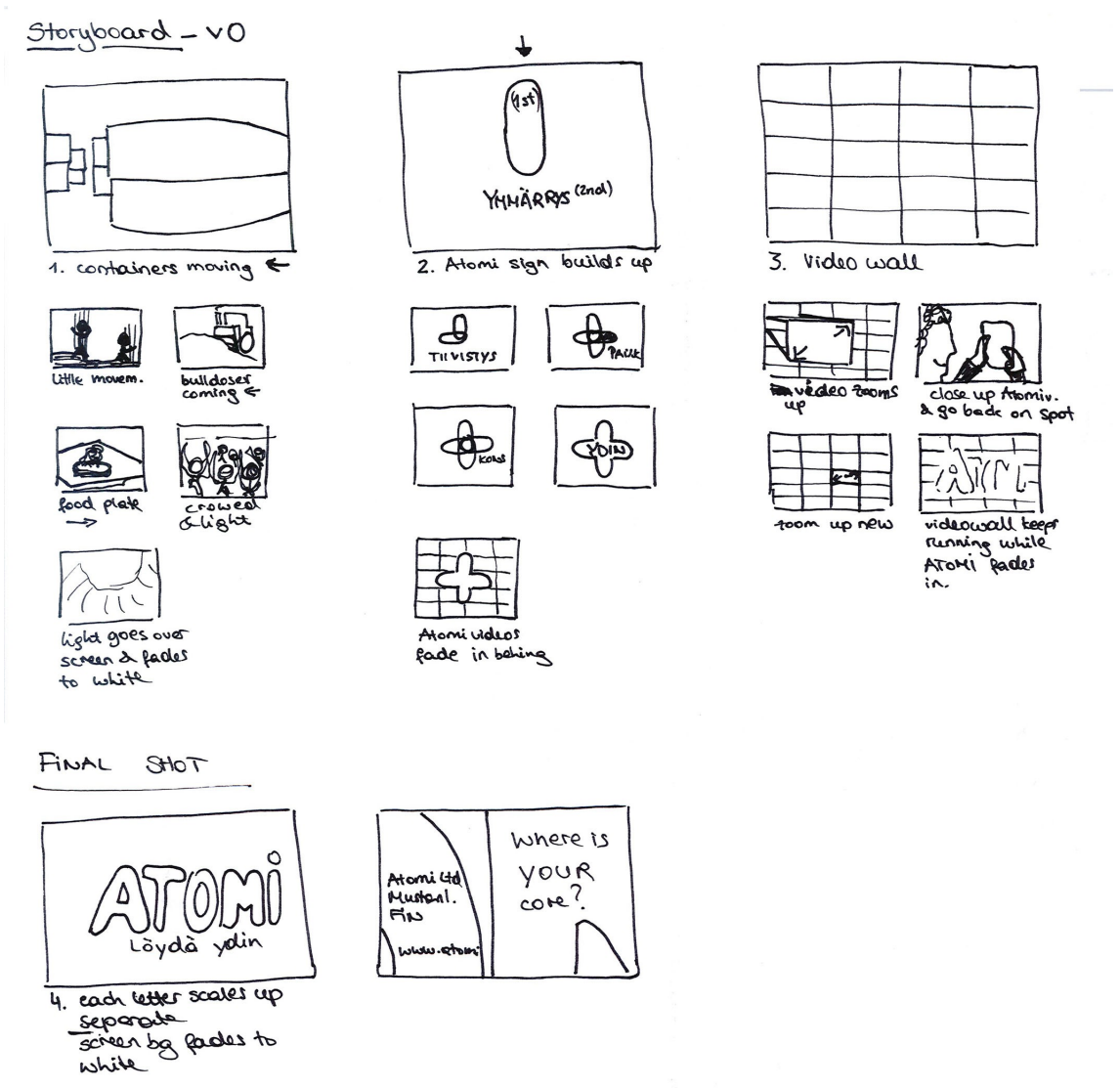
Further the company's style and colours needed to be considered, which limited the colours to black and white for the footage with red highlights and most importantly, it should steadily contain the red plus of Atomi, its symbol, which represents the agency throughout the entire video.

The video should be concluded by outlining the message of the advertising agency, which is about finding one's core.

7.3. The approach

7.3.1 Stage 1: Brainstorm and storyboard

To make the brief come to life, we had several brainstorming meetings, where the idea got clarified and developed quite a lot. We gathered ideas and reference material, made up different scenarios and drew out a rough storyboard (picture 11) for demo purposes.



Picture 11: First version of storyboard

After the basic concept was ready, I made some demo versions (picture 12) with the stock footage I collected, to give everyone a good understanding of how the video could look like. This step of the brainstorming phase was crucial, because it showed the weak points in the visual presentation and helped us refine the flow of the video.



Picture 12: Screenshots of the first animated demo version.

At this point, we decided on the Atomi plus to be our narrative, which is in the first part, an all time present factor of the company's customers, the transition in the second part and the main 'actor' in the third part, whereas at the very end, the plus sign jumps into someones heart to represent the core of Atomi and showing that Atomi is beating in all our hearts.

We went back into the brainstorming phase and refined the shots we needed, as a result of our decision that we mainly use self shot footage and a maximum of one stock footage, to make the company video entirely with the company's force and transmit the vibe and atmosphere that is in the office and heart of Atomi's staff.

The next version was to start with a close up shot of a 'client', zooming up a bit and representing the client in its working phase to a wide shot of an urban environment, reflecting the different sizes of businesses, Atomi is working with. The transition is made by Atomi's plus sign, which leads to a wide shot of the happening in Atomi's office, and reversing the order of wide to close ups to reflect the core of Atomi's business. To make sure that all of us were at the same level, I made a storyboard, using similar images and text, as the final version would contain (Picture 13) and included some short explanatory text at the bottom of each frame.



Picture 13: Animatics

The refined and final idea was as followed:

At the beginning of the video, the top of an employees head is shown, representing the ideas Atomi and their clients have. The actor looks into the camera and the video moves on to a footage, where a guy is sitting at his desk in front of his laptop, representing the sales tools. The next part shows peoples feet, walking around in a hall, representing the impact, Atomi and their clients make at each other. This scene changes into a wide shot of a port and here the video changes into the zoomed up Atomi plus sign and the background fades to white. This is the first part of the video, representing the clients and their businesses. At this point, Atomi comes into the foreground, by underlining that they find the Core in everyones business before they start working on their projects. Next, the plus sign minimizes again and lands on the sketch paper of an Atomi employee demonstrating how every project begins. After this, there are two employees visible, having a conversation about business related matters which leads to the Atomi plus sign, an important brand in our hearts, represented in the video by one employee, who gives a warm smile at the end. The video finishes with the main message as well as the web address of Atomi and the bouncing plus which mutates to the Atomi logo.

Though it was a long process till we got to the final story and storyboard, it was worth the effort, because now the story is clear and the shots are well thought through.

7.3.2 Stage 2: Research - Footage & Music

The Phase for researching the footage and music was a complicated one, due to the mind changes of 4 people, which were to be asked about their opinion.

The first decision about the footage that had to be made was, which footage we take from stock websites and which ones we are going to produce ourselves. I did lots of searching online, about which shots we need, what should be in it and what can't, how the perspective should be, if in time-laps, slow-motion with or without people etc. For the footage, which we were filming ourselves, I gave some instructions to my colleague, who was in charge of the filming to make sure, the footage is in a way we need it to be.

Next up was the decision about which music to take. Because the CEO's idea was to use a melancholic background music, I had to come up with some tune, that wasn't too dark, but still pleased him. For a promotional video, where a customer comes across a company the first time ever, a melancholic tune would not have fitted the purpose of attracting those new clients and outlining the positive attitude of the business and its people. Luckily, the CEO was easy going on this and even looked himself for some tunes to give me a wider range of what he likes. After careful research from both of us, I presented an ambient sound with a very catchy tune, which was appreciated by the team and also pleased the CEO.

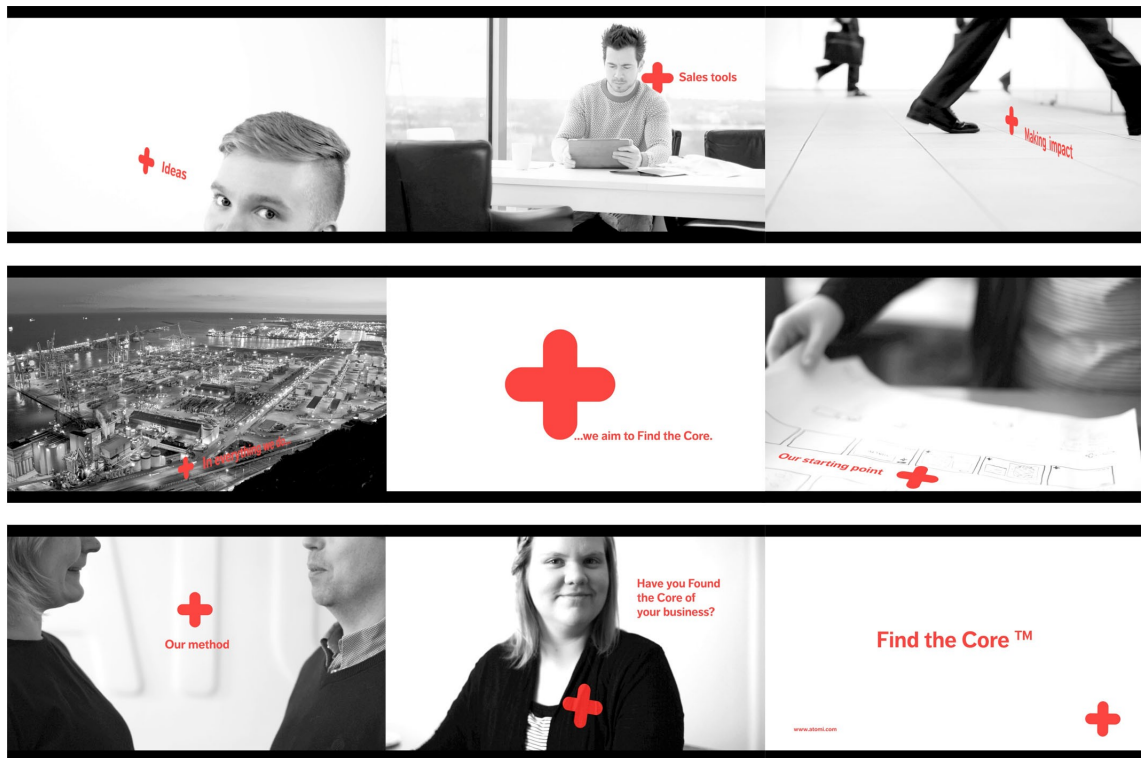
7.3.3 Stage 3: Production of the video

The production of the video was relatively smooth, due to some animatics I had presented earlier, which were clarifying the style, the integration of text as well as the flow of the video. According to that, I worked on the final product, stabilized and tracked the footage, made the required colour corrections, put the footage in place, and included the text and Atomi's plus sign in perspective into the individual videos to make it flawless and appear as a part of each video.

When the first version of the video promotion, in finish language, was ready, I made the english one as well and as a final touch added the background music to both of them.

Just when I thought I was ready, one of the partners informed me that a few days ago they agreed on a new company font and that they would want me to update the Atomi's new promotional video (Picture 14) to the new font.

I was slight shocked, because the deadline was only a few hours away, however I was blessed, because the font was not that much different to the current one and I could easily exchange it and slightly adjust all the masks I had put beforehand.



PICTURE 14: Screenshots of Atomi's promotional video.

7.4. Analysis of the result

The feedback for the finished promotional video for Atomi was very positive. The CEO as well as the team around him were highly excited about the outcome. They were pleased to see themselves in the video but moreover they were amazed about the simple but engaging way, the information has been presented.

Along with the internal feedback, I got comments from professionals in the field, complementing the style, the composition and the integration of music into the motion graphics piece.

During the process of creating the video promotion, I had to face the most commonly known problems: applying changes and time pressure. It took quite some time, until the CEO signed off the final ideas and storyboard for the promotional video. It was only a few days before deadline, that everything was settled and the ideas of everyone seemed to be integrated nicely. Therefore I had to produce the entire video within 4 days, but luckily I got support from my colleague, who took the video shots of the employees,

while I had to communicate with and convince four people, about the fitting stock footage and music, which we then bought online for integration into the piece.

As the final piece, I created one finish as well as one english version, due to the company's presence in the local but also international market. Both version are now added to the company's new website, which can be see at www.atomi.com.

8 CONCLUSION AND DISCUSSION

Motion Graphics is a fast growing sector and enriching not just the world of movies and cinema, but also in the TV branch via commercials, music videos and program introduction from where it also found its way to video presentations for companies. Lots of material, which is brought to the customers or shared with friends via social networks and video sharing platforms, can nowadays be found on the world wide web.

Even though it is nowadays easier than ever to get ones voice heard and deliver the message, thanks to social media, people need to be aware that also the competition is growing and it got more difficult to actually gain the attention and affection of the target audience.

We spend a big amount of time on the web, browsing the news, company websites, on our beloved social networking sites or just taking a stroll on video platforms to watch music videos, or all kinds of other videos. The closest idea therefore is to advice companies to create their own video, which represents and promotes the company's business in an interesting and engaging way combined with a terrific marketing strategy. Certainly, print material is very valuable for companies and will not disappear any time in the near future, however moving images are on the march forward. More and more companies already recognized the trend and went with it, some however are not yet aware of it and need to be reminded about it.

For some, video presentations seem like a momentary trend rather than an advertisement item for the future, but considering the fact that everything is nowadays easily shared via the web, reaching millions of people world wide supports the fact that a video presentation will become an inevitable necessity for companies to keep up with the competition. Nowadays, the technology is so advanced, that creating a video piece can be done with very little budget and still bring amazing results. By browsing the web, one comes across stunning result whereas some of them are of course created with a big budget and lots of effort and manpower, however, there are also lots of works out there from students, freelancers and those that found their addiction to creating motion graphics, which were produced on a low budget. Their works aren't any less breathtaking and engaging than some superexpensive-in-production works.

The possibilities of creating a video piece are wide ranging. Be it live footage combined with 2D or 3D models and animations, solely motion graphics or like some trends point out, a company video, compiled with infographics. The options are endless and there are no limits for ideas and creativity. With all the software on the market, almost anything can be done and technology is constantly evolving. Just having a look at the Architectural Projection Mapping. Who thought that houses could be remodelled or broke down by only using moving images for creating this illusion? Like it is with all the new things, people might be sceptic about its value and success, nevertheless, people are confined to it and totally stunned when they watch certain movies, commercials or especially Architectural Projection Mapping.

Accordingly, companies are addressed to take a step into the future and create their video presentation. Certainly, videos for promoting a company's values need some profound planning to really target the audience and presenting the company from its most adorable side, in terms to being successful with it. The marketing and sales strategy needs to be worked out or adapted and the video should become a valuable advertising material. Most of the companies are already present in the social media and interact with their customers, update those about happenings in the company, their projects and even keep their followers posted with news about the field. All that contributes to a successful marketing, and a video presentation could improve it even more. A short piece of work, which is perfectly planned, timed and executed in an engaging way, speaking in a verbal as well as visual way to the customers and prospective clients is gaining high value in the community. Something that is emotionally engaging for people and raises interest on the market, even in the general public, will bring traffic to the company's portals and website and create an awareness of the brand, which simply gets stuck in the peoples minds.

Motion graphics are the future, it will enrich the world of design and transmit the message in an interesting and creative way. As mentioned already within my thesis, a proverb stats that “a picture tells more than a 1000 words”. According to this, a video would be a good beyond price, which nevertheless can be obtained to an affordable price to conquer a market. With the correct focus on the target group, the video presentation will be a total success and spread the company's ideas fast. Watching a video takes a few seconds and directs the viewers thoughts into a specific direction, the

company intends to. Where on the other hand, reading a written document can stretch out over quite some time, be very dry and in some cases, it can be difficult to grasp or even get misinterpreted.

Therefore, the companies should gather their best men, consult about their strategy, make a script and let the production of a promotional video begin. The websites traffic will confirm the sudden awareness of the company's brand.

And companies don't need to worry about being like all the others, because fresh ideas for promotional videos will never end, as long as people are open for new things and dare to take a step into the future.

REFERENCES

Answers TM. 2D. [Encyclopedia]. Read: 07.11.2012.

<http://www.answers.com/topic/2d#ixzz2PrOtDfBv>

Art Of The Title. 09.10.2012. <http://www.artofthetitle.com/>

Ashie K., Gateway Media. 2011. 3D Project Mapping the Future of Motion Graphics.

[Article]. Released 28.09.2011. Read 12.12.2012. <http://www.gateway-media.co.uk/news/3d-project-mapping-future-motion-graphics>

Bader J., Senior Partner at MRPwebmedia. 2011. What is Kinetic Typography. [Article].

Read 05.02.2013; <http://onlinevideomarketing.ws/what-is-kinetic-typography/>

Best, K. 2006. Design Management. Managing Design Strategy, Process and Implementation. Singapore: AVA Book Production Pte. Ltd.

Blackout. 2012. Patrick Clair. Antibody Film Lab. 2012. Seen: 2.04.2013.

<https://vimeo.com/51265319>

Bornfeld A., Webweisend Media GmbH. 2012. Bei Google auf der ersten Seite dank Unternehmensvideo. [Article]. Released: 05.07.2012. Read: 02.03.2013.

<http://blog.media-company.eu/2012/07/bei-google-auf-der-ersten-seite-dank-unternehmensvideo/>

Byrne, B. 2012. 3D Motion Graphics for 2D Artists: Conquering the Third Dimension. United Kingdom: Elsevier Inc.

Catch Me If You Can. 2002. Steven Spielberg. Amblin Entertainment. 22.08.2011. Art

Of The Title. <http://www.artofthetitle.com/title/catch-me-if-you-can/#>

Fluid Creativity. 2013. How Infographics can get your brand heard. [Article]. Released

27.02.2013. Read 28.02.2013. <http://blog.fluidcreativity.co.uk/how-infographics-can-get-your-brand-heard/>

Google Support, 2012. About video content in Sitemaps. [Article]. Updated 16.10.2012.

Read 13.05.2013. <http://support.google.com/>

Haworth, B. Creative Director. Interview 06.12.2012. Interviewer Sabrina Seidl.

Manchester.

Hyundai Accent. 2011. Hyundai Accent 3D projection mapping – Making Film.mov.

[Commercial]. 23.02.2013. <http://www.youtube.com/watch?v=JtDDSzmP6lg>
http://www.youtube.com/watch?feature=player_embedded&v=odLBHXhq6ts

Kopu, P. Creative Director, Co-Founder. Interview 19.02.2013. Interview Sabrina Seidl.

Tampere.

Lähde, P. Senior Lecturer. 2010. Gestalt Principles of Perception. Lecture. Visual Design Course autumn 2010. Tampere University of Applied Sciences. Tampere

Laulumaa, J. Motion Graphics Artist, Partner. Interview 07.03.2013. Interviewer Sabrina Seidl. Tampere.

McGill, A. Designer and Co-Owner. Interview 06.12.2012. Interviewer Sabrina Seidl. Manchester.

Moment Factory. 2012. DUALITY – Atlantic City Sound and Light Show – July 4th. [Commercial] 25.03.2013. <https://vimeo.com/45316779>

Smiciklas, M. 2012. The Power of Infographics. Using Pictures to Communicate and Connect with Your Audience. First Edition. United States of America: Pearson Education, Inc.

The Carpenter. 2012. Dimitris Ladopoulos, Spiros Rasidakis. Deep Green Sea. 2012. Vimeo. <http://vimeo.com/30698649>

Tonton. 2012. Eunice Ng. Seen: 03.03.2013.
<http://www.motionserved.com/gallery/Tonton/6422021>

Top Gun Typography. 2012. Sabrina Seidl. 2012. <https://vimeo.com/42404437>

Van Slembrouck P., Visually. 2012. How to Produce Motion Graphics. [Article]. Released 04.2012. Read 12.12.2012. <http://blog.visual.ly/how-to-produce-motion-graphics/>

Wikipedia. 2D Computer Graphics. [Encyclopedia]. Read 20.01.2013
http://en.wikipedia.org/wiki/2D_computer_graphics

Mograph Wiki. Motion Graphics Read 20.01.2013
http://www.mographwiki.net/Motion_graphics

Wikipedia. Motion Graphics Design. Read 19.12.2012.
http://en.wikipedia.org/wiki/Motion_graphic_design

Woolman, M. 2004. Motion Design. Motion Graphics for Television, Music Video, Cinema, and Digital Interfaces. EDITION MISSING. Switzerland: RotoVision Sa.

YLE Sport News Ident. 2013. Fake. Read: 20.04.2013.
<http://www.fakegraphics.com/work/yle-sport-news-idents/>

APPENDICES

Appendix 1. Questionair for companies in the field

Note: *when talking about video presentation, it includes commercials, brand id's etc, that supports the company's appearance to it's target group.

- How important would you consider having a video presentation (in comparison to using solely traditional advertisement)?
- Why would you recommend a company to have a video presentation?
- When working on video presentations do you work more in 2D, 3D, with live footage or all combined? Could you estimate the distribution in numbers?
- Where do you see the future trend of motion graphics?
- What are the main steps (Milestones) for you within a Motion Graphic project?
- Planning vs. actual production - rough estimation of time used. (ratio)
- In average, on how many video presentations are you working per month?
- How do you decide on the style per project? If 2D or 3D?
- Are you doing everything in house or taking freelancers/partners in?
- Are the customers recurring?

Appendix 2. Questions for a company, wanting to create a video presentation

- Why did you decide to have a video presentation?
- What results do you expect from it?
- What will be the main purpose of the video presentation? (for website, presentation to clients, fairs, etc)