

## 공연예술메시 모션그래픽의응용사계분석 -작품 “Beyonce performs Run The World”

Analysis of application of motion graphics in the performing  
arts-Focuses on “Beyonce performs Run The World”

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### Abstract

Modern life is surrounded by all kinds of information and screen, motion graphics in these media everywhere, you can use it to a special performance of the method, the use of the stage, so that the effect is more vivid stage performance. Stage design industry began to diversify the use of Motion graphic, have long been out of the framework of the traditional background, turn into dynamic video space. In this paper analysis of research papers by the dynamic changes in the graphics arena background, style, affect the application of dynamic images. Summed up in the stage of development that can adapt to the requirements of the times, better performance stage effects and express emotion of the stage performances.

Keywords: vivid stage performance, motion graphics, design.

## 1. INTRODUCTION

### 1.1 Purpose of study

This article starts with the role of visual information that is considered to be away of information delivery. Then working as the foundation, the visual theory helps to study and discuss the characteristics, advantage and future development of motion graphic design.

### 1.2 Range of study

Through the deep study of motion graphic, take Beyonce's specific stage performance as an example and study its ability reflection on the effect of stage performance.

### 1.3 Method of study

In the beginning of this essay, the importance of visual information has been drawn by its artistic expression, scientific exploration and commercial test in the course of the evolution. The acceptance of visual signal stimulates the viewer's eyes, causes visual attention and dynamically integrates space-time and perceives the overall image fused by image, text and scene, thus the visual focus and rhythm established make the viewers to fully receive the cognitive information and emotional information transferred by it. Forecast its developing tendency from the change of visual activity, only depending on its correct, positive and healthy value orientation can smooth the

developing way of dynamic graphic design.

## 2. THE EXPRESSION CHARACTERISTICS OF MOTION GRAPHIC

### 2.1 The information of dynamic graphic design

Physiological instincts of human beings have direct access to the visual information, and part of the visual information is obtained by people's rational analysis, synthesis and summary. In the process of expression, use a diversified expressing way to show the characteristics of visual information, use a variety of ways such as language, text and image to shape the image, or combine and change it, even build a more complete information impression with the help of hearing or touch, these diversified expression ways are common in all sorts of designs, especially the dynamic graphic design.

### 2.2 Dynamic and time

The control of time, in addition to control the order, we still can give a person the continuity by adjusting the speed. Because a meaningful and meaningless continuity give person quite different visual experience. Within a short time, after all, in addition to seize people's visual attention, the more we need is to produce memory after watching in order to finally complete the graphic cognition. A meaningful cognition is sometimes needed to slow down, even use the method of static-frame to prolong time, sometimes use the method of acceleration to

make us to see the performance of visual information and the transmission of information utmost. Art and Visual Perception mentions: in our experience, the difference between an object and an event is not whether have time consciousness or not, it is whether we can see a coherent order - whether various stages are successive according to certain significance in a once order.' [1]

### 2.3 Dynamic and space

Among the myriads of changes, 'dynamic' arranges the visual information that eyes collected into a continuous image, that is, links various feeling elements that produced after being stimulated by visual information together, makes the graphic design of the dynamic image to represent information as a whole and makes the viewer to directly feel the visual and information impact brought by the overall image. Therefore, while dealing with dynamic time and space, people should control from the overall view, make time and space to achieve a ingenious balance, also make it have a certain rule and order when conveying messages to facilitate the viewer to convey feelings and cognitive information.

### 2.4 Images, text, scene, the cognition of information, visual focus, rhythm

The image of dynamic graphic design is not a single static image existing in the picture, it is flexible, and can appear or hide. For as language written form, text can constitute one of the visual communication medium, its concept is clear, and it is mainly used for thematic highlighting, indicating the brand, transmitting the theme and providing spatio-temporal information in the dynamic graphic design. Therefore, in terms of the information transmission of dynamic graphic, the use of text makes the viewer easy to achieve the result of smooth communication. In dynamic graphical design, the design of scene is to make the viewer percept the environmental atmosphere with certain information content and emotional effects by creating a specific spatial place. Visual focus can make a person understand the main content of this scene that he sees and give person a more specific watching goal in a short period of time. While in the process of conveying information, we can also via the rhythm sensation which is similar to the rhythm of music, and sometimes slow gentle, sometimes bombing powerful, giving people different effects of daring to see.

## 3. THE INFORMATION TRANSMISSION ADVANTAGES OF DYNAMIC GRAPHIC DESIGN

### 3.1 Aesthetic advantages:

The aesthetic creation process differing from general creation processes is that it not only has the characteristics of the iconicity of thought, but has emotionality. [1]While dynamic graphic design has a palpable image, and provides relevant information which makes the audience indulge in the context of sensual pleasure and understanding tacitly. Therefore, it also has the function of aesthetical creation. As a means of narrative, the visual information provided by dynamic graphical design arouses the audience's

aesthetic perception and aesthetic expectation; its own aesthetic value brought by synthetic technology expands and extends the viewer's aesthetic field of vision; and under the action of emotion, the formal beauty brought by the overall image reaches to the culmination of the aesthetic stage - emotional resonance.

### 3.2 Arrestive information:

Image, especially the dynamic image, the attention it caused is not limited to physiological visual capture, but in the visual satisfaction and visual enjoyment psychologically. The viewer's ability to accept the visual information is often associated with emotional state. Frustration and bewilderment are no doubt to cause a decline in receptivity of visual information. [2] Therefore, let the audience feel at ease, and consider that it is necessary to convey information. Such information is particularly important to be showed on the stage, through actively attracting way, making viewers to understand the information transmitted on the stage is easy and simple, and it is easier to make the viewer feel emotional satisfaction.

## 4. INSTANCE ANALYSIS

In April 2013, our studio is invited to cooperate with Beyonce's own director- Ed Brooke in New York, jointly participating in the interaction design and production of dynamic graphic on the stage of Beyonce's 2013 world tour. The concept of interactive dynamic graphic design is putting the mobile LED screen, stage lights and dancers in three-dimensional interaction and fusion to create a new interaction that is different from Beyonce's previous stage performances. The typical example is the song 'I Miss You': the LED screen will be dropped down to the behind of the superstar from above in the dark, the speed of the dynamic graphic in the screen and the falling of screen is unified, and finally illuminates Beyonce together with lights so as to create a ubiquitous magical experience of screen effects.

## 5. CONCLUSION

We know that dynamic graphic design has strong interest arousing effect, dynamic graphic design makes images become the focus of vision, and also let it become the focus of attention, because of this, it is used in stage performance to make the sights of people follow the dynamic effect and achieve the enjoyable and memorable result. Most of the visual information in dynamic graphic design, whether it is true or not, it is transmitted by way of stage performance with the aid of the motion of overall image. This is a new representing way of culture, we should vigorously promote this form of stage performance, the genesis show of Beyonce is just a start.

## REFERENCES

- [1] Xu Hengchun, *Aesthetics of Design*, Tsinghua University Press, the 2006 edition, 74.
- [2] (America) Jane, D SuoJi O Grady & Ken, D SuoJi O Grady, *Information Design*, translated by Guo Cong, Beijing Yilin Press, 86.