

## Research Article

# Simplifying the Process of Designing Motion Graphics for Content Creators

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**ORCID**Arif Sutrisno: <https://orcid.org/0000-0003-4093-1339>**Abstract.**

Animation, apart from being able to make digital content more interesting, is also able to convey information to make it more effective. Content creators, whether in the fields of education, advertising, or entertainment need to use animation, especially motion graphics, to increase the value of the content they create. However, many content creators have difficulty designing animated content with a simple and fast method. The purpose of this research activity is to design a motion graphic using the Animaker software. This process is a guide for content creators in making animations with simpler and faster methods. The method used is design. This process includes data search and analysis, scripting and storyboarding, asset customization, animation, editing, and rendering. The result of this design is a motion graphic bumper video/intro for educational content.

**Keywords:** designing animation, motion graphics, content creator, Animaker

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## 1. Introduction

The role of animation is very important, especially in the development of the digital world today. Digital content in various platforms such as social media, websites, applications, and others cannot be separated from the animation element. Although the content is in the form of video documentation, at least there are elements of text animation and certain effects. Gadgets and all types of media that can present digital images can also present animation elements [1].

Animation is a moving image [2]. But more than that, animation is also an image that looks as if it comes to life. This is in line with the notion of animation itself which comes from the Latin *animare* which means to make it live [3]. Animation, apart from being able to make digital content more interesting, is also able to convey information to make it

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more effective. According to Sutrisno [4] animated films are able to make the learning process easier to understand. In addition, the results of a study by Elling and Vries [5] show that the use of animation is relatively more effective in conveying information through websites related to smoking cessation than plain text.

Motion graphic is a type of video that uses animation to convey a message. Motion graphic is a combination of film and graphic design in the form of pieces of time-based visual media [6]. In motion graphics, digital content is made more dynamic by adding elements of graphic animation. This makes motion graphics capable of making ordinary images or videos more interesting and illustrative, so that the message to be conveyed becomes clearer. Therefore, developers of digital content or what are often referred to as content creators, whether in the fields of education, advertising, or just entertainment content, need to take advantage of motion graphics to increase the value of the content they create.

According to Kurniawan and Gabriella [7] content creator is related to someone who makes profit from content such as writing, images, video, sound, to a combination of them. Recently, the number of content creators is increasing. Based on data from Sociabuzz via [8], the number of content creator registrants has tripled without special promotions during the covid-19 pandemic. The highest increase from the Gen-Z segment is up to 51.56%. Gen-Z (generation Z) are people born between 1995-2010 [9]. Therefore, content creators are currently dominated by students and college students.

However, many content creators have difficulty designing animated content that fits their needs. So far, they have used animations downloaded from the internet so that the amount of content they present is limited and tends to be less original. This is because content creators are required to create content regularly and upload it regularly to social media. The duration of this upload can be once a week or even every day. If the animation is made using animation software fundamentally, the content creation process will be very long and cannot adjust the targeted content broadcast schedule. Therefore they need a simpler animation design method so they can create animated content faster.

Currently there is software that helps content creators create motion graphics instantly. The features offered are relatively simple so they are easy to operate. An example is the Animaker application. This application provides a variety of image templates, animations, and audio. Creators just need to structure each of these elements and adjust them to the timing they need. The production process becomes shorter and

more efficient. The aims of this research are (1) to design a motion graphic using Animaker software, (2) to find out the degree of simplification of the animation design process using Animaker software.

## 2. Method

In general, the aim of this research is to find a simpler process related to infographic animation design. Therefore, this study uses a case study of the process of designing animated infographics/motion graphic bumpers/intros for educational content using the web-based software Animaker. To determine the simplification aspect, the animation production process using Animaker is compared with the conventional digital animation production process. From here it can be found the extent of the simplification process.

For the method of designing animated infographics/motion graphic bumpers/educational content intros using the web-based software Animaker, the first thing to do is find data and conduct needs analysis related to bumpers/intros for educational content. The next step is to compile a script and storyboard as a reference for the concept of animation. The next step is to customize the required assets such as characters, backgrounds, properties, audio, and text. After the assets are arranged according to the storyboard, the next one starts to be animated. After the animation process, next is the addition of effects. After all is done, the resulting animation is then rendered and ready to be published.

To identify the extent to which this method can simplify the process of designing animated infographics/motion graphics, the comparison method is used. The conventional animation designing process pipeline is compared to the animation designing pipeline with Animaker. The comparison results were then analyzed.

## 3. Result and Discussion

### 3.1. Data Search and Analysis

This stage is the basic stage for determining the design concept. The data search process is carried out by observing the opening/bumper animations on the YouTube channel of creators with educational themes. The channel used as study material is How Can? and Yufid EDU.

On the Kok Bisa channel, the opening/bumper animation looks quite simple. They play the font/writing "how come" to be animated on a red background. There are several variations of animation. The first variation is the text "how can you" be animated with the zoom in technique with the addition of an overlapping action. The second variation uses a masking technique with the addition of an electric circuit effect on the words "how come" with a red background. Animation duration 3-5 seconds.

On the Yufid EDU channel, the use of graphic elements is more diverse. Intro/Bumper channels tend to use existing properties in schools to support their educational theme. There is an animated book object that opens when the camera zooms out. At the same time, there are animated sketches that make up the Yufid EDU logo located right next to the book. All animations are presented in a hand drawn background of various graphics on grid paper. All animations are then transitioned using the fade out technique to the Yufid EDU logo page. Animation duration is 5 seconds.

Based on the results of the study above, it can be found the characteristics of the animated intro/bumper of educational content, namely: (1) the main object that is animated in the form of the channel's writing/logo, (2) the use of animation is very simple, which is just a game of camera techniques such as zoom in/ zoom out and masking, (3) very short duration of no more than 5 seconds, (4) using existing properties in schools/educational institutions. Therefore, the animation concepts presented in this design are: (1) animating the text/logo, (2) the use of simple animation, (3) the duration of 5 seconds.

### **3.2. Scripting and Storyboarding**

In the scripting and storyboarding stages, animation scenarios and visualizations are made. The animation flow is: (1) there is a very small "Educational Content" text, (2) the camera zooms in so that the text looks bigger, (3) there is an overlapping action animation on the text. From this scenario, 3 panels of storyboard images are needed.

### **3.3. Asset Customization**

At this stage, customization is done by selecting the type of font and writing it on the stage. It also chooses the appropriate background and places it on the stage. Background and font types have been provided by Animaker.

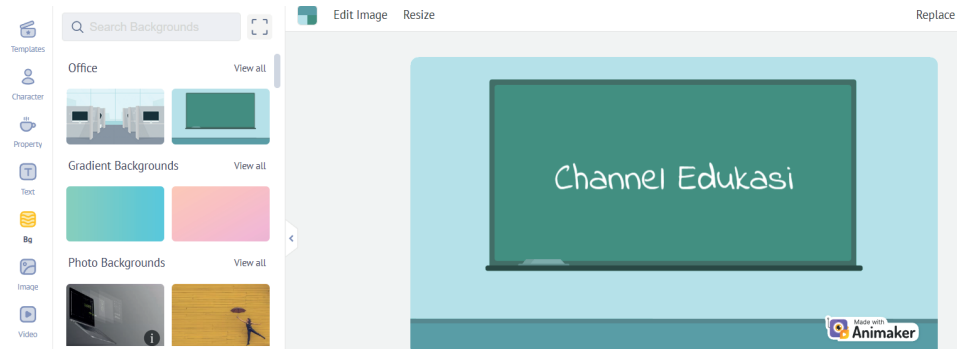


Figure 1: Asset Customization in Animaker.

### 3.4. Animation

The animation process is done by selecting the desired type of animation. By default, Animaker provides animation templates of rotate, popup, fade, enter, wipe, blinds, stripe, move, irish, split reveal, circular reveal, reveal, specials, split center, and hand. All types of animations can be adjusted for direction, duration, and use for enter animation or exit animation. For the design, the type of pop center animation is selected with the enter animation category.

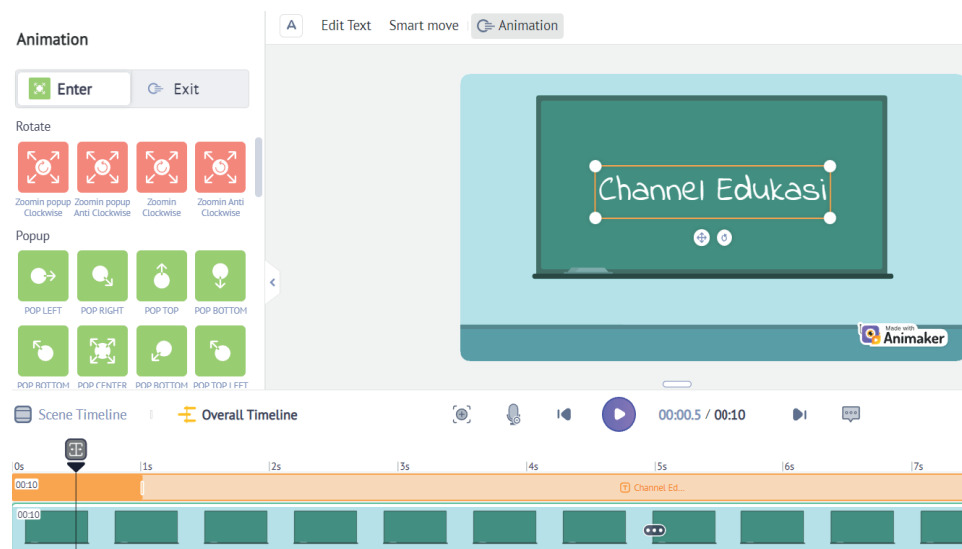


Figure 2: Animate Process in Animaker.

### 3.5. Compositing

Compositing is the stage of giving effects to the animation. To give the effect simply choose from the templates provided by Animaker. In this design, a diagonal slide animation screen effect is used.

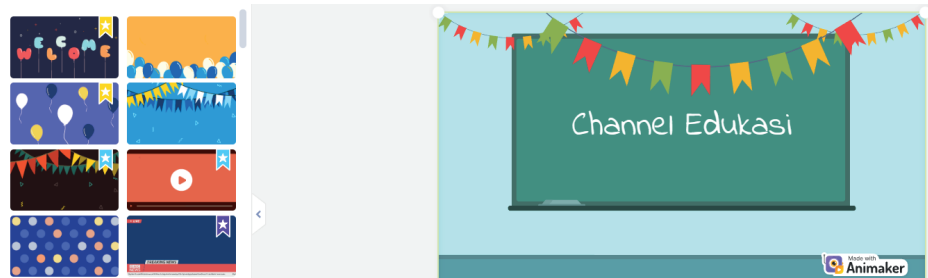


Figure 3: Giving Effects in Animaker.

### 3.6. Rendering

Rendering is the stage of converting the results of an animation project into a video form that is ready to be published on a particular platform. In this design the rendering process is done by selecting the Publish button, then selecting download video. The selected video specifications are HD 720p and file type MP4.

### 3.7. Comparative Analysis

TABLE 1: Table Comparison of Conventional Animation Pipeline with Animation Pipeline Using Animaker.

Stage	Conventional Animation Pipeline	Animation Pipeline Using Animaker
Pre Production	1. Data Search and Analysis	1. Data Search and Analysis
	2. Scripting and Storyboarding	2. Scripting and Storyboarding
	3. Concept Visual Development	3. Asset Customization
	4. Recording Audio	
Production	5. Sketching Key Animation	4. Animation
	6. Sketching Inbetween Animation	
	7. Cleaning Up Animation	
	8. Coloring Animation	
Post Production	9. Compositing	5. Compositing
	10. Editing	6. Rendering
	11. Rendering	

Based on the table above, it can be seen that there are differences in the number of stages between the Conventional Animation Pipeline and the Animation Pipeline Using Animaker. Conventional Animation Pipeline has 11 stages, while Animation Pipeline Using Animaker has 6 stages. Animation Pipeline Using Animaker can simplify the animation design process by up to 55%. Therefore, it can be concluded that the process of designing animation using Animaker software is simpler than the process of designing conventional animation. Animaker software can be a recommendation for content creators in designing animation-based content.

## 4. Conclusion

Designing animation using Animaker includes (1) data search and analysis, (2) scripting and storyboarding, (3) asset customization, (4) animation, (5) compositing, and (6) rendering. The process turned out to be simpler than conventional designing animation. This method can be a recommendation for content creators to design faster animation-based content.

However, in this study, the type of animation used is motion graphics, so the results are not necessarily relevant to other types of animation. In addition, this study only measures the level of process simplification and has not measured the level of effectiveness and quality of the final result. Future research is expected to be able to review these two aspects further.

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