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A STUDY ON DEVELOPMENT AND CURRENT APPLICATION OF MOTION GRAPHIC IN TAIWAN'S POPULAR MUSIC

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Abstract

With the advances in technology, the way of communications has become more diverse. Motion graphic combines graphic design, animation design, and film languages. Motion graphic is a new industry with intense performance styles and can be used in different media and platforms, such as commercials, music videos, film and television titles, web pages, and various display screen sizes, etc. Because motion graphic is a non-narrative time-based media, mostly it combines with music. The Taiwan 25th Golden Melody Awards introduced motion graphic design for the first time in 2014. This changed the monotony of past awards ceremony and reignited audience's attention and discussion, as well as sparked a wave of motion graphic within the country. Through in-depth interviews with some industry experts, this study has defined the concept of motion graphic, analyzed its applications and development in popular music, and explored its future trends. The results of the study show that motion graphic is a

cross-domain integration. With the appearance of interactive technology products, motion graphic strengthens the connection between the media and the audience, bringing different interactive experiences to the audience. The development of the Internet has also led to the spread of motion graphic due to high image quality, which has changed the speed of message dissemination and the way people listen to music. Because motion graphic has the advantage of actively transmitting messages, it has three main applications in popular music, which are music videos, concert video design, and the visual presentation of award ceremony. It is an inevitable trend that future music will be presented in the form of motion graphic.

Keywords

Motion Graphic, Popular Music, Visual Communication

1. Introduction

1.1 The Cross-Domain Integration of Taiwan's Popular Music

In recent years, the advancement of network technology has formed a wave of digitalization. Music has been an essential element of commentary life. Due to the emergence of piracy and streaming platforms, popular music industry nowadays has transformed its form and structure towards digital, video, music and other entertainment forms.

According to "Taiwan Pop Music Industry Survey of 2015" from Bureau of Audiovisual and Music Industry Development in Taiwan, the compound growth rate of industrial music sales had reached 30.08% from 2011 to 2016 by popular music performances.

In addition, the market of Taiwan's popular music focuses on digital music. More singers have turned to online platforms to market their music. Therefore, the music market has changed to concerts and digital mode operations, and the value of music has been redefined (IFPI, 201).

It can be seen that the performance has become a growth kinetic in the music industry's innovative model. The concert not only allows the singer to interact directly with the audience, but also reinterprets the music in terms of vision and technology. The related industries, such as performance general coordinator, visual design, stage design, have also become part of the industry chain.

Visual technology such as animation and multimedia applications is now a significant part of the music industry (Holt, 2011), and the development of the popular music industry is inseparable from technology.

1.2 The Use of Motion Graphic

Motion graphic is composed by a series of visual elements, based on animations of visual transitions. Motion graphic is non-narrative and non-figurative time-based media (Tang, 2012). Motion graphic combines film material and animation technology to create a dynamic feeling. Common applications are used as titles, advertisements, games, and interactive devices for different types of media.

The development of science and technology has made the way of communication more diverse, and has extended many new motional forms. In the 21st century, the new category of graphics design deals with not only the problem of flat images, but also the image of sound, light, and animation (Li, 2002). Motion graphic design is a new visual representation. Researcher Krasner Pointed out that time is an important force in visual communication, which broaden the space for graphic designers to think. Graphics change over time. Motion graphic design combined graphic design, animation design, and film languages. So, it is abundant in expression and often uses the art style of mashups to make motional images more diverse (Pang, 2015). Gengming Liu, the creative director of Bito Studio in Taiwan, once said that each image of motion graphics must conform to the basic elements of graphic design. Different from graphic design, the concept of time is added to motion graphics (Beautimode, 2016). Therefore, comparing with graphics design, motion graphics design is a more intensive in communication because of time.

Motion Graphic Design is a purposeful creation of images in time and space, focusing on planar structure and sound. Image duplication, contrast, direction, size, speed, shape, and color changes can create simple messages that are suitable for today's new media formats (Evans, 2005). thence, motion graphic design has the function of transmitting information. According to Jiangtao Tong (2012), motion graphic is different from traditional animations. They are time-oriented visual design art, which is non-narrative and non-figurative. Comparing with traditional animation, motion graphic is more informative and practical. The creative style is usually more experimental. It can convey complete information in a short time, and deepen the viewer's personal experience and increase the recognition of the theme. Feelings and sense of input, which is suitable for today's rapidly changing social characteristics (Pang, 2015). Motion graphic is often combined with videos, movies, music or illustrations (Byrne & Braha, 2012). It's appearance is diverse. The most common applications are movies and TV titles, web pages,

advertisements, music videos, interactive devices, concerts, etc., and can be presented in 2D or 3D (Krasner, 2013).

To sum up, we can know from the researchers' definition that motion graphic design is like graphic design, but with more dynamic visual effects. Therefore, we interpreted motion graphic design as dynamiting images, adding time concepts and presenting them in a variety of artistic styles, including: images, film production and motion design. Since motion graphic is non-narrative as described by the scholars above, most of the works are presented with music to enhance the viewer's audiovisual experience. In the popular music industry, whether it is music video or concert video design, it has become a visual effect to auxiliary music.

With the popularity of the Internet and mobile devices, and the convenience of network communication, motion graphic has penetrated into the network and mobile applications. The rapid development of the Internet has made the audience expect to get information quickly, so motion graphic is widely used in image formats such as “for dummies” videos (Breaking Point, 2016). Also, multimedia such as performances are slowly entering, emerging media are constantly evolving, and motion graphic combined with interactive devices and performing arts will evolve into diverse forms in the future.

1.2.1 The Application of Motion Graphic

Motion graphic has now been broadly used. According to the book: “Motion Graphics Design: Applied History and Aesthetics”, the three categories of motion graphic applications were proposed by Researcher Krasner (2013) into the following table:

Table 1: Motion Graphic Application

	Film and television	Interactive media	Environment
Induction	The film title is the first impression that the audience experienced. which evokes the audience's recognition and expectation of the film After the lights dimmed, The TV program is packaged to preview the content and the	Motion graphic are incorporated into the interface, and user characters become active participants. A good design experience enables users to add a sensory experience, and	The digital signs provide short information, and the motion graphic application in the show demonstrates a visually spatial

	name of the viewer. The main purpose of music videos is to promote the songs.	dynamics can enhance the user experience process.	experience.
Application example	Film titles, TV channel packaging, commercial films, music videos	Banner title, website, multimedia, mobile app, Gif images	Digital sign, Exhibition and Performing Arts, Immersive Environment

Therefore, based on the research background above, the principal objectives of the study were as follows:

- To analyze the application of motion graphic in Taiwan's popular music.
- To analyze the development of motion graphic in Taiwan's popular music.
- To analyze the current situation and development problems of motion graphic applied to popular music in Taiwan.

This study analyzes the current state of motion graphic in Taiwan's popular music, summarizing the main questions of the following research:

- What are the applications of motion graphic in Taiwan's popular music?
- What is the current state of motion graphic used in Taiwan's popular music?
- What is the development of motion graphic in Taiwan's popular music?
- What are the development issues and future trends of motion graphic in Taiwan's popular music?

It is hoped that the results in this research could serve as the basis for a study of motion graphic application.

2. Research Method

Based on the above, this study explores the general situation of popular music and the application of motion graphic in the literature. This study aims to combine popular music and motion graphic, and to analyze the development and application of motion graphic in Taiwan's

popular music. The method to carry out this study was In-Depth Interviews, which included questions and statements to which the participants were expected to respond objectively. We filtered eight executives from the motion graphic design studios and animation companies in Taiwan. The data collection sessions each lasted about one hour and were conducted at roughly one month interval. In addition, the interview questions were extended from the research purposes and questions, and an interview outline was drawn up. After the interviews and collation, the conclusions were analyzed.

2.1 The Interview Outline

This study is based on the collation of the literature, based on the research objectives and questions to develop an interview outline. The related interview questions are as follows:

- What kind of work you have done that was related to popular music in the past?
- What applications of motion graphic are currently included in popular music in Taiwan?
- What do you think is the current stage of motion graphic in popular music in Taiwan?
- What is the development of motion graphic in popular music in Taiwan?
- What are some difficulties in combing motion graphic with popular music?
- What is the hardest part for motion graphic design to cooperate with popular music?
- What are some problems do you think there are for motion graphic developing in Taiwan?
- What developments do you expect for the future of motion graphic applications?

2.2 Data Analysis Process

After the interviews were conducted for the interviewees, the recordings were converted into verbatim transcript. The verbatim transcript was used to organize, encode, and analyze the interview data. The verbatim transcript corresponded to the subject matter of the research purpose, and the steps of primary coding and secondary coding are carried out. Finally, the coding results were corresponding to the research questions of this research.

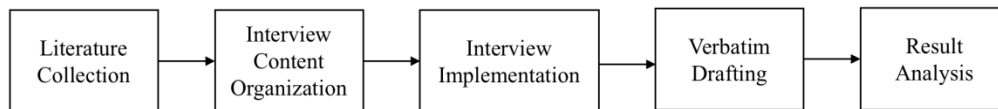


Figure 1: *Data Analysis Flow Chart*

2.2.1 In-Depth Interview Data Organization

In this study, we recorded the entire interviews, and converted them into verbatim transcripts, then marked the interview time, place, and length. Then numbered them in order, and made sure they are confirmed by the interviewees. After confirmation, the marks corresponding to the research topic were written into key concepts.

2.2.2 In-Depth Interview Data Analysis

We coded according to the key concepts of the research purposes and questions, and presented the content of the primary code in tabular form. Then the key sentences were sorted into the content of the intermediate code according to the research questions.

2.2.3 Integration and Induction

We integrated individual coded data, and listed appropriate subject titles which were responding to the research purposes and questions. And wrote down the analysis and discussion based on coding results to complete the study.

3. Results and Discussion

3.1 The Application of Motion Graphic in Popular Music

The study result suggested that, in addition to image design, motion graphic may attract the viewers with a lot of interesting dynamic performances. Making motion images combined with popular music focuses more on the rhythm of the picture. The most common applications of motion graphic in the popular music industry in Taiwan are music videos, video designs of music events, and visual designs of popular music awards ceremony. Secondary, there are online music programs, and lyrics videos.

A music video is a short film that matches a song. It is a cross-disciplinary medium that combines design and business. The main purpose of making music videos is to promote the songs and help the singers to show their unique styles. The image creation of music videos today is quite diverse, including real shots of live performances, animations, abstract styles, and narratives. The music video visualizes the music and enhances the visual effect of pure songs. Its ornamental and

visual effects are now greatly enhanced, and the images attract the viewers with visual and auditory content (Negus, 2011). Nowadays, singers in Taiwan tend to release lyrics videos as a leading video before music videos, which increases the exposure of the songs. Motion graphic design has become the core of creative performances, and its role in music videos is to enhance the meaning of the lyrics, create visual effects, or just show the title and specific style of the songs.

The video design of popular music events includes large-scale concerts, music and art festival concerts, and other large-scale activities. The popular music performance is a live experience, which is the collective creation of designers. The video design of such exhibitions needs to be combined with the application of multimedia. Concert video design is usually divided into two types: string field and song video. The material can be divided into 2D, 3D, and real shots. Since motion graphic is suitable for the use in immersive environments, the industry has incorporated motion images into live performances for more than a decade. As the stage design becomes more and more gorgeous, giant screen video and lighting design needs new way to synchronize with changing music (Krasner, 2013). With the large screen, the text and music can stimulate the imagination of the audience, extending the tension of the show and spreading the content farther. In addition, the motion image can not only convey the lyrics and image content, but also provides the light source of different colors of the performer, changing the mood of the scene and driving the style conversion.

Third, the visual design for the popular music awards ceremony. The Music-related Awards Ceremony is a demonstration of Taiwan's creation in Chinese music, including the KKBOX Billboard Awards Ceremony, and the Golden Melody Awards Ceremony, etc. The title and image design of the awards ceremony would let the audience know the information of the finalists. In 2014, the visual image of the 25th Golden Melody Award received much attention under the help of the news media. It visually broke through the traditional way of the past. The ceremony used multi-computer animation, image collage and other elements to become Taiwan's largest cross-border cooperation in motion graphic and visual design. And it has been affirmed by the film industry and the design industry, arising the attention of Taiwanese people to the creativity and vibrancy in the design industry. The motion graphic design of such awards ceremony also allows viewers to see the possibility of using motion graphic as a medium for creation, and to promote it into the level of art.

3.2 The Development of Motion Graphic in Popular Music

Compared to traditional static media, motion graphic has the advantage of actively transmitting messages. In the past, when Taiwanese people obtained information from flat media such as newspapers, magazines, posters, etc., they had to interpret the content of the image through their own views; However, motion graphic was a highly variable and immediacy expression. With a motional and visual experience, the readers are more aware of the process of the entire event, and the motion vision is more attractive.

Before the 25th Golden Melody Awards, motion graphic has been quietly developed for more than ten years in the popular music, but it is not known. It was hard to operate motion graphic in Taiwan because the design industry wasn't valued much. Usually, cases are made for foreign customers first, then domestic customers will start to pay attention. Because the familiarity in motion graphic in Taiwan was too low, the industry was too afraid to try. With the popularity of the Internet, the transmission of information has become faster. The spread of the Internet has contributed greatly, especially since the late repercussions after the 25th ceremony of golden melody award ended. Because of the development of the Internet, the advent of the data age and the image era has also accelerated the rise of motion graphic. The image format of the network video and audio series has the advantages of high quality, which has changed our reading habits and greatly accelerated the message. Imageization can re-interpret and become the content that people can digest and absorb. In the future, there will be fewer words. Images and movies will become mainstream. People may browse huge amounts of data every day, getting information quickly and efficiently, and it's even pleasing to the eye. It will be the goal that every user wants, and the features of motion graphic exactly meets the needs.

Many of performances and environments setting are creating motion graphic design to present visual, physical and spatial experiences. The application of motion graphic in the field of hologram and interactive design has considerable potential for development in the future in Taiwan. The reason is that the two are paired with new technologies and marketing techniques, which may take off the concept of motion graphic only for the art of pure viewing. For the viewers to have different interactive experiences, if the funds and budget are invested, motion graphic will be mostly used in exhibitions, and gradually expand to the award-winning ceremony and other small-scale activities, which will be closer to our lives. Also, Motion graphic creators need to be more popular in Taiwan.

The study explores the application of the motion graphic from a practical point of view. Also analyzes the application of motion graphic to the popular music. In addition, this study only focuses on popular music, and other uses of motion graphic were excluded. This study has outlined the integration of digital media, and the new revenue of the popular music comes from the network of cross-industry integration and live experiences. Therefore, the scope of this study includes motion vision online and the experience of motion visual design in music events.

3.3 Scope of Future Research

Since motion graphic is a new form of expression, there are still many aspects that is worthy of expectation. This research only focuses on the application status and current situation of popular music. So, it is recommended that future studies could focus on the perspective of the audience, or the other application motion graphic. We look forward to the future studies in this field.

3.4 Research Limitation

The research object of this research is application of motion graphic. The study was limited due to these reasons:

Because the motion graphic design industry is a new industry in Taiwan, there were not many interviewees we could reach. Hence, as this industry is still an emerging industry in Taiwan, it wasn't not easy to collect relevant domestic literature.

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