Research Article

# A Research on the Dynamization Effect of Brand Visual Identity Design: Mediated by Digital Information Smart Media

Peijie Yuan [1]*

[1] Ph.D candidate, Kyiv National University of Technologies and Design, Kyiv, Ukraine

* **Corresponding Author:** 61bu@163.com

| ARTICLE INFO | ABSTRACT |
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| | The article utilizes the literature research method, case study method, and practical verification method. The article discusses brand visual identity and motion graphics design principles. The article outlines dynamic brand visual identity design trends that digital information and AI enable. It explains AI generative models like GAN and diffusion models that generate graphics and effects. Examples like Stable Diffusion and Midjourney show AI's potential for diverse, abstract visuals in motion graphics. AI could also enable interactive effects by combining with AR/VR. Overall, AI can empower dynamic, personalized graphic design and branding. Key points are that dynamic design brings interactivity and better conveys brand meaning. Brand visual design is diversifying, with core brand image and dynamic performance reinforcing each other. AI can boost efficiency, innovation, and meaning in dynamic design. Though mainstream, 2D branding remains relevant. The article highlights the future potential of AI in motion graphics and visual storytelling, as it can generate new interpretations and experiences.<br><br>**Keywords:** Brand Visual Identity, Dynamic Design, Digital Information, AI. |

## INTRODUCTION

The brand is a product of the modern commodity economy and is a competitive tool for enterprises in the market. The visual image of a brand is an invisible bridge between the enterprise and the consumer. The word "brand" originates from the ancient Norwegian "Brandr", meaning trademark. As the commodity economy developed, the connotation of brands expanded; visual image design plays a vital role in branding (Foxall & Schrezenmaier, 2007) by intuitively and impactfully identifying brands through media, being the most important form of brand identification.

Determining visual hierarchy is a crucial aspect of visual communication and one of the elements of the success of the whole product. An excellent visual hierarchy can efficiently organize and plan the page elements so that the visual content is easy to understand, as shown in **Figure 1**, making it easier for the viewer to get from the "beginning" to the "endpoint" of understanding.
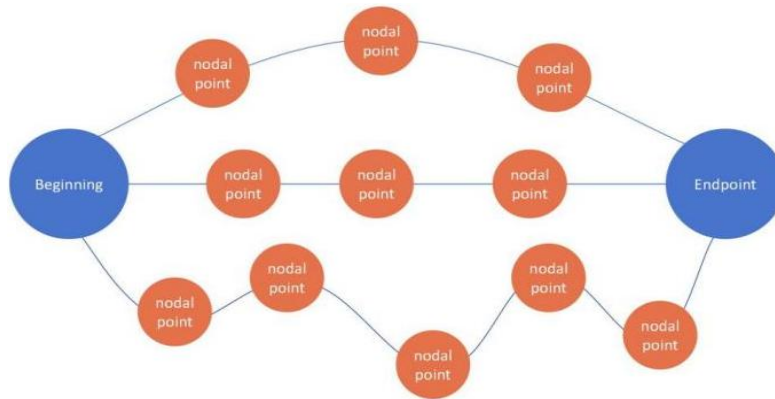
**Figure 1.** Different Path Nodes In Messaging (drawing by the author)

The typical process of constructing the visual information hierarchy (Hoffman, 1975) in conventional design involves ensuring ease of use and incorporating white space (Golombisky & Hagen, 2013) in the graphical interface, making the golden ratio (Livio, 2002), effective use of colour (Collopy, 2000), font design (Liu, Yu, & Zhang, 2016), etc. Dynamic design will deepen the logical thinking by one dimension compared to static design, enhance the logic of the design, and have the advantages of promoting the conversion of business goals and optimizing the visual trajectory of guiding users.

Motion graphic design is an integrated visual form, through the combination of different visual performance elements for the creation of prototypes in the early stage of production is still based on the principle of plane, and then through the intervention of film and television animation output of the final result of the performance method, to the audience have a dynamic film and television experience. In traditional media, the space for designers to play is the creative design of plane layout. However, dynamic design needs to add movie and television elements on this basis to make it rich in more connotations. In addition, this form is increasingly in line with the current trend of information, to meet the user's visual expectations. American artist Matt's understanding of dynamic graphics is that different from the characteristics of film and television, dynamic graphic design is the use of dynamic forms to design graphic information elements (Babic, Pibernik, & Mrvac, 2008; Betancourt, 2020; Geng, 2016), well suited to the current media upgrades and information diversification of the times. Binned is a young social platform brand based on creating a youth community. In order to attract more young users, the brand has made a dynamic design for its logo. The dynamic design of the Binned is shown in **Figure 2 (a)** and **Figure 2 (b)**, portraying a youthful, energetic brand.



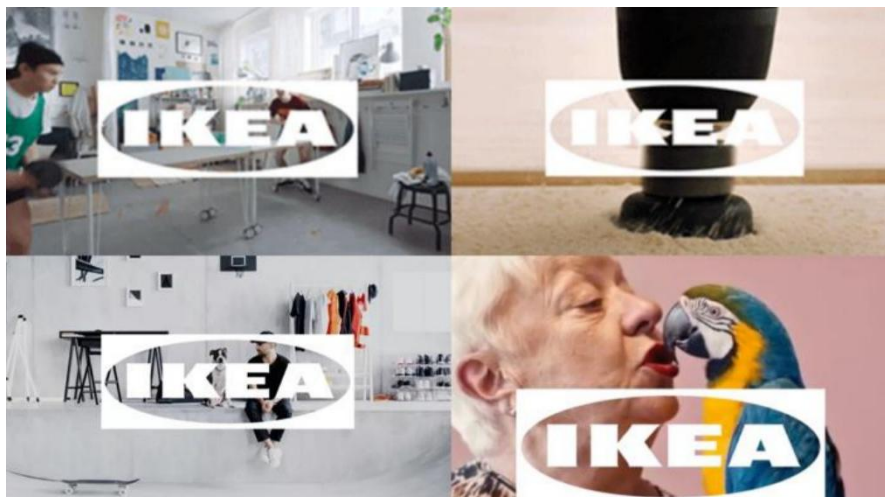**Figure 2 (a).** The Dynamic Design of the Binned



**Figure 2 (b).** The Dynamic Design of the IKEA

# OVERVIEW OF THE DEVELOPMENT OF BRAND VISUAL IDENTITY DYNAMIC DESIGN IN THE AGE OF SMART MEDIA

## The Future Trend of Smart Mediatization of Media

Suppose the emergence of online media in the Web 1.0 era marks the connection of "content", and the prosperity of social media in the Web 2.0 era marks the connection of "people". In that case, the advent of the era of intelligent media after the Web 3.0 era marks the connection between things and things (Guan, Ding, & Guo, 2022). In the Web 3.0 era, with the development of deep learning, language modelling and other digital technologies, artificial intelligence has made greater progress. The new generation of the Internet is not only capable of combining information, but also of reading and understanding information like human beings, and carrying out autonomous learning and knowledge reasoning in a human-like manner (Kung & Hwang. 1998), thus providing more accurate and reliable information for human beings, and making the interaction between human beings and the Internet more automated, intelligent and humanized. The characteristics of smart mediatization include three aspects.

Everything is media: the media in the past was human-led media, while in the future, machines and all kinds of intelligent objects have the possibility of mediaization. Human-machine unity: intelligent machines and intelligent objects will integrate with human intelligence and work together to build a new media business model. Self-evolution: The media of human-machine unity has the ability of self-evolution, and the machine's ability to understand people's hearts and minds, and the human's ability to master the machine will promote each other.

From a technological point of view, today we are at the dawn of the smart media era (PenLan, 2016). Social media applications, mobile Internet technology, big data technology, and cloud computing provide the essential technical pavement for media intelligence. In addition to mature social media applications, artificial intelligence, Internet of Things, VR/AR, etc., provide a more direct impetus for media intelligence in terms of new devices, new connections and new interactions.

## Dynamic Design Trends in Brand Visual Identity

The development of dynamic design can be traced back to the book "The Illusion of Life: Disney Animation," which was published by Disney animators Ollie Johnston and Frank Thomas in 1981, in which 12 different categories (as shown in **Table 1**) were introduced, and the guiding principles of dynamic design were elaborated in different categories.

**Table 1.** The Twelve Laws of Dynamic Design (Hoberman, 1982)

| Aspect | Specificities |
|---|---|
| Squeezing and Stretching | A moving object is crushed or stretched during its motion, thus reflecting various properties of the object. |
| Overstating | Animation is not merely a reflection of the natural world but brings together the possibilities of life's high points and surprises, and sometimes the impossible. |
| Preparatory Movement | The intention of the preparatory movement is twofold: one is to attract the attention of the audience; the second is to accumulate the kinetic energy required for the movement. |
| Composition and Layout | Setting up a scene and presenting the objects we need to present will be the focus. |
| Critical Actions and Continuous Actions | This is often referred to as frame-by-frame animation and keyframe animation. |
| Follow and Action Overlap | Follow-through refers to physical phenomena such as the natural fluttering or delayed movement of animal ears, clothing, and hair under the unconscious control of the character. Movement overlap, on the other hand, refers to the time difference between various parts of a character's limbs during the performance of an action. |
| Gradually In and Out | In nature, there is rarely a state of equilibrium in the movements of living creatures or other phenomena, and in the case of human body movements alone, if they were all carried out at an equilibrium speed, they would look more like robots than human beings. |

| Aspect | Specificities |
|---|---|
| Arc of Motion | A lot of arc trajectory is not visible to the naked eye, but there is indeed such a trajectory, such as fireworks, aeroplanes flying over the ribbons, and highway traffic at night, there are trajectories to follow. |
| Secondary Animation | The so-called secondary performance movements are additional physical performance movements outside the main movements that help to express the inner state of the character or the character's personality. |
| Time Control | Speed is a critical element of animation, and good time control refers to a sense of speed that looks lively, interesting, and natural. |
| Drawing Three-dimensional Elements | Refers to drawing shadows, drawing the volume, weight, etc. of the screen, including the effect of lighting, and displaying the 3D world on a 2D screen. |
| Attraction | This principle is very high for animation, even too high to reach. Animated characters should have unique personality and appearance that attracts the audience. |

With the popularity of dynamic art, film and television special effects, column packaging, animation CG, video advertising, UI animation, etc (Tian, 2023)., more and more industries began to sprout more dynamic creativity. After all, static graphic content is no longer the absolute mainstream, the inherent advantages of dynamic design can better suit the development of the age of people's sensory appeal. The most intuitive manifestation of the changes brought about by technology is the upgrading of design and the breakthrough development of rendering technology, which is no longer constrained by the limitations of creativity under hardware and software. For large companies, the hardware and technical support for dynamic expression is no longer a challenge, but rather a matter of creative imagination and perfect implementation.

### Digital Information Intelligence Media Helps Brand Visual Identity Design Dynamically

Today, as the entire design field tends to diversify, it is hard to see a single design style dominating the field. Instead, there are a variety of unique styles that have matured in their respective fields and are now moving from niche to popular endeavours, and even using the word "trend" to describe them is a bit too strong. These design directions are not necessarily the most popular choices, but more and more brands and designers are favouring them. They are often applicable in a variety of categories and can be useful and informative for designers who want to break out of their inertia and seek fresh styles.

Due to the barriers from time, space, culture and other traditional media can only be interrupted, while the digital technology produced by the era of smart media, greatly improves the dissemination of information (Xu, Chen, Zhang, & Hwang, 2019; A. V. Rao, M. S. Rao, & J. D. P. Rao, 2023), to solve the problems caused by the time and space and other aspects of the problem. With the expansion of communication technology and the speed of dissemination, the means of obtaining information have become richer and richer, and the content of information has become more accurate and effective. Intelligent technology is widely used in all aspects of media operation, significantly improving the efficiency and coverage of communication.

## METHODOLOGY

### Literature Research Method

Collecting and reading related literature and information, self-study of related theoretical knowledge, recording the main points related to the topic as presented by the authors, summarizing and concluding.

### Case Study Method

Find the cases of excellent brand image dynamic design at home and abroad, and analyze the key points of the dynamic interpretation of different brand components.

### Practice Verification Method

Combined with specific actual cases, the dynamic design of the brand image is practised to verify the feasibility and practical application value of the thesis research method.

# IMPACT OF AIGC TECHNOLOGY IN MOTION GRAPHICS DESIGN

## AIGC Technology Principle

AIGC is a computational model based on deep learning, which can automatically extract features from images by learning a large amount of data and performing tasks such as classification, detection, segmentation, etc. (Yang & Lee, 2023). At the core of AIGC is a deep neural network, which consists of multiple layers of neurons, each of which extracts different features. Currently better known one is ChatGPT, a prominent result born from the use of NLP (natural language processing) research, which utilizes Transformer technology with artificial feedback for reinforcement learning, making it a chatbot with self-learning capabilities.

## NLP Pre-training Model

Computer language is a binary composed of "0" and "1", so the computers to complete the task of interacting with people must be through the NaturalLanguageProcessing (NLP) technology. The transformer was first proposed for the machine translation task, and its basic architecture is shown in **Figure 3**. Transformer model's core self-attention mechanism (Self-attention) makes it more adept at dealing with different types of data relative to traditional deep learning networks such as RNN (Recurrent Neural Network) and CNN (Convolutional Neural Networks), which have better parallelism and globalization (Vaswani et al., 2017).

The core of NLP is semantic understanding, and in order to ensure that computers can learn efficiently, semantic connections need to be established in advance, i.e., pre-training. Through a large number of training sets containing labels to vectorize the text utterances (Kang, Cai, Tan, Huang, & Liu, 2020), and then in the downstream application of the specific parameters of the model tuning, so that the model can better match the task (Shi & Z. Wang, 2022).
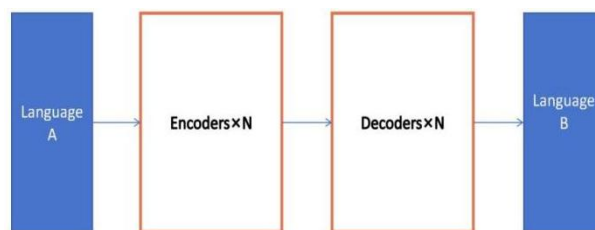


**Figure 3.** Transformer Model Architecture (drawing by the author)

## Multimodal Model

In 2019, Google released VideoBERT to expand the Transformer to the "text-video" domain, which verifies the feasibility of Transformer pre-training for multimodal learning (Sun, Myers, Vondrick, Murphy, & Schmid, 2019). In 2021, OpenAI proposed a CLIP model based on Transformer pre-training, which extracts text and image features respectively and compares them to obtain the similarity of "text-image", making the two different modalities similar. The CLIP model proposed by OpenAI in 2021 is based on the pre-training of Transformer, which extracts the features of text and image respectively and compares them to get the similarity of "text-image" so that the data of two different modalities can be related. (Radford et al., 2021)

## Generative Models

Generative models are used for modelling data, generating text, images, videos and other content, and the mainstream generative models are Generative Adversarial Networks (GAN) and Diffusion Model.

(1) Generative Adversarial Networks

The framework of GAN contains two modules: Network Generator (Generator) and Network Discriminator (Discriminator) (Goodfellow et al., 2020; Creswell et al., 2018; K. Wang et al., 2017) The task of the generator is to fake the initial noise of the input into new content that is similar to the real content, and then the authenticity of the fake content is checked by the discriminator. When the generated content can "fool" the discriminator with maximum probability after several standoff training, the model is able to generate an optimal image that is sufficient to "fool" the real content. When the generated content is able to "fool" the discriminator with the highest probability after several confrontation training, the model is able to generate an optimal image that is sufficiently "fake".The basic principle of GAN is shown in **Figure 4**.
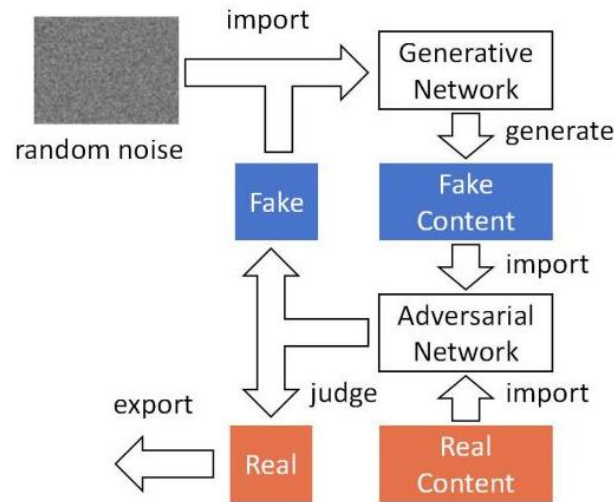
**Figure 4.** Basic Principle of GAN (drawing by the author)

(2) Diffusion Model

The diffusion model is a process of continuously adding noise in the forward direction and generating new content based on different levels of noise in the reverse direction as shown in **Figure 5**. The diffusion model tries to learn the noise distribution, and its performance surpasses that of GAN in the task of image generation (Ho, Jain, & Abbeel, 2020; Nichol & Dhariwal, 2021).
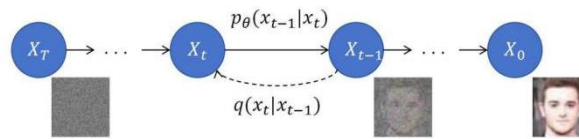


**Figure 5.** Diffusion Modelling for Graph Noise Addition and Denoising Principles (drawing by the author)

# SCENARIO ANALYSIS OF THE APPLICATION OF AIGC TECHNOLOGY IN DYNAMIC GRAPHIC DESIGN

There have been a number of application cases demonstrating the potential that AIGC can be used in dynamic graphic design.

## Stable Diffusion Software

Stable Diffusion is a text-to-image model based on Latent Diffusion Models (LDMs) proposed by Stability AI in 2022, and the paper and code have been open-sourced (Rombach, Blattmann, Lorenz, Esser, & Ommer, 2022). In the field of dynamic graphic design, Stable Diffusion can generate various abstract and fantastic graphic effects by combining keywords (prompt) through text-to-image and image-to-image, thus creating richer and more diverse dynamic graphic effects. Due to the open-source nature of Stable Diffusion, it is possible to use a variety of models and plug-ins to refine the style of the assisted image generation, such as the OpenPose model can be generated to control the skeletal pose of the character, etc. Stable Diffusion can obtain the relationship between the image and the text used to describe the screen; it can be achieved through successive text with the Prompt description to obtain high-quality static graphics output.

## Midjourney Software

Midjourney is an independent studio organized by founder David Holz developed by the AI digital generation of painting model tools. Midjourney can be described through the system's keywords and then automatically generate a variety of forms, colours and effects of graphic elements that can be simulated in different scenarios and reactions to enhance the expressive power of the dynamic graphic and innovative. At the same time, Midjourney can also be based on the system's keyword description of the graphic elements to obtain high-quality static graphic output. Moreover, Midjourney can also be optimized and adjusted according to the user's feedback and prompt words (Borji, 2022). The difference between Midjourney and Stable Diffusion is that Midjourney is a

fully paid service and is not open source, so its controllability and extensibility will be a little lower. However, due to the convenience of its operation, combined with ChatGPT's programmed self-generation and Midjourney's image-generation function, it can greatly simplify the process of producing the effect image.

### Impact of AIGC on the Field of Motion Graphics Design

Availability of AIGC in The Field of Motion Graphics

Motion Graphic is a time-based graphic that enhances the user experience through dynamic effects. It plays an important role in the modernized and informationized smart media era, which has the functions of mandatory, efficient and dynamic interactive multi-information communication. In the application of dynamic graphics, AIGC can play its powerful function. The deep learning nature of AIGC makes it possible to automatically generate graphics with a high degree of realism and utilize it in the creation of dynamic graphics, through which graphic elements with dynamic effects can be generated, such as dynamic logos, dynamic banners, dynamic artworks, dynamic movies and so on. Compared with traditional manual design, using AI to generate graphics, this self-learning mode that can be infinitely iterated in dynamic graphic design can save time and cost, greatly improve the efficiency of creation, as well as generate more diverse and innovative graphic effects.

The Future of AIGC in Motion Graphics Applications and Its Impact on the Industry, the Creative Process and the User Experience

With the continuous development and innovation of AI technology and the iterative self-learning ability, the future will be very promising, and it's foreseeable that the combination of AIGC with other technologies will realize more vivid graphic image effects (Rombach et al., 2022). For example, by combining Augmented Reality and Virtual Reality technologies (AR and VR), it is possible to make dynamic graphic effects that can be interactive (see **Figure 6**). In the steps from Figure. a to Figure. c, it is demonstrated that from the initial planar drawing stage of the two-dimensional space to the analysis of the spatial structure of three-dimensional perception, and finally the design upgrading of the model in the three-dimensional space through the AR technology is realized in the reality. In addition, the generated graphics can also be automatically generated according to the user's personalized needs and interests, so as to improve the user's personalized experience and satisfaction, which in turn stimulates the designer's imagination and creativity, and promotes the designer's innovation and breakthrough in the creative process.
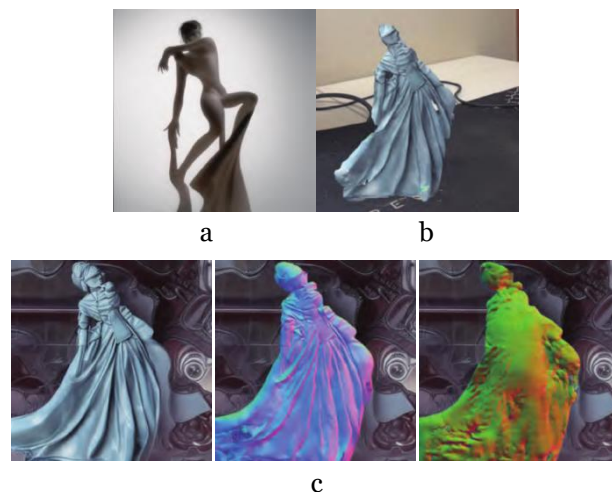


a                    b

c

**Figure 6.** Interactive Motion Graphic Effects by Combining AIGC with AR and VR Technologies (Du et al., 2023)

## DYNAMIC DESIGN PRACTICE FOR BRAND VISUAL IDENTITY DESIGN

Dynamic visual image design has a great advantage in the visual expression of the brand, which can efficiently integrate the rich visual resources and express them in a dynamic form. Dynamic visual images can sometimes be disseminated as animation or video, utilizing their own dynamic qualities to display the whole visual symbol more graphically and vividly, expressing deeper brand connotations. It can help the brand to convey its brand characteristics better. In this process, the addition of dynamics can also make the process simple, interesting and easier to accept, do not have to let the audience face monotonous pictures hard to guess the meaning the designers want to express, this way increases the information information through the visual

pathway in the transformation of the efficiency of the audience, and also in the expression of emotion is more infectious. So in many areas can be developed and used.

## Market Research Analysis

Equal Studio is an advertising agency born out of the social context of the Internet and big data. The company was founded in 2019. Its main scope of function is to address the marketing challenges of accurate advertisement dissemination by applying artificial intelligence technology and visualizing big data for accurate advertisement placement, including online advertisement, outdoor advertisement, community advertisement, etc. for the fields of food and beverage, medical care, real estate, retail and other industries. The company's values are "meticulous cultivation, enrichment and innovation, and common development".

According to the research, in Chengdu, for example, more than 70% of the advertising agencies are new companies established after 2016. The upgrading of digital media technology has revolutionized the dissemination of information, and both the way of information dissemination and the habits of the audience in receiving the information have undergone amazing changes. The multifaceted combination effect of media technology has brought unprecedented opportunities for advertising and marketing, not only adding new vitality to the advertising and communication industry but also providing customers with a richer and more diversified communication platform. As for the operation of the advertising group, the technological upgrading in the new period has challenged the traditional thinking and management mode of the advertising enterprises and brought the transformation and development of the enterprise advertising business process into a new world. Nowadays, the ever-changing information dissemination mode impacts the modern audience, and the development state of the advertising enterprise also carries out adaptive improvement and self-adjustment. The identity of the audience's transmission and reception in the new media environment is no longer as clear as before, and they assume the dual identity of producer and receiver of information. And search engines and other information channels allow users to become more active. As the marketing environment and communication methods are changing, advertising companies have ushered in opportunities and challenges, and new profit growth points have arisen.

## Brand Design Conceptualization and Positioning

Brand SWOT Analysis

SWOT (Gurl, 2017) analysis is a useful tool for strategic planning. In the process of brand conceptualization, SWOT analysis can identify the strengths and weaknesses of your brand as well as the opportunities and threats in the external environment, which is very important for the subsequent brand positioning and brand strategy development. The results of the SWOT analysis of Equal Studio are shown in **Figure 7**.



**Figure 7.** SWOT Analysis Chart (drawing by the author)

Brand Positioning

The brand effect can bring trust and recognition to customers, as economic benefits and market influence to enterprises. "Equal Studio" is the Chinese name of Qiquan Studio. The reason for adopting the English name for the brand is to take the meaning of "equal" in the word "competent", The English name was adopted to take the

word "equal" to tell the customer base that the brand can be trusted and that their efforts will be recognized. Equal Studio is based on the development of the Internet and big data, so the use of dynamic design is more in line with the theme of the Internet and big data. The dynamic design of Equal Studio is more in line with the theme of the Internet and big data, and can vividly show Equal Studio's brand concept of innovation. At the same time, the dynamic brand image itself is also a kind of strength demonstration, which makes customers subconsciously realize Equal Studio's strong technical strength and excellent aesthetic sense of image.

### Dynamic Design in Brand Visual Identity

Dynamic Design of Brand Logos

The creative source of this design practice mainly seizes the word "equal" as the harmonic of the Chinese name "祺泉" (which means complete) to develop the design (**Figure 8**), that is to say, it embodies the name of the brand, but also extracts a good symbolism, which is complementary to the enterprise's values, and for the long-term development of the enterprise together.

**Figure 8.** Brand Logo Visualization (author's design)

Combined with the functional attributes of the enterprise is an advertising agency, characterized by the need for precision communication, so I use the bull's-eye and magnifying glass to reflect the visual image of the letter Q to do an abstract distortion, reflecting the bull's-eye and magnifying glass two elements (**Figure 9**). At the same time, the letter O in "studio" is superimposed to reflect the relevance between the brand and customers. The visual image of the brand as a whole is more rounded, giving people a sense of softness and affinity, auxiliary graphics combined with this feature, extract the elements of the visual image using repetition and full-page composition techniques to echo the brand visual image (**Figure 10**).

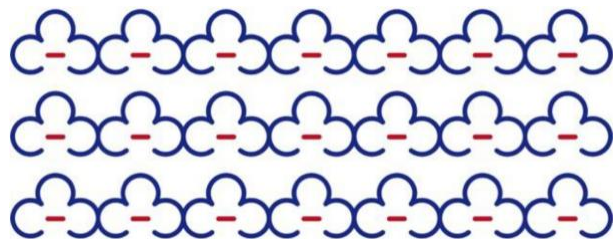**Figure 9.** Sources of Visual Identity Ideas (author's design)

**Figure 10.** Auxiliary Graphics (author's design)

The colour of the dynamic design adopts the two standard colours in the brand vision, spreads out in all directions with the origin of the focus in the brand vision, and uses the particle dynamic effect, which not only reflects the dynamism of the dynamic design but also fits the elements in the brand vision. In the process of particle dynamic effect changes, the brand's values are flashed, giving the brand vision a deeper meaning, and also

making this dynamic design justifiable. The main dynamic change effect is shown in **Figure 11**.
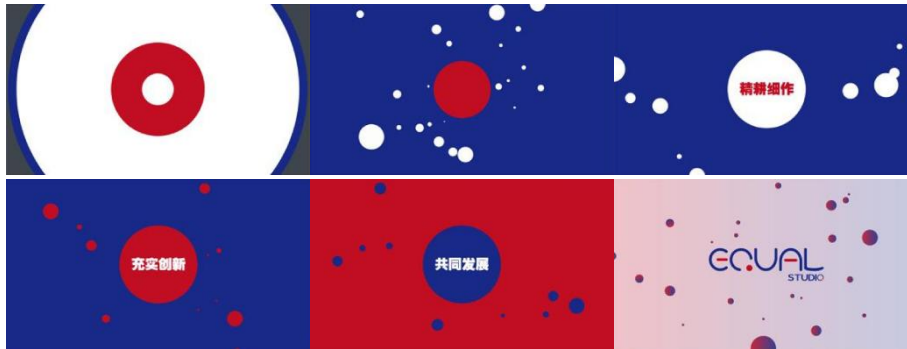


**Figure 11.** Brand Visual Dynamic Trajectory (author's design)

Dynamic Design for Brand Posters

The design of the brand dynamic poster (**Figure 12**) is centred on the brand positioning, and the poster element is a circle composed of Equal Studio's logo, which is entwined with each other and enlarged continuously in the movement, which is intended to express two design connotations:

(1) In the age of information and media, different information and data have some kind of correlation with each other, and the external appearance and details of things are worthy of people's scrutiny, just like Equal Studio's business scope, which seems to involve many different fields, but different fields are intertwined by rings and intertwined with each other;

(2) Abstract expression of Equal Studio's values: the quality of the company can withstand unlimited amplification of consideration, the use of black and white hues represents precipitation, meaning meticulous cultivation; the rings are constantly winding and rotating, showing different plane images, meaning enrichment and innovation; the movement of all the rings together to amplify, meaning common development.



**Figure 12.** Brand Poster Dynamic Tracks (author's design)

Other Derivative Designs of the Brand

Although the market share of brand derivatives in traditional media is slowly shrinking, it is undeniable that brand derivatives still play a driving role in the offline promotion of the brand and are also conducive to the unification of the brand's visual identity. When designing Equal Studio's brand derivatives, the author strictly adhered to the standard colour in the brand visual identity system, and combined with the graphical expression of brand visual aids and dynamic effects, a total of the following derivatives were designed:

(1) Office supplies: including file bags, manuscript paper, book clips, business cards and other office supplies, which were mainly designed with the standard colours and auxiliary graphics of the brand visual. (**Figure 13** and **Figure 14**).



**Figure 13.** Office Supplies Design (author's design)



**Figure 14.** Business Card Design (author's design)

(2) Cultural derivatives: including company door sign design, paper bag design, and mug design, which also adopt the standard colour and auxiliary graphics of the brand's vision to design. (**Figures 15-17**).



**Figure 15.** Company Doorplate Design (author's design)

**Figure 16.** Paper Bag (author's design)



**Figure 17.** Design Mug Design (author's design)

This design practice takes the brand "Equal Studio" as an example, taking the brand's values as the main source of creative inspiration, and designing a dynamic brand visual image and dynamic posters. "The expression of the brand image not only includes the current image design of the brand name, logo, packaging, advertisement, etc. but is also a visual product with rich connotation, which is injected into the brand concepts of quality, sales, service, consumption, etc., to form a unified and standardized visual information conveyance system, to complete the communication with the consumers and to gain good feeling and memory." Throughout the dynamic design process, I gained a wealth of theoretical knowledge and production methods related to dynamic design, to find ways to solve the interdisciplinary technical problems encountered in the design process, but also understand that dynamic design is to assist the brand visual more adequate and better presentation. In the future of the brand's visual image design, adding the aid of dynamic design will also remain the visual image design of popularity!

## CONCLUSION

In recent years, the mobile Internet and digital media have provided so much convenience to our lives, giving birth to many new professions as well as many new brands. They have developed rapidly on digital media platforms, resulting in many cool and dynamic designs. Traditional media is affected by time, geography and technology which can't realize the personalized and dynamic expression of the brand. In such a big background and environment, the traditional brand image design can't meet the audience's visual experience.

Through the exploration of the dynamization of brand visual images in this project, the author understood the dynamic design trend of brand visual images and the influence of AIGC technology in dynamic graphic design and carried out the dynamic design practice of brand visual image design. The following conclusions were drawn: first, dynamic design adds interactivity and interactivity to the development of modern brand design. The dynamic expression of brand image can make the audience understand the cultural connotation of the brand more intuitively, and at the same time, it also better interprets the design theory that "the fundamental object of design is the human being rather than the product". Secondly, modernized brand visual design presents a diversified development trend. It takes brand image as the core and dynamic performance as the auxiliary and shows it in front of the public in a new form. It lets the dynamic expression form develop towards popularization through contact with people so that more people can understand the theoretical basis of the dynamic expression of brand image. Thirdly, with the development of AIGC technology, it is initially feasible to empower dynamic design with the help of AIGC. Through AIGC, demanders (users) and creators will circulate with each other: part of the demanders who originally did not have the power of supply will be transformed into content providers by utilizing AIGC, and the application of AIGC technology can greatly enhance the efficiency of dynamic design and give new interpretation and meaning to the brand's visual image, which is a prospective and contemporary development direction.

In the practice of dynamic design of brand visual image, I found that although dynamic design will become one of the mainstream designs in the future, the two-dimensional plane brand design can't be completely abandoned, the offline promotion of the brand still needs the help and support of the traditional media, and the visual unity of the brand still needs the paper carrier. It is undeniable that dynamic forms of expression can inject more vitality into brand design with the support of digital media and networks, making the works more flexible and more efficient in communication. Online media for brand promotion and brand image dynamic can realize more possibilities, but also the traditional brand image design of technical innovation. The growing maturity of the technology will also enable dynamic design to cover a wider range of industries in the future.

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