



УДК 7.012

DYNAMIC VISUAL ELEMENTS AS A TOOL FOR FORMING THE IMAGE OF THE CITY

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The paper examines the feasibility of using dynamic visual elements in the design of a city brand. It proposes new ideas for innovative urban visual image design development. The study includes an overview of various approaches and trends that have emerged in graphic design under the influence of innovative technologies and allow for improving the content and form of an urban visual image design.

Key words: *graphic design, innovative technologies, digital media, the visual image of the city, visual communication.*

INTRODUCTION

Under the background of global economic integration, the competition between cities worldwide is becoming increasingly fierce, and the homogenization of urban image development is becoming increasingly apparent. Nowadays, we have entered the era of the information revolution and continuous innovation of digital technology; people's living demands and aesthetic cognition levels are constantly improving, and the expression means of visual culture are becoming more and more diversified. Visual dynamic expression mode is the inevitable trend of the future development direction of urban image design.

PURPOSE

This paper aims to discuss the integration of dynamic visual design in the creation of city images, analyze the performance characteristics of dynamic visual effects in shaping a city brand, Study the specific performance strategy of dynamic visual design in shaping city images; Further explore the development trend and prospect of dynamic visual design in urban image design, and provide the framework and suggestions for the application of dynamic visual elements in urban image design.

RESULTS AND DISCUSSION

The traditional static city image makes it complex to arouse the audience's interest. Compared with the conventional static design, dynamic design has obvious advantages. Compared with the static element, the dynamic visual element is spatial, temporal, interactive, and engaging and can form a certain rhythm and rhythm in the process of change, bringing strong expressive force to the audience.



This is a kind of dynamic visual expression with unique visual language. Through this, can better arouse the audience's emotional identification of the city image.

Spatiality. The visual works presented by dynamic visual design have a sense of hierarchy, in which the changing graphic elements are attached to a three-dimensional space, and this three-dimensional space is not fixed, but a space that can constantly change with the designer's creative work thinking [1]. The visual design of an urban brand should make full use of the change of space and visual level to improve the publicity effect of urban brand advertising.

Timeliness. Timeliness is a foundation in the performance of dynamic design works. The sense of space is closely related to the expression of timeliness. The expression of the meaning of dynamic space is based on the movement behavior on the time axis, and the existence of space also accompanies time. Time is reflected in the dynamic visual elements, which play a key role in shaping the city's brand image and enhancing the audience's emotional experience. The dynamic visual elements should be made selectively, rhythmically, and with emphasis, and the city information should be correctly transmitted through the dynamic visual performance.

Interactivity. With the development of digital technology, «interaction» has come into being, and interaction design is being applied more widely in life. Unlike traditional visual design, interaction design not only takes visual effects as the purpose of visual performance but also pays more and more attention to viewers' emotional needs and real-time experience [2]. The dynamic visual design of urban image design summarizes the city's characteristics, collects practical information related to the town and belongs to the city culture, and takes the city culture's most representative characteristics as the city's cultural visual design center.

Interestingness. In the digital age, images, animations, and dynamic graphics appear more and more frequently in our lives. People are more easily attracted by dynamic visual information, often remembering dynamic information more deeply than static information, and are more interested in capturing information. Dynamic information increases the interest in information transmission. In the visual design of urban images, the dynamic visual design of text information and image information can reduce people's visual fatigue when receiving information. It can also strengthen the audience's understanding of the work's emotions. The dynamic visual experience and interaction with the work add interest to the work.

The overall dynamic design of urban images should be fully developed through three specific strategies: element dynamic, media dynamic, and interactive dynamic (Table 1). This paper will elaborate on the dynamic elements. The most essential thing in dynamic visual elements is abstracting graphic symbols, colors, and text elements. It is necessary to consider the visual design language and dynamic design performance fully, which reflect the city's cultural value, to enhance the dissemination of the city image so that the audience can have a more intuitive understanding and memory of the city image during the viewing period



Method	Thought analysis
Dynamic Elements	Image dynamics, color dynamics, text dynamics, etc.
Dynamicization of media	The dissemination through new media channels
Interactive dynamicization	Demand analysis is completed through artificial intelligence.

Table 1. Dynamic implementation strategy (Source: self-drawn by the author)

Graphic dynamic performance strategy.

In the design of an urban visual image, the graphic, dynamic expression takes "form" as the carrier and "meaning" as the core and constructs the visual communication system of urban cultural connotation through the progressive logic of "form-mean-environment." The construction of "shape" needs to break through the simple copy of the city's physical structure and abstract extract and recreate the urban cultural elements to form a unique and readily identifiable graphic language to ensure that the visual tonality is highly unified with the characteristics of the city's image [3].

Color dynamic performance strategy.

Color is an essential factor in visual cognition. Through the application of color in urban visual image design, it is necessary to deeply explore the emotional meaning of color contained in urban cultural elements and combine the changing color forms, such as gradual change, transparency, and superposition of color in dynamic design, to achieve more accurate visual image positioning. It is easier to be recognized and analyzed by the audience through communication to encourage them to experience the emotional association and memory of city colors. For example, Melbourne's city image design uses a diversity of colors to convey the city's vitality, newness, and modernization (Fig. 1).



Fig. 1. Urban image design of Mexican cities
<https://zhuanlan.zhihu.com/p/551557424>



Text dynamic performance strategy.

The expression of text can effectively convey information. Text design should follow the principles of being concise, straightforward, and easy to recognize. When the design of the text is applied to the dynamic image, it is not only necessary to pay attention to the consistency of the design font and graphics but also to consider the overall relationship between the font and the picture (space and time), to enhance the audience's understanding of information and make the audience feel the cultural connotation of the city more intuitively.

In general, by analyzing the performance characteristics of dynamic visual elements in urban image design, this paper puts forward three expression ways of dynamic urban visual image, namely, dynamic graphics, dynamic colors, and dynamic text, which can provide new ideas and methods for the construction and dissemination of new urban images.

CONCLUSIONS

nce, and expression of cities in the digital age. The dynamic visual design of cities has become one of the essential elements for people to experience the city. The research results show that by analyzing the performance characteristics of dynamic visual elements in urban image design and effectively exploring the expression strategies, new ideas can be provided for urban image design.

Looking forward to the future, new media technology continues to expand people's cognition and create new sources of value. The dynamic trend of urban image design is the inevitable result of the development of the digital information age. Under the background of new media, Urban visual image design presents not only dynamic elements but also diversified intelligent and immersive interactive experiences of communication media. New media technologies and methods will help urban construction and social development more effectively.

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ДИНАМІЧНІ ВІЗУАЛЬНІ ЕЛЕМЕНТИ ЯК ІНСТРУМЕНТ ФОРМУВАННЯ ІМІДЖУ МІСТА

У роботі розглянута доцільність використання динамічних візуальних елементів у дизайні бренду міста та запропоновані нові ідеї для інноваційного розвитку дизайну міського візуального образу. Дослідження включає огляд різних підходів і тенденцій, які виникли в графічному дизайні під впливом інноваційних технологій та дозволяють вдосконалити зміст і форму дизайну міського візуального образу.

Ключові слова: дизайн, інноваційні технології, цифрові медіа, візуальний образ міста, візуальна комунікація.