

Application of 3D Dynamic Design in Brand Image Design Under the Background of New Media

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Abstract: With the development of the Internet era and the improvement of 5G communication technology, artistic innovation can strike new sparks with the help of scientific and technological means, and also provide a good environment for the development and application of 3D dynamic design. The new visual trend has brought unprecedented impact to the traditional brand image design, and innovation is imminent, among which the transformation from static plane to dynamic and three-dimensional dynamic design is the main way of innovation. 3D dynamic design stands out among many forms of media expression. It not only inherits the dynamic visual expression rules of traditional graphic design, but also integrates with visual, auditory and tactile senses through the means of animation, bringing stronger visual impact and richer interactive forms. It can convey simple and clear, timely and authoritative information data to the audience, and extend the emotion. As a new way of creation, 3D dynamic design will provide a new breakthrough point for brand image design, and provide more unexpected effects for brand visual information transmission and creative presentation.

Keywords: new media; 3D dynamic design; brand image design; visual communication

1 Introduction

With the change of science and technology, the proportion of traditional media in daily life is getting smaller and smaller, and new media is rising rapidly and developing vigorously. New media not only increase the media of information dissemination, but also enrich the creative methods of designers, while the audience can no longer be satisfied with the simple and boring static information transmission. All-round, multi-level and dynamic information transmission is more in line with the characteristics of current information transmission. The traditional static brand visual image can no longer meet the needs of information communication in the new media era, and dynamic design has long become the main means of brand design and communication, bringing stronger visual impact and richer interaction forms to the brand, and extending the user's emotion. 3D dynamics is undoubtedly a major help to brand image design. However, at present, there are few researches on the dynamic brand image in the industry, and even the visual image specifications of 3D dynamic design are relatively vacant, and there is also a lack of systematic application of dynamic graphics specifications, which makes the application of 3D dynamic design of brand image more chaotic, more like a variety of unrestrained extended imagination. Therefore, it is necessary to find the advantages of 3D dynamic brand image design and summarize the basic methods of application, and summarize the 3D dynamic brand image design from the perspective of new media.

2 An overview of 3D dynamic design

Today, driven by technology and business, "everything is dynamic." As a popular creative form and carrier in the world, dynamic design has become one of the mainstream trends of design. Scholar Austin Shaw proposed in *Dynamic Visual Art Design* that dynamic design is the combination of image production and story narration, and affirmed the important value of dynamic design for information carrying. 3D dynamic design is one of the extensions of dynamic design, and it is a design category with visual real effect produced by the development of digital image technology to a certain height^[1]. Interface design incorporating 3D motion graphics has exploded in recent years, and while creating 3D animations requires more time, skill, and collaboration, there is no denying that 3D animations are more realistic than 2D graphics. In the new world of 3D dynamic design, plain text content and motion graphics are no longer as appealing as they once were. Compared with 2D dynamic graphics, 3D dynamic graphics construct a spatial narrative framework for graphic design, and show three-dimensional sense in the flat interface, so as to express the position and hierarchical relationship of elements in the space. Through the use of three-dimensional space, more real, three-dimensional and lifelike effects can be created, and the audience can better feel the shape, size, position and movement of objects. At the same time, 3D dynamic design can also provide more visual details and effects, and the overall design style is more in line with the current fashion trend and public aesthetic. The most important thing is that the visual tonality of 3D dynamic design matches the future AR, VR, metaverse and other related cutting-edge concepts, and provides the possibility of realization. As a unique Internet language, emoji can vividly depict the non-verbal information of daily face-to-face communication. More and more designers are using 2D and 3D in graphic design, they are beginning to use 3D motion graphics to create more dynamic, anthropomorphic expressions, and make these non-verbal messages more rich and popular. In addition, the dynamic editing function of 3D software has infinite changes and possibilities, which can better meet the creativity and imagination of 3D dynamic designers, and provide more creative space for designers to achieve the purpose of continuous innovation. In the modern society where information is gathered and the audience is generally aesthetic fatigue, 3D dynamic design can attract more attention.

3 Advantages of 3D dynamic design in brand image design

The advent of the age of digital media brings art to a new era of popularization, and 3D dynamics are more and more widely used in visual design. In the era of digital media, the visual presentation form of brand communication has changed from a single "flatness" to a "diversification", and has also changed from a one-way communication mode to "artistic media". Coupled with the combination of two-dimensional and three-dimensional design techniques and the innovation of interactive forms, the graphic dynamic art has presented personalized artistic characteristics.

1. Dynamic design is undoubtedly an important trend in today's brand image design. Dynamic brand image design is often found in brand logos, which are created by means of periodicity and continuity^[2]. For example, Jon Krasner's *Motion Graphic Design: Applied History and Aesthetics*. Amsterdam: Focal introduces dynamic visual design and gives numerous examples of dynamic logos^[3]. In *Dynamic Identities: How to Create a Living Brand* by Irene van Nes, it

is proposed that brand identities design needs to be more vivid and dynamic to adapt to future brand needs^[4]. 3D dynamic graphics is to deepen the use of new media forms of expression, break the shackles of two-dimensional planes, more full three-dimensional display of brand image. At the same time, different from the monotonous filling of colors in the traditional brand identity, 3D dynamic design can also combine light and shadow, material and perspective to interpret and express the brand in a more comprehensive way, upgrading the traditional brand image from two-dimensional to three-dimensional space, and enriching the expression of brand image design. In the face of complex information concepts, traditional graphic design or text is difficult to explain clearly. 3D dynamic design can convey these complex information more intuitively through animation and visualization effects, and improve the audience's understanding and acceptance.

2. IP image is one of the important forms of expression in brand image. With the help of IP cartoon images, it can often assist in a lot of scene publicity, which can be applied to different media such as propaganda posters, animation titles, game characters, etc., to achieve brand shaping and communication effects that traditional brand identifiers cannot complete. The three-dimensional attributes of 3D dynamic graphics are also incomparably matched with the brand IP image, and the combination of three-dimensional IP image design and 3D dynamic graphics can make the overall visual expression more unified. For example, e-commerce brand merchants will skillfully combine the relevant elements of their respective brands or product usage scenarios with the cat head of Alibaba's Tmall IP to form a variety of interesting and unified visual designs, bringing consumers a different new sensory experience. At the same time, the brand's IP image design itself is designed according to the emotional link point between consumers and the brand. The IP image is reflected in the form of 3D dynamic, which is easier for consumers to have emotional resonance and establish emotional links with consumers. With the help of new media platforms, IP images can have two-way interaction and feedback with users, helping brands increase affinity and user stickiness.

3. The development of science and technology has made the concepts of VR, AR, metaverse and other hot topics of The Times. These new technologies are inseparable from an important concept: virtual reality technology. There is no doubt that virtual reality technology has become the trend of future development, 3D dynamic design can help brands create realistic virtual environments and characters in the virtual reality world, establish their own brand identity system, and enable users to participate in it. This can be applied to games, training, education, tourism and other fields. For the brand, especially through the vision of the game brand has a stronger plasticity, all scenes, images, dynamics in the game can be linked to the tone of the brand. For example, Louis Vuitton has launched an NFT video Game "Louis: The Game", in which players can explore the six wonderful worlds set, to understand the glorious course of Louis Vuitton for two centuries. The mascot Vivienne, which the player incarnates as, is actually a flower, which is the classic doll design of LV and the embodiment of the spirit of Louis Vuitton. It can be seen that Louis Vuitton has integrated its brand spirit and brand history into this video game. Many brands are already doing this.

To sum up, 3D dynamic design can not only enrich the expression of visual image in brand image design, but also give users fresh visual feelings. In the face of complex information, information can also be better communicated; At the same time, it can help the brand IP image to be more three-dimensional expression, so that the brand image is more integrated; The combination of 3D dynamic graphics with the popular virtual reality technology also lays the

foundation for future brand development and expression.

4 Basic techniques of 3D dynamic design in brand image design

4.1 Dynamic font and composition

Font design is the foundation of brand identity design^[5]. 3D brand font logo is not uncommon in real life, offline major shops or the door of the United States can be seen everywhere three-dimensional brand font logo. In the context of new media, the simple 3D font will be slightly dull in the brand font identification, and the dynamic visual brand font identification will be more used. Compared with the three-dimensional sense of 3D and the dynamic sense of movement, the combination of the two can attract the audience's eyes more. While increasing the visual impact, the dynamic change of the font can help the audience understand the content of the advertisement or publicity more quickly, and improve the efficiency of information transmission. In addition, 3D dynamic font can more intuitively show the style of the brand tonality, in addition to the form of the logo font deformation, larger size, thicker font, hollow wire frame or repeated arrangement of the logo, can highlight the brand temperament and style. 3D dynamic fonts will be regarded as a special graphic element, with rhythm, camera changes, logo fonts and auxiliary forms of interaction can also become a good idea. The strokes, structure and glyphs of the font itself can also produce interactive effects with the scenes applied by the brand. On the premise of ensuring the readability and easy recognition of the font, through the dynamic 3D perspective, the font is more intuitive to the brand. In recent years, the main visual posters of various network variety shows also take 3D dynamic fonts as the visual body, and use 3D fonts as graphic symbols like brand logos to extend various visual materials. For example, the overall visual symbol of the popular variety "Weird Talk" is the 3D font design of weird talk with three words, waving a flag with a big mouth with a crown, and with some dynamic effects of playing, jumping and waving, one echoes the theme of the program debate, and two reflects the purpose of the program in the face of young groups, showing the fun and fun atmosphere of weird talk.

4.2 IP image design

The IP image into the LOGO is a common technical means, and the IP image itself is a good 3D dynamic design carrier. Different from abstract objects, characters can not only drive the rhythm, but also have more awareness, rich details, and easier to express emotions and convey information^[6]. With the updating of technical means and processes such as C4D, ZBRUSH, POSER, and MOTION library, many 3D MOTION characters began to be added. So in recent years, it will still be common to see 3D cartoon characters with different styles appear in MOTION. On the other hand, designers will three-dimensional flat roles, will make the work more attractive, three-dimensional dynamic roles are also more to meet the aesthetic pursuit of modern young people. Bubble Mat in 3D IP image design is a classic success case, in the form of a blind box with a lovely shape to attract countless young people sought after. Its lovely shape in the 3D vision of the role more vivid, more realistic, especially the posture and expression, left a deep impression on consumers. When the brand carries out the 3d dynamic IP image design, it should pay attention to the dynamic changes of IP in various perspectives, starting from the center of gravity, perspective relationship, dynamic line trend, dynamic line movement

trend and so on.

4.3 3D dynamic graphic design

"Dynamic" in dynamic graphics can be understood as a form of graphic design, which helps graphics complete information transmission through dynamic means, so dynamic graphic design is the dynamic design of graphics^[7]. 3D dynamic graphic design can also be understood as the dynamic design of 3D graphics. However, the definition of dynamic graphic design and 3D dynamic graphic design in the entire design industry is still relatively vague. LOGO is the most intuitive graphic symbol in the communication process of brand identity, and it is also the basic graphic that must be used in brand publicity. LOGO represents the image and facade of the brand itself. In the three-dimensional vision, 3D dynamic brand LOGO can give the brand more vitality, two-dimensional static LOGO to convey the spirit to people is limited, 3D dynamic brand LOGO seems to have a vitality of the general movement, not only to add fun or some cool effect for the brand. At the same time, the 3d LOGO can make people feel the depth and sense of space through dynamic elements such as flow, rotation and deformation, and convey the brand's innovative, enterprising and positive image to better interpret the brand spirit. For example, Facebook changed its name to Meta and launched a new LOGO to match its rebranding and long-term development. The new LOGO is designed to be dynamic 3D, with Meta being a line drawn in space and forming a continuous loop that transitions seamlessly between 2D and 3D. It aims to experience and interact from different perspectives. It is worth noting that 3D dynamic graphics design pays great attention to element balance. Although the auxiliary graphics can be relatively simple, the design after the combination is a test of design skills. Therefore, it is also important to pay attention to the relative position, size and perspective relationship between the figures.

4.4 3D dynamic auxiliary shape design

Brand auxiliary graphics are like the second face of the company. Brand auxiliary graphics can enhance the attractiveness of the corporate identity system, grab the audience's attention, arouse people's interest, and thus communicate the characteristics of the company more clearly. When the brand identity is not easy to highlight, auxiliary graphics can enhance the display, play a contrast and foil the role of the corporate identity, but also increase the flexibility and adaptability of other elements in the application. The traditional brand auxiliary form is mostly extended on the basis of the brand logo, or some elements of the graphic logo are intercepted, or the existing graphic logo is re-interpreted. But the more appealing auxiliary graphics are usually a local appearance alone or can form two continuous or four continuous flat graphics. The 3D dynamic brand auxiliary graphics can break through the limitations of the traditional plane, there are more dimensional possibilities, so that the brand auxiliary shape into the 3D dynamic gradient material and other forms of the possibility. This type of dynamic design often makes use of the optical changes generated by special materials under dynamic conditions, and obtains a wonderful visual experience through refraction, scattering and other effects. For example, the laser texture, transparent or semi-transparent mixed materials, through the arrangement, contrast, staggered and overlapping similar to Op art, light effect art methods, resulting in a variety of shapes and colors of the disturbance, the formation of rhythm or changing dynamic sense, very suitable for the brand pursuit of high-level texture of the brand image. Designers can also add special effects such as particles and blurring for post-processing

as needed to further enhance the artistic effect and visual impact of 3d dynamic graphics.

5 Conclusions

The 3D dynamic brand image design from the perspective of new media can be summarized as follows: Focus on differences in creativity to avoid convergence, and look for creative and visual novelty. Focus on differences to avoid convergence, and look for creative and visual new angles; Visually absorb the design techniques of graphic design, space design, graphic design and other design fields to extend, and reflect the brand spirit from more multiple dimensions; Try to do addition, mix and match different design styles, such as plane dynamic and 3D dynamic, to increase the visual richness of 3D dynamic design; Realistic and narrative themes continue to increase, more commonly seen in the dynamic design of brand IP image; Pay more attention to the visual and formal breakthroughs brought by technology, and try to integrate technology in the field of virtual reality. For example, application of program vision, game engine technology, AR/VR, etc.

With the general trend of flat to three-dimensional design in recent years and the popularization and progress of C4D, GPU rendering and other technologies, more and more designers and veneers have joined them irresistibly, the application field and scope continue to expand, and it is expected that 3D dynamic design will remain one of the very clear popular trends in the next few years. Various 3D dynamic visual styles have also opened the door to a new world for brands. The communication technology and means of new media are constantly improving, which urgently requires brands to transform from traditional 2D flat graphics to 3D dynamic graphics. The future brand VI identification system will also be more reflected in the field of new media. It has become very necessary for the brand to standardize 3D dynamics for its overall image, and 3D dynamic design will also bring more extreme visual experience to the brand's consumer groups.

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