

Effectiveness of Motion Graphics and Visual Design Elements in Enhancing Brand Communication on Social Media Platforms

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Abstract

Social media is growing at a fast pace and the way of communicating brands has changed drastically, therefore motion graphics and visual elements are vital for capturing consumers' attention and increasing engagement. The study discusses the use of motion graphics and visual design elements to improve brand communication in social media, based on their impact on brand communication, consumer interaction and consumers' brand perception. The method of quantitative type was used and primary data were collected from 200 active social media users in Delhi NCR by the stratified random sampling technique by using a structured questionnaire. Descriptive statistics, correlation and regression analysis were used to analyze the collected data in MS Excel and SPSS 27. The study results show that motion graphics can substantially influence brand communication and brand perception among the consumers and visual design elements can substantially increase consumer engagement and interaction with the branded content. Overall, the findings suggest that incorporating dynamic visual elements into social media marketing strategies can help to build brand identity, enhance engagement, and boost communication effectiveness. The insights from the findings have implications for marketers, advertisers, designers and organizations wanting to improve their digital branding strategies and offer a basis for further studies on visual communication and social media marketing.

Keywords: Motion Graphics; Visual Design Elements; Brand Communication; Consumer Engagement; Social Media Marketing.

1. Introduction

Social media is one of the most powerful platforms in the digital age for communicating with consumers, and organizations have the ability to communicate with their consumers in real-time. Of all the content formats, motion graphics and visuals have proven to be effective ways of grabbing audience attention and making brand messages pop (Jeswani, 2023; 5). Whether on Instagram, Facebook, YouTube, LinkedIn, or X (formerly Twitter), these creative elements make complex information easy to understand, are visually appealing and make people feel engaged in the content. The role of visual communication is to support the strengthening of brand identification, and its visual communication also has an impact on consumer perception, trust and purchase decisions (Prihatmoko, S., & Setiyadi, 2024). The attention span of users is becoming shorter by the day, and with more and more businesses competing for it, there is an increased need to differentiate with

visually appealing and dynamic content. Thus, it's crucial to know how effective motion graphics and visual design elements are in conveying messages about the brand to create effective social media marketing strategies (Sobhy, 2025).

1.1 Role of Motion Graphics in Enhancing Consumer Engagement on Social Media

Motion graphics is an evolving AV conceptualization as they use animation as a method to create a dynamic visual frame for abstract concepts or information. Motion graphics are different than traditional videos and still images; it incorporates various components in one activity to communicate a story or information (Maselli, V., & Panadisi, 2025). New technologies and advances in the globalization of communication, particularly in motion graphic production, have resulted in new formats and hybrid forms like audio slideshows, gamified interactives and even VR experiences (Abernathy, 2025). It is common to use motion graphics in various visual media genres including brand storytelling, social media clips, advertising clips and explainer videos. Motion graphics help to grab some attention and communicate content that is difficult to convey in a traditional format, but can be communicated in an interesting visual format (Rahmadieni, N. G., & Wempi, 2025; 134).

Overall, motion graphics have proven to be a powerful tool for visually engaging social media users, making them an integral part of digital marketing. Unlike static images, motion graphics combine animation, typography, illustrations and sound elements to produce a visually engaging and interactive media that swiftly grab users' attention in fast-scrolling social media feeds (El Chidtian, et al., 2025). They help brands to convey complex ideas, product functionality and promotional messages in a simple, engaging and memorable way. However, platforms like Instagram, Facebook, YouTube, LinkedIn, and TikTok favour dynamic visual content, and motion graphics are a great way to boost reach, views, likes, comments and shares (Tran, A.). (2024). Moreover, a good motion graphic will elicit feelings, enhance the story and reinforce recall, which will lead to brand awareness and loyalty. With a shift in consumer habits towards consuming visually engaging and short-form content, motion graphics have become increasingly popular for businesses looking to drive deeper engagement with their audience, prompt user interaction and create meaningful interactions (Moran, et al., 2020).

1.2 Impact of Visual Design Elements on Brand Identity and Communication Effectiveness

In this greatly competitive business world, visual communication and branding is of paramount significance. With the influx of information and decision making choices at an increasing rate, a brand's ability to stand out and connect with consumers on a memorable level is a key component of success (Jahan, et al., 2024). Graphic design is one of the most integral parts of this process and is a great medium for creating brand image and brand recognition. Brand image is the total perception and impression that consumers have of the brand, such as the values, personality traits and products quality of the brand. It is established by the information given by the brand and the communication of the consumers (Ni, 2024). Brand perception is a consumer's reaction and interpretation of a brand as a result of the interaction, experience and exposure to the stimuli of a brand. It includes consumers' thoughts, feelings, and general assessment of a brand (Wang, 2024; 19).

The visual elements in design are crucial in creating a brand identity and effective communication in social media. By using elements like colour, typography, imagery, icons, layout and branding consistency, a unique visual identity is created that helps consumers to recognize and remember a brand (Hwang, I. K., & Lee, 2025). A good visual identity can convey the personality; values and messaging of a brand better than words can, and create more trust and emotional connections with the target audience. Having the visual design uniformity throughout various digital platforms reinforces brand recognition and improves the clarity and attractiveness of marketing communications (Haidar, 2024). Furthermore, well-formulated, aesthetically pleasing visuals enhance the understanding of the message, attract attention and help to generate more engagement, such as likes, comments, shares, and click-throughs. With a highly competitive digital environment, the role of visual design, as a key differentiator between brands, is growing increasingly crucial. The digital environment is a competitive one and effective visual design is becoming more and more important to differentiate brands, create customer loyalty and communicate brands successfully on social media (Hao, et al., 2026).

1.3 Aim and Significance of the Study

The purpose of the study is to explore how the use of motion graphics and visual design elements in order to improve brand communication in social media platforms affects the brand communication, consumer engagement, and consumer's brand perception. Dynamic visual content is becoming a more important tool in the marketing toolbox as social media becomes a staple of marketing. In an era where social media is an important marketing channel, dynamic visual content is becoming more essential to connecting with target audiences. The importance of the study is that it is an empirical research that contributes to the increasing knowledge about digital branding, emphasizing the role of motion graphics and visual design in enhancing the effectiveness of communication in social media marketing. The results provide valuable insights for marketers, advertisers, designers and business entities to create compelling, interesting and visually engaging content that can improve the engagement of their audience, build brand recognition and boost consumer perception. Furthermore, the study would be beneficial for other researchers and academicians as it serves as a foundation for further study on visual communication strategies, digital marketing and consumer behaviour in the constantly changing social media landscape.

1.4 Statement of the Problem

As brands add motion graphics and other visual design features to their social media marketing, it is becoming more important to capture consumers' attention and effectively deliver a message. But many companies still struggle to get a handle on the impact of these images on their brand communication, consumer interaction and brand perception. Past studies mainly have focused on these aspects individually or in particular industries, with little empirical evidence on the combined impact of the two across social media platforms. The main objective of the study is to explore how effective motion graphics and visual design elements are in creating brand communication effectiveness by studying their impact on brand communication, consumer engagement and consumers' brand perception, and also to give a suggestion to improve the digital marketing communication for the effective brand communication.

2. Literature Review

Yan, Y., & Goh, C. H. (2025) explored that motion graphics (MG) have a great impact on enhancing user engagement and advertising effectiveness because of their impact on cognitive and emotional response. In a systematic literature review of 21 studies, following the PRISMA framework, the study identified that the visual elements of high contrast, smooth transitions, symbolic effects and motion storytelling have an effect on enhancing the visual appeal, retention of information and emotional interaction. But when the design is too complex, people may suffer from cognitive overload and thus not be engaged. The study also revealed that although MG increases the awareness of the brands, its impact on long-term brand loyalty is limited.

Mansour, Q. S. O. (2025) explored that motion design in digital media is an important aspect of visual communication, engagement and interaction with the audience. The study revealed that animated graphics are effective in creating attention, making complicated information easier to comprehend, and making media messages more effective and persuasive in advertisements, e-learning and digital media. Excessive use of motion can however be distracting and decrease message effectiveness to the users. The study also highlighted the significance of keeping the motion design high quality while ensuring compatibility and making it compatible with devices to guarantee a smooth and engaging end-user experience.

Maier, M. (2025) studied the factors highlighting the importance of graphical design in educational projects in order to increase the effectiveness of the educational process through visual learning, mental and psychological involvement of the learner in the learning process and increase of his understanding. The methodology used in the study was the secondary data analysis and extensive literature review with examples of successful educational initiatives. It highlighted the need for accessible design to cater for the needs of diverse learners and provide inclusive learning. The study also addressed the limitations of the study and suggested avenues for future research to be done to further investigate how graphic design enhances educational outcomes.

Evans, S. (2024) reviewed how digital illustrations can help develop brand identity and improve brand communication. The study was based on the literature review of branding and graphic design which provided the information about the effect of illustration on the perception of the audiences towards various industries.

The findings of the survey that asked 62 participants to recognize industries based on the illustrations showed that the recognition rate of the illustrations for the relevant industries was good, ranging from 84% to 97%. The results show that digital illustrations are helpful tools for visual communication and can be used to communicate the characteristics of the brand and enhance brand awareness on different digital platforms. The study suggests that larger sample sizes should be investigated and a more in-depth examination of the visual components (colors, shapes, style, motifs) should be conducted.

Khamise, F. I. A. (2023) discusses how motion graphics can be utilized to improve health awareness ads in social media like Facebook. Motion graphics, a blend of animation, images, typography, and sound, help to convey complex messages in an engaging way for the viewer. Two awareness campaigns, one on burn prevention and the second on burn treatment were analyzed in the study. The results show that the use of motion graphics has an attention-grabbing effect, reinforces the emotion and enhances message comprehension. Besides, the incorporation of well-conceived visuals can greatly improve the interaction, acceptance and effectiveness of digital awareness campaigns.

Febrian et al., (2022) examined the impact of the quality of social media on brand awareness and brand image of Micro, Small and Medium Enterprises (MSMEs) in the COVID-19 economic downturn. The results based on the survey data collected from 145 online shoppers and the structural equation modeling indicated that the quality of social media content, design, information, interaction and relevant customer contact had a significant effect on the brand awareness, brand image and perceptions of the quality of social media. However, unlike past studies, social media marketing activities were not significant in brand awareness or brand image, highlighting the need to provide the best social media experience to fulfill customer expectations.

Andosakoonchode, A., & Wang, R. T. C. (2021) explored that motion graphics are now an effective branding solution in the digital age due to their ability to grab attention and enhance engagement in the sea of information we're inundated with online. The study revealed that using experimental techniques and interviews with participants, motion graphics are better at creating audience interest and purchase intention towards brands than static logos. The results also showed that motion graphics, in general, help build a stronger brand, improve visuals and create better emotional connections that will help develop a longer-lasting relationship between consumers and brands.

Aydin, G. (2020) investigated Facebook use of the five-star hotels in Turkey, which were classified by the factors that affect their effectiveness in the organic social media. Content analysis and ordinal regression were used to analyze the data from 1,847 Facebook posts by 441 tourism facilities during the peak tourist season. The results showed that content that was interactive and rich in visuals greatly boosted follower interaction. Moreover, the audience's interaction with the hospitality facilities depended on the type, location and category of the facilities, which underscores the need for strategic content creation for the effective communication on social media.

2.1 Research Gap

Available literature shows that motion graphics and visual design elements in digital environments significantly increase the involvement of the audience, brand awareness and communication effectiveness. Studies have proven that motion graphics can enhance visual communication, lead to better emotional connection and comprehension of the message (Yan & Goh, 2025; Mansour, 2025; Khamise, 2023), with digital illustrations and visual design being effective in strengthening brand identity and recognition (Evans, 2024). Likewise, interactive visual content and social media quality have been found to positively affect the brand image, customer interaction, and purchase intent (Febrian et al., 2022; Aydin, 2020; Andosakoonchode & Wang, 2021). But these studies have mostly focused on these factors separately or in certain sectors like Health, Hotel, Education and MSMEs, and only a few studies have explored their holistic impact on brand communication across various social media platforms. Moreover, literature review, qualitative approaches, experiments or contextually-oriented studies in specific industries have been used in many studies, thus, there is a need for extensive empirical studies that simultaneously examine the overall effect of the interplay between motion graphics and visual design elements in the context of the effectiveness of brand communication. Hence, the present study seeks to fill this void by presenting a more comprehensive empirical study of the use of these visual communication tools together to improve the brand communication on social media platforms.

3. Research Objectives

- i. To examine the influence of motion graphics on the effectiveness of brand communication across social media platforms.
- ii. To analyze the impact of visual design elements on consumer engagement with brand content on social media.
- iii. To evaluate the relationship between motion graphics and consumers' brand perception.

4. Research Methodology

The current study takes a quantitative research method to study the use effect of motion graphics and visual design elements in improving brand communication on social media. The study takes place in Delhi NCR, India and focuses on the mobile social media users who are exposed to the branded content featuring visual design and motion graphics regularly. The number of respondents (200) is stratified at random to ensure representation from the various groups of respondents. The study is descriptive and analytical research, description study is used to explore respondents' perceptions and action and the analytical study is used to analyze the relationships between variables in the study. Data can be collected from sources such as primary and secondary sources. The primary data are collected with the close ended questioner with the help of 5 point likert scale and the secondary data are collected from books, journals, research articles, industrial reports and other related documents. H1 and H3 are independent variables, visual design elements (H2) is the dependent variable, brand communication (H1), consumer engagement and brand content (H2), and consumers' brand perception (H3). All the data collected is analysed using Microsoft Excel and IBM SPSS Statistics Version 27. The data is summarized using a range of statistical techniques including Mean, Standard Deviation, Correlation and Regression Analysis, which are then used to explore relationships between variables and test the hypotheses that were proposed about how motion graphics and visual design elements can affect effective brand communication across the social media platforms.

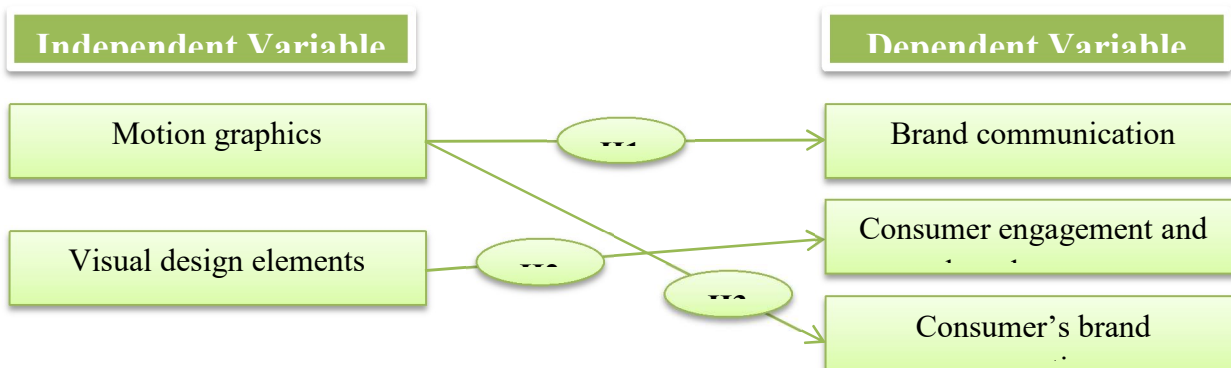


Figure 1: Conceptual framework

Source: Author's Own Compilation

5. Results and Interpretations

Table 1: Demographic Characteristics

S. No.	Demographic Characteristic	Category	N	%
1.	Age	Below 20 Years	32	16.00%
		21 - 30 Years	68	34.00%
		31 - 40 Years	47	23.50%
		41 - 50 Years	31	15.50%
		Above 50 Years	22	11.00%
2.	Gender	Male	106	53.00%
		Female	94	47.00%

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3.	Educational Qualification	Higher Secondary	28	14.00%
		Graduate	64	32.00%
		Post Graduate	58	29.00%
		Doctorate	18	9.00%
		Professional Degree	32	16.00%
4.	Occupation	Student	48	24.00%
		Salaried Employee	72	36.00%
		Self-Employed/Business	38	19.00%
		Freelancer/Content Creator	20	10.00%
		Others	22	11.00%
5	Preferred Social Media Platform	Instagram	74	37.00%
		Facebook	36	18.00%
		YouTube	44	22.00%
		LinkedIn	18	9.00%
		X (Twitter)	12	6.00%
		Others	16	8.00%
6	Daily Social Media Usage	Less than 1 Hour	22	11.00%
		1-2 Hours	44	22.00%
		2-4 Hours	76	38.00%
		More than 4 Hours	58	29.00%
7	Frequency of Viewing Brand Content	Rarely	18	9.00%
		Occasionally	46	23.00%
		Frequently	82	41.00%
		Very Frequently	54	27.00%

The majority of 200 respondents were young people aged 21-30 (34.00%) followed by the age range 31-40 (23.50%), which means that most of the respondents had a young age and were active users of social media.

Male and female children were equally distributed with a set of 53.00% male and 47.00% female children. The majority of the respondents were graduates (32.00%) and postgraduates (29.00%) while salaried employee was the largest occupational group with 36.00%, followed by student with 24.00%. Instagram (37.00%) was the most preferred social media platform with YouTube (22.00%) and Facebook (18.00%). Further, most of the respondents spent 2-4 hours per day using social media (38.00%) and 41.00% indicated that they generally saw content related to the brand. In general, the age profile showed that those who responded to the questionnaire used social media and were exposed to branded content on a frequent basis, thus making them appropriate respondents to measure how motion graphics and visual design elements are effective in brand communication.

6. Result based on hypothesis

H1: Motion graphics have a significant positive influence on the effectiveness of brand communication across social media platforms.

Table 2: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R ²	F	t-value	p-value	Hypothesis Result
H1	Motion graphics > Brand communication	.375	0.092	25.193	5.019	0.000	Supported

The regression analysis shows that motion graphics is positively and significantly affecting the effectiveness of brand communication in the social media. The regression coefficient, $\beta = 0.375$, shows that there is a positive relationship between the motion graphics and the brand communication, which implies that the better the motion graphics, the better the brand communication. An R^2 value of 0.092 means that 9.2% of the variance in the effectiveness of the brand communication can be accounted for by motion graphics. Moreover, the model is statistically significant as indicated by the F-value of 25.193, t-value of 5.019 and p-value of 0.000 ($p < 0.05$). The p-value is less than the significance value and thus the alternative hypothesis (H1) is accepted. The results of the study reiterate the fact that when social media is used correctly, using the motion graphics as an integral part of the brand communication is a valuable tool for digital marketing strategies.

H2: Visual design elements have a significant positive impact on consumer engagement with brand content on social media.

Table 3: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R ²	F	t-value	p-value	Hypothesis Result
H2	Consumer engagement with brand content > Consumer engagement with brand content	.198	.039	3.992	1.998	.048	Supported

The regression analysis suggests that there is a positive and significant relationship between the variables. Based on the regression analysis, it is concluded that visual design factors affect the brand content in social media positively and significantly. The positive relationship is evidenced by the regression coefficient, $\beta = 0.198$, which indicates that the changes in the visual design elements are related to an increase in consumer engagement. The R^2 value is 0.039, which means that 3.9% of the variations in consumer engagement with brand content can be explained by the visual design elements. Besides, the regression model is statistically significant, since the F value of 3.992, t value of 1.998 and p value of 0.048 ($p < 0.05$) showed that the model is significant. The p-value is less than 0.05, which means that the alternative hypothesis (H2) is accepted. The results indicate that the application of a visual design element such as color, typography, layout, images and animation help to enhance the involvement of consumers with the brand on social media.

H3: Motion graphics have a significant positive relationship with consumer's brand perception.

Table 4: Correlation Analysis

Hypothesis	Factor			Correlation		Hypothesis Result
		Mean	SD	Pearson Correlation (r)	Sig value	
H2	Motion graphics	30.4900	3.16861	.291**	0.000	Supported
	Consumer's brand perception	34.5150	3.66427			
**. Correlation is significant at the 0.01 level (2-tailed).						

Based on the result of correlation analysis, there is a significant positive correlation between motion graphics with consumer's brand perception. The results indicate that the average score of the motion graphics is 30.4900 (SD = 3.16861) and the average score of the consumers' brand perception is 34.5150 (SD = 3.66427). The Pearson correlation coefficient ($r = 0.291$) shows that there is a positive relationship between motion graphics and consumers' perception of the brand, and the p-value is 0.000 as a result, a correlation is statistically significant at the 0.01 level (2-tailed). Since the relationship is positive and statistically significant, then the alternative hypothesis (H3) is accepted. On the basis of these findings it can be concluded that the use of motion graphics in the social media content has a positive impact on the consumer's perception of the brands, which makes brand communication effective.

7. Discussion

The results of the present study reveal that though motion graphics and visual design elements have a great impact on brand communication on social media platform, they also play a key role in boosting the engagement of consumers and brand image. The regression output validated that motion graphics do have a positive impact on brand communication, and visualization design elements have a significant impact on the consumer's engagement with a branded content. Moreover, the correlation analysis showed that the motion graphics is the variable that is correlated with consumers' brand perception significantly and positively. The results align with those of Su, (2025), who found that motion graphic design enhances brand identity by enhancing how users interact with a brand, their ability to remember the brand message, and the engagement of audiences in digital spaces. Likewise, Samosir and Hidayat (2025) observed that motion graphic promotional videos posted on Instagram raised the level of both brand exposure and customer engagement. This proves that the use of motion graphic promotional videos is effective to catch the attention of and attract consumers. The present results also confirm the findings of Hassan (2025), which highlighted the importance of employing motion graphics and adaptive visual design for dynamic branding to foster emotional connections and engender more memorable brand experiences, thereby enhancing the effectiveness of communication across digital media.

The study also indicates that brands are more likely to trigger positive consumer reactions when they feature their social media and marketing campaigns with “cool” and “fun” visual and animated content, which results in better brand perception and engagement. The results are corroborated by the study of Buzeta, De Pelsmacker, and Dens (2024) which showed that the characteristics of social media and the emotional connectedness of users are important factors that affect consumers' activities related to brands online, further highlighting the significance of the use of engaging visual content. Furthermore, Chen and Feng (2024) recommended that in digital marketing, the capacity to produce creative, emotionally stimulating, and interactive advertisements is becoming more crucial to effective social media marketing because of its ability to engage and build connections between the brand and the consumer. All these recent studies are in line with the present study and conclude that motion graphics and proper visual aspects are effective tools to enhance the effectiveness of communication, sparking consumer interaction and creating a good impression of the brand on social media. The findings therefore offer additional empirical support for the benefits that can be gained from investing in quality visual communication for enhancing organizations' competitive position and for achieving more effective outcomes from digital branding.

8. Conclusion and Implications

In conclusion, the study reveals that motion graphics and visual design are important assets in improving the communication of brands on social media platforms. These results show that motion graphics positively contributed to brand communication and consumers' perception of the brand, and that the visual design elements in branded content had a positive impact on engagement. The findings indicate that it is crucial to incorporate dynamic animation, proper typography, color options, images and layout in social media marketing campaigns to make them more interesting and memorable brand experiences. Based on the findings of the study, it appears that businesses, digital marketers, advertisers, and content creators should prioritize investing in high-quality motion graphics and visually appealing content to boost their brand identity, engage audiences more effectively, and enhance consumer perceptions. In addition, the results offer useful information for institutions interested in maximizing the effectiveness of their digital communication campaign, and may be used as a reference in future investigations on the subject of branding, visual communication and social media marketing.

9. Limitations and Recommendations

There are some limitations of the study. It is carried out on a sample of 200 people from Delhi NCR, thus the results might not be applicable to other geographical areas and cultural contexts. A cross sectional quantitative research design was used, using self-reported responses, which can be affected by the respondents' own perception and response bias. Furthermore, the study only focused on motion graphics and visual design aspects and did not account for other aspects like content quality, influencer marketing, platform algorithms, brand reputation, and demographics of consumers, which could also influence brand communication results. The study needs to be conducted in a larger and geographically more diverse sample, longitudinal or mixed-method design and incorporate more variables to give a deeper insight into the consumer behavior. Analyzing comparative results from the different social media platforms and different industries would also give deeper insights about the effectiveness of motion graphics and visual design in digital branding.

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