ABSTRACT

TV commercial advertisements are the form of communication used to help sell products and services. Motion graphics often incorporate video, film, typography, illustration, animation, photography and music based on timeline. Motion graphic design has been considered a specialised skill, usually handled by artists meant for television, broadcast or films. This research is aimed at studying the use of motion graphics in TV commercial advertisements.

In this research, over 19000 TV Commercials advertisement spanning from 2009 to 2012 are considered. Out of this, 600 commercials related to motion graphics have been short listed. Those 600 commercials, are further classified under six types of advertising, namely Product Advertising, Service Advertising, Institutional Advertising, Public Relations Advertising, Public Service Advertising, Financial Advertising. Each of these advertisements are further analyzed under different sub categories such as Kinetic Typography, Illustration, 2D and 3D Motion Animation, Video Clip, Sound Effects and Camera Movements.

In this study a two-tier questionnaire is adopted. One for the designer and the second one for the viewer/audience. The questionnaire meant for the designers is aimed at knowing the factors that influence and guide the designers for creating more effective commercial advertisements. Second questionnaire for the viewers/audience is designed to obtain their preference.

Statistical analysis is used to interpret the data.