

THE ROLE OF ANIMATION AS AN INDISPENSABLE TOOL FOR LEARNING AND PROMOTION

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Abstract. *Animation encompasses a wide range of visual techniques, from traditional drawing to 3D modelling, and plays a key role in information transfer. This research focuses on the impact of animation on the human brain, identifying mechanisms for improving perception and learning, focusing attention, and forming an emotional connection with content. Animation improves the perception and memorization of information, making complex concepts accessible and understandable. The study emphasizes the potential of animation as a valuable tool for visualizing and communicating information in the digital age. Animation has the ability to emotionally affect audiences, making it particularly effective in the context of social media marketing. Characters, storylines, or dynamic effects can evoke positive emotions in users and create a favorable perception of a brand or product. In advertising, animation can capture the audience's attention and help the material stand out from others. In the educational sphere, it helps to visualize complex theses, attracts students' attention and promotes deep understanding of curricula. Scientific research confirms its impact on the viewer. Thus, animation remains an important element in modern practices due to its effectiveness and versatility, and the article emphasizes the need for further research in this field to create communication strategies, improve the quality of education and information transmission.*

Keywords: *advertising, attention, communication, education, technique, visualization*

Introduction

The purpose of this paper is to study the role of animation as an effective method of information transfer and its impact on perception, understanding and memorization of information. The main task is to analyze the advantages of using animation in such a sphere as education, as well as to evaluate the effectiveness of animation in advertising and social networks.

The term "animation" in this paper covers a wide range of visual techniques used to create moving images [4]. This includes traditional drawn animation as well as computer graphics, 3D modeling, character animation, data animation, and information animation. Animation can be used to create instructional videos, interactive presentations, multimedia advertisements, and other forms of visual content that aim to convey information, attract attention, and enrich the user experience.

The history of animation stretches back through the centuries, beginning with the first experiments with the creation of moving images. One of the first examples is a demonstration by French scientist Paul Roget in 1828, who created the illusion of a caged bird moving using a rotating disk.

With the advent of the camera and projector invented by Tom Edison, animation began its practical development. In 1906, Stuart Blackton created the first short film, *Funny Expressions of Funny Faces*, in which he used the method of drawing, photographing, erasing, and re-drawing to create the illusion of motion [1].

1. What is the effectiveness of animation

The main reason for the huge success of video is the structure of human brain. We can quickly grasp the meaning of an image in a fraction of a second, which is equivalent to reading hundreds of words. Video allows us to memorize about 80% of information, while text retains only 20% and aural information remains in memory at a level of only 10%. At the same time, more than 70% of information is perceived visually. Taking into account that more than half of the brain is occupied with visual perception processes, it is recommended to use a variety of methods to influence a person. In this context, videos with 3D animation are particularly effective, which are not only bright and attractive, but are also able to hold the audience's attention and help memorize information better than anything else [2].

Animation is also a particularly useful way to absorb information for the following reasons:

First, it allows complex concepts and processes to be visualized, making them more accessible and understandable to students. For example, complex concepts such as mathematical operations or scientific phenomena can be visualized through animation, which facilitates better comprehension.

Second, animation attracts attention and holds the interest of the audience. Thanks to bright and dynamic visual effects, students are more willing to absorb information and more easily focus on the learning process [6].

In addition, animation promotes memorization of material. Studies show that people perceive information they have seen in the form of animations or visuals better than textual descriptions.

Finally, animations can be interactive, allowing learners to interact with the material and receive feedback, which promotes deeper understanding and memorization of the learning material [5].

2. The role of animation in schools and universities

Animation plays a significant role in education, including lectures and lessons in schools and universities.

Firstly, animation helps to visualize book terms, making them more understandable and accessible to students. For example, processes in chemistry, physics, or biology can be visualized through animation, which helps students learn the material better.

Secondly, animations capture students' attention and help keep them engaged during a lesson or lecture. Dynamic and creative animation elements can make learning material more engaging and memorable [8].

In addition, animations can be used to create interactive lessons where students can interact with the material and participate in learning tasks or simulations.

Finally, animation can be an effective distance learning tool, allowing instructors to create online courses with high-quality visual content.

3. Effectiveness of animation in advertising

Animation in advertising has a number of unique advantages that make it an effective tool to attract the attention of the buyer.

1. Animation attracts the attention of the audience due to its dynamism and creativity. Bright and memorable animation elements make people stop and pay attention to the advertising content.
2. Animation allows you to stand out among other promotional materials. It provides an opportunity to create original and creative ideas that will attract the attention of potential customers.
3. With the help of animation, complex concepts or products can be explained easily and visually. Visualization of information makes it more accessible and understandable to the audience, which helps to increase interest in the advertised product or service.

4. Animation allows you to create an emotional connection with your audience. A well-executed animation can evoke positive emotions in viewers, making them more likely to respond to the advertisement.
5. With vivid and memorable visual elements, animation provides a high level of memorability for advertising content. This allows to attract attention more effectively and form a positive perception of the brand.

Explanation using the example of banners: Animated banners tend to attract more attention because moving elements can catch the user's eye. They can also better convey information or a message by using animation to draw attention to key details or evoke emotional responses. In addition, animated banners are often more memorable, which helps increase the effectiveness of an ad campaign.

Static banners are good because they have a lower cost, animations do not distract from reading the main text and are available for viewing in browsers that do not support animation. However, the advantage of animated banners such as GIF, Flash and HTML5 banners is that they are more colorful and impressive due to the presence of animated elements that attract more user attention. In addition, HTML5 banners are adaptable and can be viewed on any device, making them more effective for modern advertising campaigns [3].

4. Animation in social media promotion

Animation plays an important role in social media promotion due to its ability to attract and retain the attention of users. Marketing research shows that animated elements in social media content can increase audience engagement and improve the effectiveness of advertising campaigns.

In addition, animation is able to emotionally affect the audience, which makes it particularly effective in the context of social media marketing. Animated characters, storylines or dynamic effects can evoke positive emotions in users and create a positive perception of a brand or product [7]

Finally, animation can be used to make social media content more interactive. For example, animated polls, polls or infographics can encourage user participation and create additional touch points between a brand and its audience.

The use of animation in social media content not only helps to attract users' attention, but also helps to increase engagement, emotional response and interactivity, making it an important tool for successful promotion of brands and products in the digital environment. Animation plays an important role in social media promotion due to its ability to attract and retain users' attention. Academic research in marketing shows that animated elements in social media content help to increase audience engagement and improve the effectiveness of advertising campaigns.

Conclusion

Thus, we can trace how animation proves to be very effective in education, advertising and social media promotion due to its unique ability to simplify complex ideas and attract attention. It undoubtedly enhances perception in the best way and promotes emotional connection and interactivity. Whether visualizing concepts in education or standing out in advertising, animation remains a versatile tool for communication and audience engagement in today's digital landscape.

Overall, the results of the study are in line with the aim and objectives of the study. However, it should be noted that animation has its limitations and may not always be as effective in all contexts. For example, in some cases, static content may be more relevant or cost-effective.

Based on the findings, the authors recommend the widespread use of animation in education, advertising, and social media, taking into account the specifics of each field. It is also important to continue research in this area to better understand the effectiveness of animation and develop new methods of application.

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