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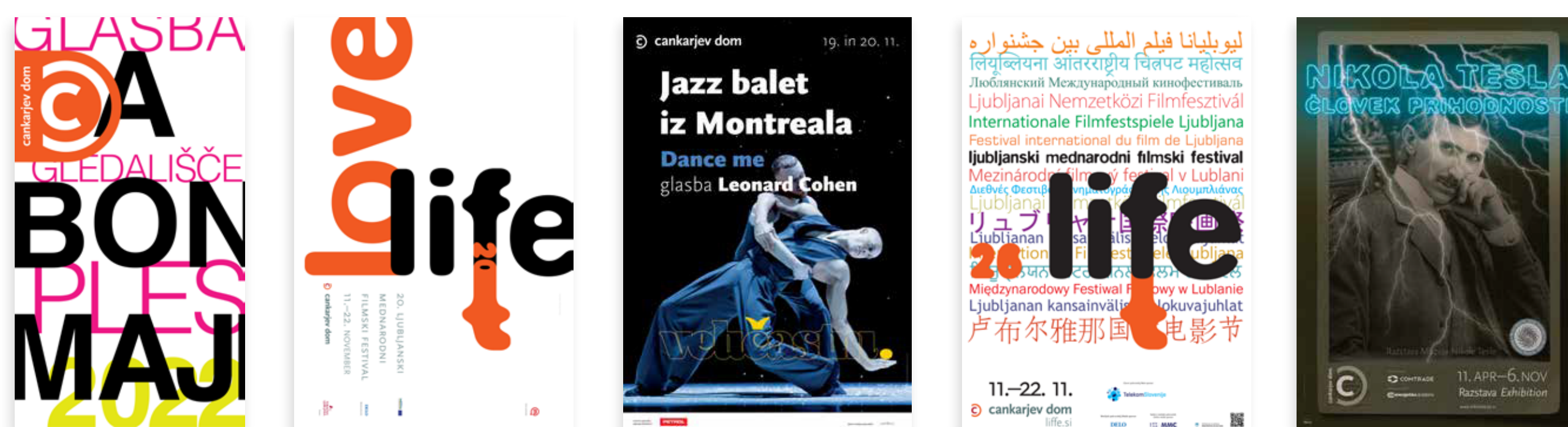
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# Analysis and design of animated posters

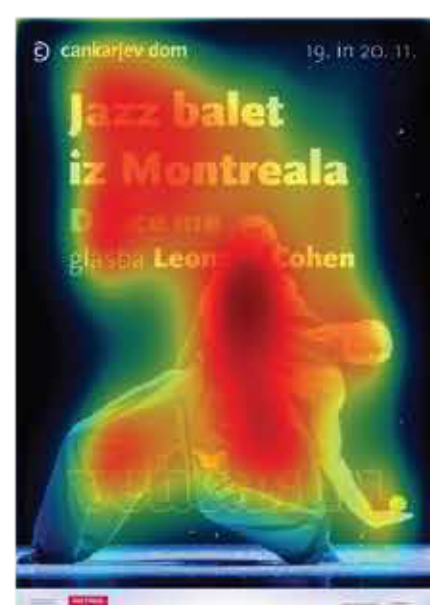
Lara Zuza, Jure Ahtik  
University of Ljubljana, Faculty of Natural Sciences and Engineering,  
Department of Textiles, Graphic Arts and Design, Ljubljana, Slovenia

## Introduction

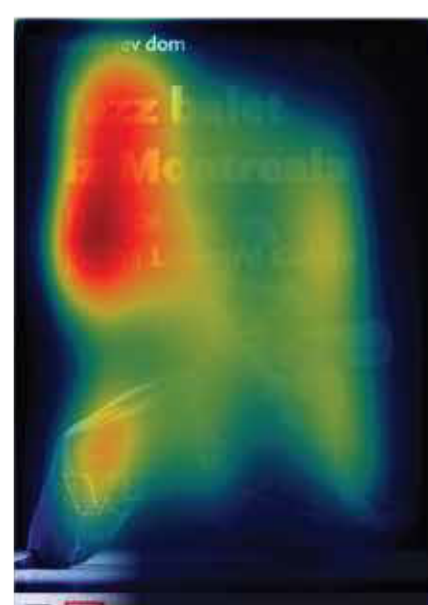
Research is focused on whether and how animation can improve perception. The main hypothesis is that animation of some graphic elements can improve the visibility and therefore the effectiveness of a poster. The first step of the research was to prepare a test material. In cooperation with Cankarjev dom, we animated five of their posters, which were originally prepared only for printing. Different artistic styles and compositions were chosen. The second step was to animate some of the elements, focusing on the effectiveness and communicativeness of the final result.



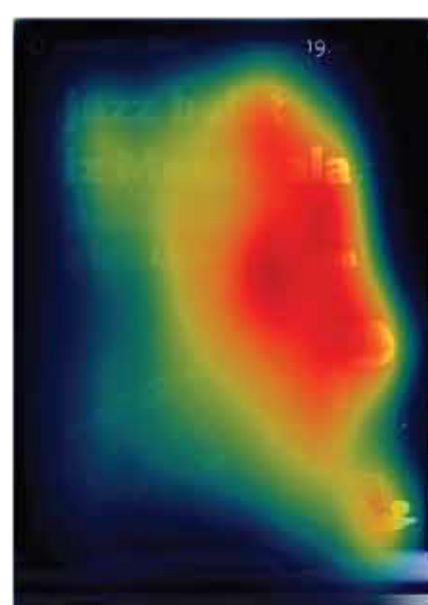
## Methods



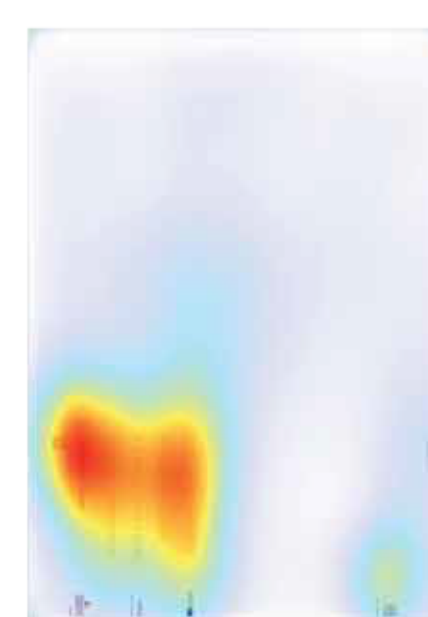
Static version



Animated version



Static version



Animated version

To investigate the impact of static versus animated posters two different approaches were used. First approach was more objective while using the AI Eye tracking software tool named Expoze. With this tool we generated heatmaps for both static as well as animated posters. The results are generated based on artificial intelligence, which is a great advantage in terms of the temporal component, as we do not need actual test subjects to collect the results. The programme was created with the help of thousands of contributors and now has a 95% reliability rate. The main purpose of this type of testing was to see if we could draw attention to important areas of content that are otherwise neglected by adding motion to the poster in an appropriate way. The second approach to investigating the impact of animated posters was an online survey, which was mainly based on subjective responses of the participants as we also wanted to check the memorability of different information on posters. In order to obtain the most relevant results possible we designed two different versions of the survey that only differed in the examples of posters presented to the respondents. In each version of the survey all five posters were shown – but either static or animated version. The posters that were static in the first version, appeared animated in the second. For each version of the survey, we gathered 30 responses, which means that a total of 60 participants took part in the research. The two surveys were designed in such a way that the respondent was first shown each poster, and after that there was always a follow-up question relating to some contextual information from the poster.

## Conclusion

To this end, we have already provided improvements in the design of the animated posters and focused on improving the functionality of the poster rather than just adding a visual effect. Using predictive eye-tracking analysis, we have shown that animation affects the observer's perception of the data. We found how important additional movements are, which can completely change the perception of the presented content. In most cases, the added animation also successfully drew attention to important parts of the poster that might otherwise have been overlooked. The results of the survey confirmed the very important finding that the transformation of static posters into animations was well thought out, which helped the viewer to perceive the information better. In all cases, it was found that the content was better remembered by viewers of animated posters.

## Acknowledgements

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