ELEARNINGNEWS ARTICLE

Year 6 - number 229 Wednesday 21 december 2022

eLearning: major trends of 2023 for motion graphics

Personalization, interactivity, use of advanced technologies... Let's discover the new 2023 trends in motion graphics applied to eLearning.

As you may know, videos are a really powerful tool for making e-learning course content more engaging and interesting.

Thus, audiovisual content can be used to illustrate complex concepts, create engaging introductions, and bring course content to life.

In this article we will delve into the main trends related to the topic of content, focusing particularly on the topic of motion graphics animations.

The five trends in the e-learning market

If you want to create an e-learning course with high-quality content, the upcoming trends will focus mainly on five activities.

Use animations: motion graphics animations can be a great tool to make the content of an e-learning course more engaging and interesting.
They can be used to illustrate complex concepts in a simple and clear way or, for example, to create eye-catching introductions and animations in slideshows that capture learners' attention.

Make video tutorials: video tutorials are an excellent product for explaining a given topic in clear detail. You can intersperse footage of a particular activity with a close-up of yourself explaining how to accomplish it and get very engaging results. Video tutorials can be used to show step by step how to perform a certain action, or to illustrate complex concepts through visual language.

Create example videos: example videos can be useful to show students how to concretely apply the concepts that are covered in the course. In this way, students can see what they have learned in action, making the course content more tangible and easy to understand.

Conduct video interviews: video interviews are a wonderful mode of interaction, a touchpoint between the world of the student and subject matter experts. They represent, in short, a voice outside the course and to enrich the content with different points of view. Thanks to video interviews, learners have the opportunity to meet in live or recorded sessions people working in the professional field whose main topics they are delving into.

Use augmented reality: augmented reality can be a very engaging way to present the content of an e-learning course. It consists of using technologies such as virtual reality or mixed reality to integrate virtual elements into reality, creating immersive and interactive experiences. One example is the mixed reality viewers that are rapidly gaining popularity in industry. Virtual reality viewers are also more accessible both economically and financially, allowing us eLearning course developers to find new markets in which to express ourselves.

Motion graphics animations

So there are many ideas for making video content for e-learning that can help make courses more engaging and interesting. Using animations, making video tutorials, creating sample videos, making video interviews, and using augmented reality are just some of the possibilities available to you.

However, I believe that in 2023 we will need to spend a lot of energy on motion graphics content, which largely characterized the eLearning content market during 2022.

In fact, the new trends in motion graphics in 2023 will be marked by an increased focus on personalization and interactivity.

Companies and brands have been and will be increasingly interested in creating motion graphics content that is capable of capturing the audience's attention and actively engaging them.

In addition, it will be necessary to **use types of content that are capable of adapting to innovative tools** such as artificial intelligence, natural language, and, therefore, the use of virtual assistants or digital tutors to accompany learning.

Thus, one of the most important trends in 2023 will be the growth in the use of **augmented and virtual reality in motion graphics**. These technologies will make it possible to create content that is even more immersive and engaging, providing a unique experience for audiences.

For example, they could be used to create true interactive stories in which viewers can explore virtual environments and make decisions that will affect the course of events.

Motion graphics will then be adapted to new standards, and 3d compositing programs, specific software for creating three-dimensional models, will be increasingly used, especially with regard to avatars that will accompany learners within metatarsal experiences.

So, another trend in 2023 will be the **use of advanced animation techniques**, such as 3D animation, to create even more realistic and immersive motion graphics content. These techniques will make it possible to create realistic environments and characters that can interact believably with the audience.

An example of this is what is already happening on video game platforms that allow for greatly personalized gaming and learning experiences. With a web search, it is easy to read stories about schools and institutions that have started using some video games to teach coding or team building techniques.

In addition, there will undoubtedly be a greater emphasis on **personalization of motion graphics content**. Using machine learning and artificial intelligence techniques, companies will be able to create content that is personalized to the preferences and interests of the audience. For example, a motion graphics video could be edited in real time to include elements that are specific to the audience that is watching it.

This activity is called profiling and allows a course's users to be mapped and, in an automated way, create small changes to content that allow for increased interest and engagement.

An example? In the next elearning course you might see your name on the welcome slide.

So, there will be an increased focus on using advanced storytelling techniques in motion graphics. Companies will begin to use these techniques to create engaging and memorable stories that are able to convey their messages effectively.

Motion graphics make it possible, at an affordable price and with creation tools also available online without downloading any software, to create new stories and tutorials quickly.

In 2023, **new trends will tend to favor two formats for motion graphics**: the short format, 30 to 90 seconds in length, and the vertical cut format, suitable for smartphone screens but also for new models of PC monitors.

If you want to create motion graphics content, you will need to invest in content creator services such as licensed library collections to which you can subscribe for a small annual fee.
With these services you will have access to a really rich and constantly updated catalog that includes not only motion graphics but also templates for major software and stock video, sound effects, and royalty-free music.

The use of motion graphics will, in essence, be a daily process whether you make courses as a freelancer or have a small or large communications agency.

You will find yourself investing in innovative technologies as an early adopter and, at the same time, making products that are already in high demand in the market such as micro-learning courses to be taken directly on smartphones.

In conclusion, the new motion graphics trends of 2023 will be characterized by an increased focus on personalization, interactivity, and the use of advanced technologies such as augmented and virtual reality, 3D animation, and story-telling techniques. These trends will enable the creation of even more engaging and memorable content that can capture the audience's attention and convey their messages effectively.

What will be your upcoming projects?

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