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## RESEARCH ON THE INNOVATIVE APPLICATION AND INFLUENCE OF DYNAMIC ELEMENTS IN MODERN MUSIC POSTER DESIGN

DOU Xinru <sup>1</sup>, KHYNEVYCH Ruslana <sup>2</sup>

<sup>1</sup> Qilu University of Technology, Jinan, People`s Republic of China

<sup>2</sup> Kyiv National University of Technologies and Design, Kyiv, Ukraine  
**1033938101@qq.com, h.ruslana.v@gmail.com**

*This study focuses on the innovative use of dynamic elements in contemporary music poster design, exploring their impact on visual communication, the audience's emotional experience, and the dissemination of music culture. Theoretical analysis and examples show how dynamic elements overcome the static limitations of traditional posters, giving design new vitality and value, as well as serving as a benchmark for practice and theoretical developments.*

**Keywords:** *Modern music poster design, Dynamic elements, Visual communication, Emotional experience, Communication of Music Culture.*

### INTRODUCTION

In today's digital and diverse cultural environment, the music industry is thriving, and music posters, as an important visual medium for music promotion, are also facing new challenges and opportunities in their design. With the rapid development of digital technology, dynamic elements are gradually integrated into music poster design, breaking the inherent pattern of traditional static posters. This innovation not only meets the growing aesthetic needs of the audience, but also opens up new avenues for the dissemination of music culture.

### PURPOSE

This study aims to explore in depth the innovative application of dynamic elements in modern music poster design. It analyzes their mechanisms in enhancing poster attractiveness, strengthening audience emotional resonance, and promoting the dissemination of music culture. The research provides both theoretical support and practical guidance for music poster design, while also contributing to the innovative development of the field.

### RESULTS AND DISCUSSION

Modern music posters have evolved from early forms of simple information transmission to sophisticated integrations of various design styles and advanced technologies. Today, they serve multiple key functions: music promotion, brand building, and cultural dissemination. Their visual styles are increasingly distinctive, marked by creative expression and deep cultural connotation.

In contemporary design, dynamic elements appear in diverse forms, including animation effects (such as frame-by-frame animation and interstitial



animation used to represent changes in music rhythm and thematic transitions), interactive dynamic features (like touch interaction and gravity sensing to enhance audience engagement), and dynamic lighting and shadow effects (used to create atmosphere and emphasize musical themes).

Additionally, dynamic elements offer opportunities for narrative depth, enabling designers to tell a story through motion that reflects a song's mood or message. These elements can also enhance the synesthetic experience by visually representing sonic textures, rhythms, or emotional arcs. This multi-sensory approach fosters a more immersive connection between the viewer and the music.

Dynamic elements significantly impact modern music poster design — not only by enhancing visual communication and capturing attention, but also by conveying information more efficiently and emotionally. They help deepen the audience's emotional experience, provoke resonance, and promote cultural understanding across different regions and backgrounds.

To maximize their potential, designers can implement innovative strategies such as integrating diverse cultural motifs to enrich content, utilizing emerging technologies like VR and AR to increase interactivity, and prioritizing user-centered design to better meet the preferences and expectations of target audiences.

### **CONCLUSIONS**

This study summarizes the application forms, effects, and innovative strategies associated with dynamic elements in modern music poster design. It emphasizes their essential role in improving poster quality and enhancing dissemination outcomes. Dynamic design, when thoughtfully applied, offers a powerful tool for visual storytelling, emotional engagement, and cultural transmission in the music industry.

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**ДОУ Сінжу, ХИНЕВИЧ Р.**

### **ДОСЛІДЖЕННЯ ІННОВАЦІЙНОГО ЗАСТОСУВАННЯ ТА ВПЛИВУ ДИНАМІЧНИХ ЕЛЕМЕНТІВ У СУЧАСНОМУ ДИЗАЙНІ МУЗИЧНИХ ПЛАКАТІВ**

*Це дослідження зосереджене на інноваційному застосуванні динамічних елементів у сучасному дизайні музичного плаката, досліджуючи їхній вплив на візуальну комунікацію, емоційний досвід аудиторії та поширення музичної культури. Теоретичний аналіз і приклади показують, як динамічні елементи долають статичні обмеження традиційних плакатів, надаючи дизайну нової життєвості та цінності, а також слугуючи орієнтиром для практики та теоретичних розробок.*

**Ключові слова:** дизайн плакатів, візуальна комунікація, емоційний досвід, музична культура.