

Appraisal Of Motion Graphics Techniques In Select Nigerian Commercial Banks Social Media Adverts

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Abstract: In the contemporary digital landscape, motion graphics has solidified its place as a critical instrument for corporate storytelling, allowing brands to synthesize complex data into visually captivating, bite-size animations. Nigerian commercial institutions have aggressively adopted this medium across popular social networks to foster visual promotions, consumer relationships, and anchor corporate identities. This study evaluates the specific technical treatments and compositional workflows adopted by Access Bank Plc, Guaranty Trust Holding Company (GTCO), and Zenith Bank Plc across Facebook, Instagram, and YouTube. Qualitative methodology rooted in visual content analysis was adopted. Nine (9) advertising clips were purposely shortlisted from the post-Covid'19 releases of 2020 to 2025. They were systematically and visually appraised via kinetic typography, vector iconography, simulated user interfaces, camera transitions, and corporate palettes. The results reveal a high reliance on stylized 2D/3D hybrids, center-weighted framing optimized for mobile screens, and culturally tailored narratives designed to navigate Nigeria's distinct consumer market. The study attests strategic motion graphics design advertising as pivotal to message preservation, corporate equity, and user interactivity. It however, hopes its findings provoke further research on the subject matter and consequently recommends balancing stylistic experimentation with informational transparency and accessible layout design by commercial banks creative designers.

Keywords: Motion Graphics Design, Digitalised Visual, Advertising, Communication, Corporate Identity.

Introduction

The rapid expansion of digital communication technologies has continue to transform advertising landscape globally, shifting promotional activities from traditional media platforms to interactive digital environments. Social media platforms such as YouTube, Facebook, and Instagram have become central channels through which organizations communicate or promote products and services to consumers, and cultivate brand loyalty [1, 2]. Within this digital ecosystem, motion graphics advertising has emerged as a powerful visual communication tool based on its capacity and capability to combine graphic design, animation, typography, and narrative structures into engaging and persuasive advertising messages [3]. Motion graphics advertising represents a significant evolution in contemporary visual communication.

Motion graphics is a hybrid visual communication medium that integrates graphic design principles with animation techniques to create meaning through movement, time, and sequence [3]. Unlike static graphic design, which relies solely on spatial arrangement, motion graphics introduces temporality as a design element, allowing information to unfold progressively through animated visual structures. By combining typography, illustrations, symbols, colour, sound, and motion within a unified

framework, motion graphics enhances the communication process by making complex information more engaging, accessible, and memorable [4, 5].

FinTech advertising differ significantly from consumer goods marketing due to its core reliance on trust, stability, and regulatory clarity. Because banking products are inherently abstract, financial institutions must explain complex processes without overwhelming the consumer. This dynamic has given rise to a form of "visual pedagogy" within the digital economy. By using animated user interface simulations, step-by-step vector breakdowns, and clear focal cues, banks can now visually demonstrate mobile banking interfaces and transactional steps [6]. This approach helps lower structural accessibility barriers, supporting broader financial literacy and boarding digital goals across diverse consumer demographics.

Unlike static advertisements, motion graphics utilize movement, timing, transitions, kinetic typography, and animated visual elements to communicate information more effectively and capture audience attention in highly competitive digital spaces [3, 7]. The increasing popularity of mobile devices and social media platforms has further accelerated the adoption of motion graphics as brands seek visually compelling content capable of generating engagement and improving message retention [8, 9, 10]. Within sub-Saharan Africa, the Nigerian banking sector is a key driver of digital transformation, shaped by intense competition in financial technology (FinTech), and a young, mobile-first population has shifted financial institutions away from traditional institutional advertising toward digital-first communication strategies.

Leading banks such as First Bank, Union Bank, Polaris Bank, Fidelity Bank, United Bank of Africa, Access Bank, Guaranty Trust Bank (GTBank) also known as Guaranty Trust Holding Company (GTCO), and Zenith Bank [6] now prioritise social media platforms like Facebook, Instagram, and YouTube as primary channels for brand reinforcement and customer on-boarding. To communicate complex financial services, such as USSD commands, tiered savings structures, automated loan processes, and mobile banking interfaces, these institutions increasingly rely on motion graphics, a multi-modal design approach that integrates typography, illustration, temporal sequencing, and sound to simplify information and reduce cognitive load. Consequently, the banking sector in Nigeria has increasingly adopted digital advertising strategies, driven by intensifying competition and evolving consumer behaviour.

This shift reflects broader developments in contemporary marketing communication, where visually driven and technology-enabled engagement has become central to brand visibility and customer interaction [11, 12, 13]. These banks maintain substantial digital and social media presence and are widely recognised for their extensive use of online advertising and multimedia communication strategies. Their adoption of social media advertising reflects a broader industry trend in which organisations increasingly rely on visual storytelling and multimedia content to establish stronger relationships with audiences [14]. The increasing reliance on motion graphics advertising by these banks reflects broader changes in contemporary advertising practice.

Rather than relying solely on live-action production, advertisers now employ techniques such as kinetic typography, animated icons, character animation, infographic animation, and 2D/3D motion design to simplify complex financial information and create emotionally engaging consumer experiences [3, 7]. These techniques are particularly valuable in banking communication, where abstract concepts such as digital banking, financial security, and mobile transactions must be communicated clearly and persuasively [15]. Motion graphics also align with contemporary theories of multimedia learning, which suggest that audiences process information more effectively when verbal and visual elements are integrated through dynamic presentation formats [8, 16].

The strategic use of animation, pacing, and visual hierarchy enhances message comprehension and engagement across digital platforms. Despite the growing use of motion graphics advertising in Nigeria's banking sector, scholarly attention has largely focused on digital marketing effectiveness and social media engagement, with limited emphasis on the specific motion

design techniques employed. This study therefore examines the motion graphics strategies used by Access Bank, GTBank, and Zenith Bank in their social media advertisements between 2020 and 2025, addressing a gap in literature that often overlooks the technical and structural composition of motion graphics.

According to Krasner [3], motion graphics extends traditional graphic design into the temporal domain, enabling designers to transform static visual elements into dynamic narratives that communicate ideas more effectively. As a communication medium, motion graphics functions within the broader discipline of visual communication, where meaning is conveyed through the strategic arrangement of visual signs and symbols. The incorporation of movement adds an additional layer of communicative potential by directing viewers' attention, establishing visual hierarchy, and emphasizing key messages. Rather than presenting all information simultaneously, motion graphics organizes content sequentially, allowing audiences to process information in a controlled and logical manner.

Lupton and Phillips [8], argue that visual hierarchy is fundamental to effective communication because it guides viewers through information according to levels of importance. In motion graphics, hierarchy is reinforced through animated transitions, scaling, timing, pacing, and kinetic typography, all of which help prioritize information and improve audience comprehension. The communicative effectiveness of motion graphics is particularly evident in contemporary digital environments characterized by information overload and intense competition for audience attention. Social media platforms, websites, mobile applications, and digital advertising spaces require content that can quickly attract attention and communicate messages within a limited time frame. Motion graphics addresses this challenge by employing movement as an attention-directing mechanism.

Barthes [17], demonstrates that animation enhances audience engagement and information processing by guiding visual attention and facilitating comprehension. Through the use of animated text, icons, info-graphics, and interface simulations, motion graphics can simplify abstract concepts and communicate complex procedures more efficiently than static visual formats. Motion graphics also operates as a multi-modal communication system that combines visual, textual, auditory, and temporal modes of meaning-making. The integration of these modes allows information to be communicated through multiple sensory channels simultaneously, thereby improving cognitive engagement and learning outcomes.

Kress [18], argues that contemporary communication increasingly depends on multi-modal forms of representation in which meaning emerges from the interaction of different communicative resources rather than from language alone. In motion graphics, typography, imagery, movement, narration, music, and sound effects work together to create coherent communicative experiences that can educate, persuade, inform, or entertain audiences. This multi-modal nature makes motion graphics particularly effective in digital marketing, educational content, public information campaigns, and corporate communication. From a cognitive perspective, motion graphics supports learning and information retention by reducing cognitive load and enhancing message clarity.

Mayer's [8], Cognitive Theory of Multimedia Learning suggests that individuals learn more effectively when information is presented through coordinated visual and verbal channels rather than through text alone. Animated visualizations help learners understand processes, relationships, and abstract concepts by demonstrating them dynamically rather than merely describing them. Consequently, motion graphics has become an important tool for instructional design, financial literacy campaigns, software demonstrations, and other forms of explanatory communication that require the presentation of complex information in an understandable format. In the context of advertising and corporate communication, motion graphics has emerged as a powerful storytelling tool that enables organizations to communicate brand values, product features, and service benefits in visually compelling ways. The medium facilitates emotional engagement by combining narrative structures with dynamic visual aesthetics.

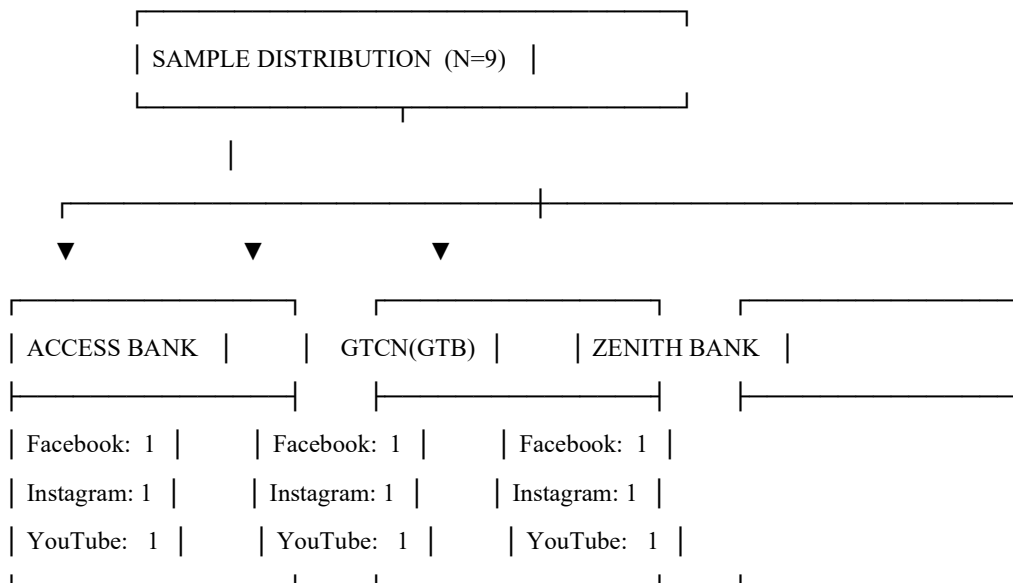
Platforms such as Facebook, Instagram, and YouTube prioritize visually dynamic content that can quickly capture user attention within crowded digital feeds [19, 20]. In such environments, motion graphics offers a competitive advantage by combining informational clarity with aesthetic appeal. The ability to present content through short, visually rich, and easily shareable formats makes motion graphics particularly suitable for digital advertising and brand communication. Consequently, the medium has evolved from a specialized design practice into a dominant form of contemporary visual communication that plays a central role in shaping how information is produced, distributed, and consumed in the digital age. Modern social networks function as algorithmically driven environments characterized by intense content competition and rapid visual feeds [20, 21, 22].

Research Design and Methodology

Facebook, Instagram, and YouTube prioritise visual assets that generate immediate interaction, making the inherent movement of motion graphics a key advantage for breaking through feed noise or hype [22, 23, 24]. However, each network imposes unique presentation rules and user behaviours that affect how motion design is executed. For instance Facebook demands versatile formats suitable for a broad demographic, supporting short promotional clips as well as mid-length informational content that relies heavily on clear on-screen visuals. Instagram operates as a highly aesthetic, vertical space (9:16 narrow screen) where rapid pacing, vibrant color palettes, and instant visual hooks are required to engage users within the first few seconds. YouTube serves as a destination for longer, horizontal formats (16:9 widescreen), allowing for comprehensive narrative development, multi-step tutorials, and higher production values that incorporate complex audio tracks and sophisticated visual sequencing [25, 26].

This study utilized a qualitative research design built around systematic visual content analysis. The research focused on the post Covid'19 pandemic of 2020 to 2025 [27], a period characterized by accelerated institutional migration toward only digital banking. Nine (9) motion graphics advertisements were selected using purposive sampling from the verified social media channels of Access Bank Plc, Guaranty Trust Holding Company (GTCO), and Zenith Bank Plc (fig. 1).

Figure 1: Sample Distribution



To maintain structural consistency, a standardized coding sheet was developed to evaluate each advertisement, using specific parameters. They are typographics style and kinetics: font selection, scale, text movement, and readability speeds. Colour palette archetypes: adherence to corporate guidelines and the psychological use of background fill colours [28, 29, 30]. Animation style and transitions: Vector choices, 2D/3D integration, cameras, cuts, and spatial easing rules. Compositional frameworks: frame orientation, layout hierarchy, and the use of mobile safety margins. Symbolism and narrative hooks: cultural themes, promotional rewards, and clear calls to action. The selected clips of Access Bank Plc, Guaranty Trust Holding Company (GTCO), and Zenith Bank Plc were based primarily on their motion graphics design for Facebook, Instagram, and YouTube (plates 1-9).

Appraisal of Techniques and Discussion

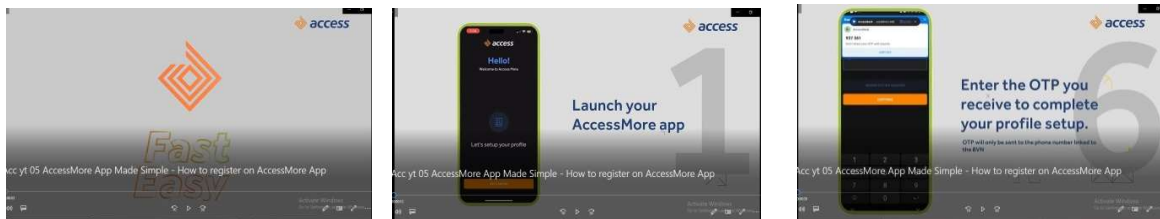
Clip 01 (ACC_FB_01): End of Year Campaign



Plate 1

Frames showing hybrid use of character and typographic layout, Access Bank Facebook Advert, Retrieved by Yusuf, A. K., 2025.

Uploaded on December 1, 2023, to Access Bank's Facebook page, this 10-second 1:1 motion graphics advert is optimized for mobile engagement. Utilizing 2D animation, the video features a high-key background and a flipping calendar that transitions from November to December, symbolizing the year's final chapter. At the three-second mark, an animated male figure slides into the frame, embodying the "Modern African Professional." Dressed in a sharp blue suit, his open-armed gesture reflects professional hospitality, bridging the gap between institutional authority and customer-centric warmth. The advert concludes by tapping into Nigerian "hustle culture," employing the metaphor "Welcome to the last lap." This reframes the festive season as a high-stakes sprint toward financial goals, punctuated by the call to action, "Let's make it count." Throughout the sequence, the Access Bank logo remains a fixed, stabilizing presence, ensuring brand consistency as the visual narrative shifts. This synthesis of technical precision and cultural resonance effectively drives the bank's end-of-year messaging.



Clip 02

(ACC_YT_02): Access More Mobile Registration Tutorial

Plate 2

Frames showing the use of negative space, Access Bank YouTube Advert, Retrieved by Yusuf, A. K., 2025.

Uploaded on July 30, 2021, to Access Bank's YouTube channel, this 55-second motion graphics advert is a polished instructional guide. Presented in a vertical (9:16) aspect ratio, the video is optimized for mobile-first platforms like YouTube Shorts. The technical execution begins with a dynamic burst of 3D-styled orange cubes and geometric lines forming the app icon. These transitions into a high-fidelity UI simulation, utilizing the vertical screen space to walk viewers through the registration interface with smooth, professional transitions. The narrative is structured as a clear, step-by-step tutorial, breaking the process into six manageable actions. The messaging emphasizes "Fast" and "Easy" banking through bold, brand-signature orange typography. To maintain brand visibility, the Access Bank logo is anchored in the top right, while the "AccessMore" sub-brand is highlighted during opening and closing billboards. By demystifying security steps like OTP entry and PIN creation, the advert builds user confidence in digital platforms.

Clip 03 (ACC_YT_03): Access More Promotional Giveaway

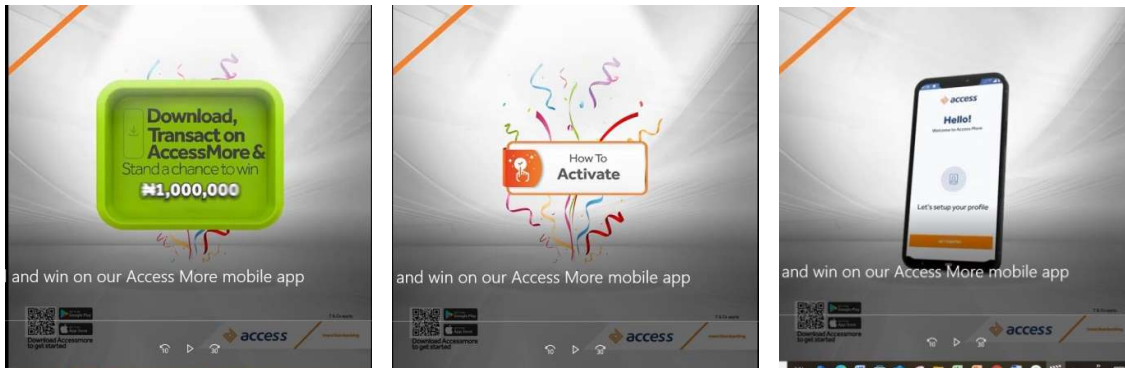


Plate 3

Frames showing the use of negative space on Access Bank, YouTube Advert, Retrieved by Yusuf, A. K., 2025.

Uploaded on July 2, 2024, this 28-second square (1:1) motion graphics advert is optimized for Instagram and Facebook feeds. The high-energy technical execution opens with celebratory confetti and a spotlight on a green 3D container. Unlike detailed UI walkthroughs, this advert utilizes kinetic typography and stylized 3D graphics to maintain focus on the text-based offer. The dynamic camera work, featuring fast-paced zooms and pans, syncs perfectly with an upbeat, cinematic soundtrack. The narrative centers on a single, massive call to action: "Download, Transact on AccessMore and Stand a chance to win ₦1,000,000." The minimalist messaging uses the bank's signature orange and navy blue to ensure brand recognition, with the logo and tagline anchored throughout as a constant visual reference.

Clip 04 (GTB_FB_04): GTCO Public Share Offer Campaign

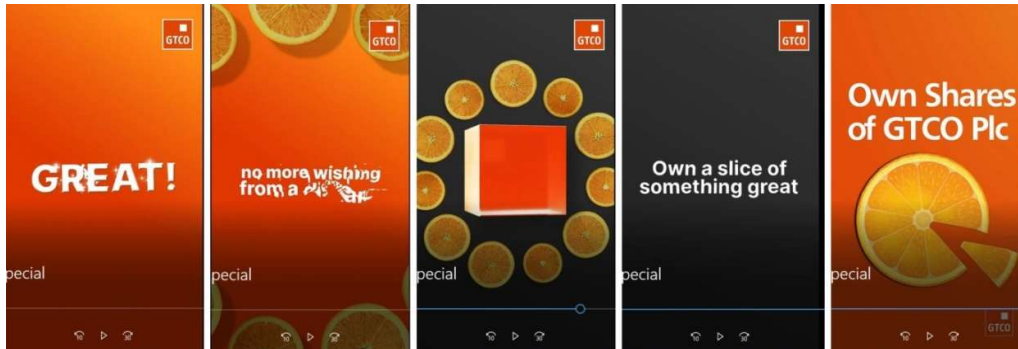


Plate 4

Frames showing type, image illustration and colour usage, GTBank Facebook, Advert, Retrieved by Yusuf, A. K., 2025.

This 1-minute and 6-second motion graphics advert is presented in a vertical (9:16) aspect ratio, designed for mobile-first consumption on platforms like Facebook and Instagram Reels. The technical execution is a masterclass in abstract 3D animation and kinetic typography. The visual narrative revolves around a rotating orange 3D cube and slices of oranges, a recurring motif that represents the brand's identity. The animation features fluid, liquid-like transitions where orange and white splashes swirl around the central cube, creating a high-energy, modern aesthetic. The advert's narrative is built on the concept of collective ownership, using the primary tagline: "Own a slice of something great". It uses punchy, motivational copy like "No more wishing from a distance" and "Take a chance and shape your fate" to encourage viewers to move from passive observers to active investors. The GTCO logo is consistently anchored in the top right corner, while the final billboard shot clarifies the call to action: "Own Shares of GTCO Plc". The branding is reinforced through a strict orange, white, and dark grey color palette, synonymous with the GTCO identity.

Clip 05 (GTB_IG_05): Smart POS (HS Pro) Commercial Hardware Release



Plate 5

Frames with emphasis on typography and POS illustrations, GTBank Instagram Advert, Retrieved by Yusuf, A. K., 2025.

Uploaded on August 22, 2025, to the official Instagram page of GTBank, this 10-second motion graphics advert is presented in a 4:5 aspect ratio. This vertical-leaning format is specifically chosen to maximize visibility on the Instagram mobile feed. The

technical execution features a high-fidelity 3D product showcase of a Smart POS Terminal (HS Pro). The animation is sleek and professional, utilizing a deep navy blue background that makes the vibrant orange accents of the device and the 3D typography "pop." The camera work is rhythmic, using quick cuts and smooth rotations to display the hardware from multiple angles, emphasizing its modern, "smart" design. The advert's narrative is highly focused on a value-driven proposition for business owners: "Enjoy Zero Charges and Instant Settlement." Unlike the more abstract "Own a Slice" video, this messaging is direct and utilitarian, aimed at solving common merchant pain points. The GTCO logo is anchored in the top left, and the Squad sub-brand (GTCO's payment platform) is mentioned as the technical partner. The use of bold, sans-serif kinetic typography ensures that the core benefits, zero fees and immediate funds access, are the primary takeaways for the viewer.

Clip 6 (GTB_YT_6): Web Portal Account Setup Walkthrough



Plate 6

Frames showing minimalist in composition, GTBank YouTube Advert, Retrieved by Yusuf, A. K., 2025.

Uploaded to GTBank's YouTube channel Jan. 26, 2024, this 43-second landscape (16:9) motion graphics advert is optimized for desktop and tablet viewing. The technical execution is clean and minimalist, utilizing a white background to highlight the signature GTCO orange. The animation features a 2D flat design with a smartphone mockup as a central framing device, using steady pacing and bold "tap" indicators to guide viewers through a browser-based user journey. The narrative provides a straightforward, four-step guide titled "Easy Steps to Open a GTBank Account." By focusing on the website rather than the app, the bank targets potential customers who may prefer a "hassle-free" entry without committing to a download. Branding remains highly consistent, with the GTCO logo anchored throughout and the final billboard featuring the iconic 3D orange cube to reinforce corporate reliability.

Clip 7 (ZEN_FB_7): Corporate Retention Incentive Campaign



Plate 7

Frames showing Zenith Beta Life Promo, Zenith Bank Facebook Adver, Retrieved by Yusuf., A. K., 2025.

Uploaded to Zenith Bank's Facebook page Sept. 4, 2022, this 1-minute and 25-second motion graphics advert is presented in a landscape (16:9) aspect ratio. The technical execution is a high-energy display of 3D motion design, utilizing a vibrant palette of Zenith Red, white, and reflective silver. The dense visual composition features 3D gift boxes and digital calendars, using rhythmic transitions and center-aligned kinetic typography that pulses to an upbeat track, maintaining stimulation throughout. The

narrative centers on the "Zenith Beta Life Promo 2," an incentive-based campaign designed for customer retention and acquisition. The messaging highlights high-value rewards, including ₦150,000 weekly prizes and ₦500,000 grand prizes. Brand identity is reinforced by integrating Zenith's digital ecosystem, listing multiple entry points such as the 9660# USSD code and Ziva, the bank's WhatsApp AI. The final frame anchors the brand with the "Z" logo and "in your best interest" slogan.

Clip 8 (ZEN_YT_1)

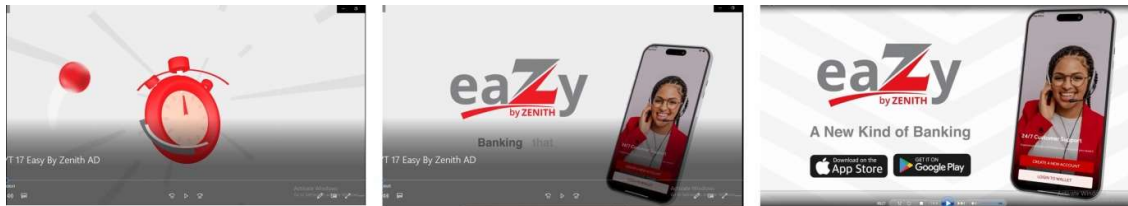


Plate 8

Frames showing the brand logo consistency, Zenith Bank YouTube Advert, Retrieved by Yusuf, A. K., 2025.

Uploaded to Zenith Bank's YouTube channel July 5, 2025, this 30-second landscape (16:9) motion graphics advert is a high-tempo display of 3D motion design. The technical execution features fluid red spheres transitioning into digital interfaces, using a vibrant Zenith Red and white palette. The animation employs a "fast-forward" rhythm with rapid zooms and high-fidelity UI simulations to mirror the tagline: "Banking that moves at your speed." The narrative is an aggressive showcase for the "Eazy by Zenith" platform, emphasizing the elimination of friction with phrases like "No Hidden Charges" and "No Drama." Key functional highlights include instant credit alert notifications, virtual card creation for a ₦500 fee, and 24/7 customer support. These features position the bank as a transparent, reliable partner, with brand identity reinforced by the iconic "Z" logo.

Clip 9 (ZEN_YT_9)



Plate 9

Frames illustrating minimalist 3D animation to construct brand identity, Zenith Bank YouTube Advert, Retrieved by Yusuf, A. K., 2025.

Uploaded to Zenith Bank's YouTube channel May 13, 2022 this 33-second square (1:1) motion graphics advert blends stop-motion aesthetics with 3D digital overlays. The visual composition features a hand building a structure with wooden blocks, serving as a metaphor for wealth creation. High-fidelity kinetic typography interacts with these physical elements, while warm

color grading establishes a grounded, professional aesthetic. The narrative is a direct call to action for the "Zenith Bank 2024 Offer," using authoritative slogans like "Invest in VALUE." Unlike functional tutorials, this advert emphasizes stability and market position, providing a clear deadline and URL. It frames the bank as a vehicle for personal and national economic growth, with the logo integrated into both the physical blocks and the digital interface.

Comparison

The empirical evaluation of the nine (9) motion graphics campaigns reveals a sophisticated, highly strategic divergence in how top-tier Nigerian commercial banks construct visual narratives. While all three institutions leverage on digital animation to decode abstract financial utilities, their stylistic trajectories point to contrasting corporate priorities, audience segmentation, and brand positioning strategies within the regional digital economy. For instance Guaranty Trust Holding Company (GTCO): GTCO's systemic reliance on a clean, white-space aesthetic punctuated by an abstract, rotating 3D corporate cube (as observed in Clips 04 and 05) denotes structural and architectural simplicity. However, this minimalist framework strips away visual clutter to signal transparency, precision, and technological modernity.

This addresses a critical consumer priority in sub-Saharan financial markets: the establishment of institutional digital trust. By substituting dense text with fluid, floating orange geometric vectors, the bank communicates energy and modernity, constructing a mythos of effortless, frictionless wealth generation tailored to a mobile-first demographic. Conversely, Zenith Bank rejects minimalist constraint in favour of high-energy, maximalist 3D environments rich with seasonal motifs (e.g., Clips 7 and 8). The pervasive deployment of corporate Zenith Red functions as an aggressive, high-contrast visual anchor signaling institutional fortitude, vitality, and market dominance within the semiotic code of contemporary Nigerian marketing. By integrating dynamic physical-digital metaphors, such as hands stacking wooden blocks in Clip 9 or falling red confetti in seasonal airtime giveaways, Zenith establishes a lifestyle-oriented semiotic loop.

The motion design shifts from purely transactional messaging to a broader narrative of personal economic empowerment, financial growth, and collective productivity. Access Bank strikes a balance by relying on its signature corporate palette for structural consistency. By combining professional character illustrations (as seen in Clip 01) with explicit instructional tracks, the animations speak directly to local aspirations for progress, balancing creative narrative hooks with long-term institutional authority.

Conclusion

The core finding of this study is the emergence of a deliberate visual pedagogy across the sampled material, functioning as a structural counterweight to the cognitive barriers inherent in abstract FinTech. This phenomenon is heavily grounded in Mayer's [8] Cognitive Theory of Multimedia Learning, which demonstrates that individuals process information more effectively when coordinated through simultaneous, non-redundant visual and verbal sensory channels. Access Bank's instructional campaigns (such as Clips 01 and 02) offer clear empirical proof of Mayer's Spatial Contiguity Principle. By implementing a rigid split-screen layout, where the left axis serves a textual, step-by-step explanatory role while the right axis displays a real-time, simulated mobile user interface, the design eliminates the need for viewers to split attention across disconnected visual fields.

Consequently, the animation acts as an instructional scaffolding tool, dramatically reducing extraneous cognitive load. The clips shows an industry-wide structural shift toward vertical 9:16 and square 1:1 framing layouts on platforms like Instagram Reels, YouTube Shorts, and Facebook mobile feeds. This layout evolution requires precise spatial management to navigate the contemporary economy, where content must instantly engage users browsing with device audio disabled. As synthesised in the visual analysis, successful deployments necessitate a strict center-weighted compositional strategy. Because native platform user

interfaces display persistent overlays (e.g., user handles, captions, interactive icons, and comment tickers) along the margins and base of the screen, the creative teams explicitly isolate the middle core of the frame.

Access, GTCO, and Zenith all navigate this landscape by pinning core informational text, call-to-action buttons, and smartphone device mockups within these tight center safe zones to prevent critical text from being obscured by native app interfaces. This center-weighted space, kinetic typography serves an essential operational purpose: guiding user focus in high-speed, audio-off mobile feeds. Rather than acting as basic ornamentation, the motion characteristics of text elements are dynamically aligned with specific campaign objectives, such as informational frameworks, promotional frameworks and branding. By keeping primary corporate logos fixed in unmoving, designated safe spaces while the surrounding background undergoes hyper-tempo animation, the banks satisfy modern platform engagement metrics without sacrificing immediate, underlying brand recognition.

This balance between corporate identity and regional cultural context ultimately helps make complex digital banking services feel accessible, safe, and trustworthy. Their strategic use of animation, pacing, and visual hierarchy enhances message comprehension and engagement across digital platforms. Consistent colour palettes and locking logo graphics in standard safe positions ensures immediate brand identification across all content variations. Balance Visual Style with Informational Clarity: For detailed instructional videos or step-by-step mobile guides, design teams should favour simple flat vector illustrations or clean user interface simulations over busy background effects. Reducing unnecessary visual decoration helps prevent cognitive overload and allows users to focus on the key banking instructions.

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