Abstract: The motion picture industry to present its abundant content using dynamic and emotional designs on its multimedia. The interface design on any website includes not only letter types, color, pictures and the page layout but also the utilization of the interface itself. Thus, in order for any particular website to function in accordance with its intended purpose, that is effective marketing, the above listed components must be set in such a way so that the interface design appeals to emotion, and thus show distinction amongst countless similar websites.

This study intends to concentrate on finding out the communicational functions a motion picture website interface design has, and to locate the related factors regarding information transfer and those factors regarding emotional appeal. The identification of such factors will aid in the creation of a design manual showing effective communication.

1. Background of the study
The huge effects seen by on-line marketing has been paralleled by the development of information networks. Such marketing strategy has taken the motion picture industry to present its abundant content using dynamic and emotional designs on its multimedia. The interface design on any website includes not only letter types, color, pictures and the page layout but also the utilization of the interface itself. Thus, in order for any particular website to function in accordance with its intended purpose, that is effective marketing, the above listed components must be set in such a way so that the interface design appeals to emotion, and thus show distinction amongst countless similar websites.

1. Method of research
The study was conducted as First, 25 motion picture websites were selected as a cohort. Based on the main page design, information design factors were analyzed according to motion picture genre. Second, based on the above analyzed design factors, 9 websites were selected. 15 people who had watched the movie were then asked to an in-depth interview in order to find out whether the information design factors identified above as respect to the main page and intro animation were effective as communication tools. Third, as respect to the results of the in-depth interview, information design factors were identified. Then, based on only these identified information design factors an intro animation was played to 15 people who had not watched the movie prior to this study. An experiment of sorts was done to assess communication viability.

5. Results of research
5-1. Information design factors of motion picture genre
5-1-1. Letter type

motion typography identified
experiment of sorts

proposes the methods of information expression.

Based on the data
Based on the above data, this study proposes the following methods of information expression. Letter types used in motion typographics should appropriately represent the information content and conceptual expression. Newly designed letter types can enhance the effectiveness of expression. Letter types should utilize not only horizontal layouts but also vertical and tangential layouts so as to emphasize a dynamic and rhythmical property. When letters are used in motion, individual letters should be moved in an appropriate direction and speed from all points of the compass instead of simply whole sentences moving in a linear fashion. This study has demonstrated in an in-depth way, using research and experimentation, the various information design factors being presently used in motion picture websites. This study also has demonstrated through a series of in-depth interviews that motion typographics are an effective means in emotional expression and information transfer. It is the hope of this study that the proposed method of motion typographic display will be used as a fundamental factor in information design.