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AI-Enhanced Generative Motion Design for Interactive Digital Storytelling

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Abstract*. The increasing demand for dynamic digital content has positioned motion graphics as a key medium in contemporary visual communication. However, conventional motion design workflows remain largely static and production-oriented, limiting their capacity to support adaptive and interactive storytelling. This study introduces an AI-enhanced generative motion design framework that integrates generative visual formation, temporal animation logic, and user-driven interaction within a unified system. The framework embeds generative AI directly into the motion design process, enabling visual elements to evolve continuously in response to contextual input and user interaction. A three-layer architecture, comprising generative, motion, and interaction components, is implemented in a functional prototype to support non-linear and responsive narrative structures. The system is evaluated through a combination of structured observation and user-oriented assessment, involving 8 participants with backgrounds in digital media and design. The results indicate that the proposed approach produces visually coherent yet evolving motion graphics while supporting real-time responsiveness to user input. Compared with conventional workflows, the framework demonstrates greater adaptability and variability without compromising narrative consistency. These findings highlight the potential of integrating generative processes with motion and interaction to support adaptive visual storytelling.*

Keywords: *generative design, motion graphics, artificial intelligence, interactive storytelling, digital media.*

INTRODUCTION

The rapid expansion of digital media has fundamentally reshaped how visual narratives are created, delivered, and experienced. In contemporary communication environments, motion graphics have evolved from a supplementary visual element into a primary medium for conveying complex ideas, emotions, and stories across platforms such as social media, advertising, and interactive applications(Saleh & Mansour, 2025; Su, 2024). This shift has intensified the demand for dynamic, adaptive, and visually engaging content that can respond to diverse audiences and contexts in real time (Song, 2021). However, conventional motion graphic design workflows remain largely manual, time-intensive, and dependent on the designer's iterative trial-and-error process, limiting both scalability and creative exploration.

Recent advances in artificial intelligence (AI), particularly in generative models, have introduced new possibilities for augmenting design processes. Generative systems can produce visual variations, suggest compositions, and automate animation sequences, thereby expanding the boundaries of computational creativity (Cao et al., 2024; Feuerriegel et al., 2023; Wahid et

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al., 2023). While these developments have been widely explored in static visual domains such as image generation and layout design, their integration into motion-based visual communication remains comparatively underdeveloped. Existing implementations often focus on isolated automation tasks, such as keyframe interpolation or style transfer, without addressing the broader narrative structure and interaction logic that define effective motion storytelling (Cao et al., 2023, 2024; Zhou & Lee, 2024).

Interactive digital storytelling further complicates this landscape by introducing user participation as a core component of the narrative experience. Unlike linear animation, interactive storytelling requires visual elements to adapt dynamically based on user input, context, and temporal progression (Riedl & Bulitko, 2012). This creates a design challenge that extends beyond aesthetics, involving the orchestration of narrative coherence, responsiveness, and engagement. Current design approaches typically rely on predefined branching structures or scripted interactions, which constrain flexibility and limit the system's ability to generate novel visual experiences (Rizvić et al., 2024; Van Der Nat et al., 2021).

In this context, the integration of AI-enhanced generative design into motion graphics represents a promising yet underexplored direction. The key challenge lies not merely in generating visual assets, but in structuring a design framework that enables motion graphics to evolve as part of an interactive narrative system (Feuerriegel et al., 2023; Zheng et al., 2019). This requires a shift from tool-based automation toward a system-level approach in which generative mechanisms, motion design principles, and storytelling logic are cohesively aligned.

This study addresses this gap by proposing an AI-enhanced generative motion design approach tailored for interactive digital storytelling. Unlike prior works that treat AI as a supplementary production tool, the proposed approach positions generative intelligence as an integral component of the design process, influencing both visual formation and narrative progression. Specifically, this research develops a framework that integrates generative design mechanisms with motion sequencing and interaction-driven narrative adaptation, enabling the creation of dynamic visual content that is both context-aware and narratively coherent.

The novelty of this work lies in three aspects. First, it advances the application of generative design from static visual outputs to temporally structured motion graphics, emphasizing continuity and transformation over time. Second, it introduces an integrated perspective that connects AI-driven generation with interactive storytelling, rather than treating them as separate domains. Third, it provides a design-oriented framework that can be implemented within practical creative workflows, bridging the gap between computational techniques and real-world graphic design practices.

By situating AI-enhanced generative motion design within the broader context of interactive digital storytelling, this research contributes to the evolving discourse on how emerging technologies can reshape visual communication. The findings are expected to support designers in developing more adaptive, efficient, and expressive motion-based narratives, while also offering a conceptual foundation for future explorations at the intersection of AI, design, and interactivity.

Related Work

The intersection between artificial intelligence and visual design has attracted increasing attention, particularly with the emergence of generative models capable of producing high-quality visual outputs. In graphic design contexts, early explorations of generative approaches primarily focused on static artifacts, such as layout generation, typography variation, and image synthesis (Zhao, 2024; Zheng et al., 2019). These studies demonstrated the potential of algorithmic systems to assist or partially automate creative processes, often positioning AI as a co-creative agent rather than a replacement for human designers(Cai et al., 2023; Zhou & Lee, 2024). However, the majority of these contributions remain confined to still imagery, where temporal continuity and narrative progression are not primary concerns.

In the domain of motion graphics, computational support has traditionally been oriented toward technical optimization rather than generative creativity. Techniques such as procedural animation, keyframe interpolation, and physics-based simulation have been widely adopted to enhance efficiency and realism (Aberman et al., 2020; Akber et al., 2023; He, 2024; Hu et al., 2024; J. Yu et al., 2025). While these methods contribute to production workflows, they operate within predefined parameters and lack the capacity to generate semantically meaningful variations or narrative-driven transformations (Liu et al., 2025; Xing et al., 2025; J. Yu et al., 2025). More recent attempts to incorporate machine learning into animation pipelines have introduced capabilities such as motion prediction and style transfer. Yet, these approaches often address isolated aspects of motion rather than the holistic structure of motion design as a communicative medium.

In parallel with these developments, research in interactive digital storytelling has explored how narratives can be shaped through user interaction. Existing frameworks typically rely on branching storylines, rule-based systems, or pre-scripted event sequences to manage user engagement (Mishra et al., 2025; Xu, 2025; Xu et al., 2025). Although effective in certain applications, such approaches impose structural rigidity, limiting the emergence of novel or adaptive narrative experiences (Nishigori & Takeda, 2025; Y. Yu et al., 2025). Efforts to integrate AI into storytelling have introduced adaptive narratives and content-generation mechanisms;

however, these are often text-centric or focused on narrative logic, with limited attention to the visual and motion-based dimensions of storytelling.

A smaller body of work has begun to explore the convergence of generative design and dynamic media (J. Yu et al., 2025). These studies suggest that generative systems can be extended beyond static outputs to support evolving visual forms, particularly in interactive or immersive environments. Nonetheless, existing approaches tend to treat visual generation, motion behavior, and interaction logic as loosely connected components (Aberman et al., 2020; Akber et al., 2023; Cai et al., 2023; He, 2024). As a result, the generated visuals may lack temporal coherence, and the interaction mechanisms may not fully leverage motion graphics' expressive potential as a narrative device.

From a design perspective, this fragmentation reveals a critical limitation in current research. While generative AI, motion graphics, and interactive storytelling have each advanced significantly as individual domains, their integration remains conceptually and methodologically underdeveloped (Hu et al., 2024; Mishra et al., 2025; Nishigori & Takeda, 2025; Xu, 2025; Xu et al., 2025). There is a lack of frameworks that explicitly address how generative mechanisms can operate within temporally structured motion systems while simultaneously responding to user-driven narrative dynamics. In practice, designers are still required to manually bridge these components, resulting in workflows that are neither fully adaptive nor scalable.

This study builds upon these prior contributions while addressing their limitations. Rather than treating AI as an auxiliary tool for asset generation or animation refinement, the proposed approach conceptualizes generative intelligence as a unifying layer that connects visual formation, motion behavior, and narrative interaction. By doing so, it moves beyond fragmented implementations toward a cohesive design framework in which motion graphics serve as an adaptive, context-aware storytelling medium. This positioning distinguishes the present work from existing literature and establishes its contribution within the evolving landscape of AI-driven visual communication.

METHODS

This study adopts a design-oriented research approach to develop and evaluate an AI-enhanced generative motion design framework for interactive digital storytelling. The method is structured to bridge conceptual design principles with an implementable system architecture, ensuring that the proposed approach is not only theoretically grounded but also applicable within contemporary digital media production workflows.

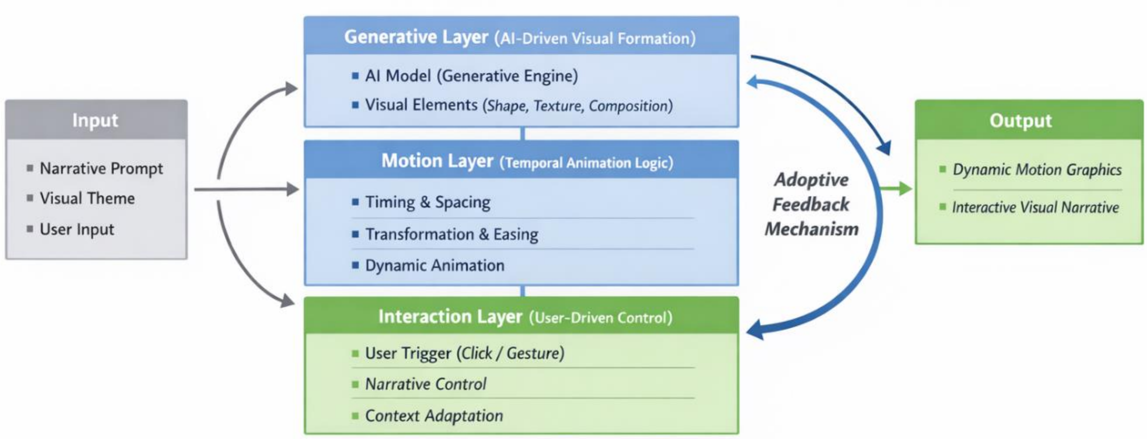

Figure 1. AI-Enhanced Generative Motion Design Framework for Interactive Digital Storytelling.

The research is conducted in three main stages: framework development, system implementation, and evaluation. The first stage focuses on constructing a conceptual framework that integrates generative AI mechanisms with motion design principles and interaction logic. The second stage translates this conceptual model into a functional prototype, while the final stage evaluates its effectiveness in producing adaptive, coherent, and visually expressive motion-based narratives.

The overall architecture of the proposed system is illustrated in Figure 1, which presents a unified framework consisting of three interconnected layers: the generative layer, the motion layer, and the interaction layer. These layers operate within a continuous feedback structure that enables real-time adaptation of visual outputs based on user interaction and contextual input.

The generative layer functions as the primary engine for visual formation. It utilizes AI-based generative models to produce visual elements such as shapes, textures, and compositional variations. Unlike conventional static generation, the outputs in this layer are not fixed but remain dynamically adjustable, allowing visual content to evolve throughout the narrative sequence. This dynamic generation capability supports continuous variation and reduces dependency on predefined design assets.

The motion layer is responsible for transforming generated visual elements into temporally structured animations. It applies fundamental motion design principles, including timing, spacing, easing, and transformation, to ensure visual continuity and perceptual coherence. Rather than relying on predetermined animation sequences, motion behaviors are influenced by the generative layer's outputs, enabling non-linear and adaptive animation patterns that evolve in response to changing inputs.

The interaction layer governs how user input and contextual triggers influence both visual generation and motion behavior. It incorporates event-driven mechanisms, such as user clicks, gestures, or system-based conditions, to control narrative progression and visual response. As shown in Figure 1, this layer plays a critical role in linking user behavior to system output, enabling motion graphics to serve as an interactive storytelling medium rather than a linear animation sequence.

A key feature of the proposed framework is the adaptive feedback mechanism, which continuously links the interaction layer back to both the generative and motion layers. Through this feedback loop, user input does not merely trigger predefined responses but actively reshapes generative parameters and motion dynamics. This allows the system to produce context-aware visual variations and maintain narrative coherence across different interaction scenarios.

To validate the proposed framework, a prototype system was developed using a combination of generative AI techniques and digital motion design tools. The generative component is implemented using AI-based visual generation models, while the motion component is realized through animation platforms capable of real-time rendering and transformation. Interaction is handled through event-driven scripting, enabling responsive adaptation to user input within the storytelling environment. The prototype is designed to simulate an interactive digital narrative in which visual elements continuously evolve in response to user engagement.

The evaluation of the proposed framework is conducted through a controlled observational assessment combining system-based analysis and user-oriented feedback. The evaluation focuses on three key dimensions: visual coherence, adaptability, and creative variability, which are considered critical in assessing the effectiveness of motion graphics within interactive storytelling environments.

To provide a structured assessment of the proposed framework, the evaluation process is illustrated in Figure 2, which outlines the integration of system-based observation, user-oriented assessment, and comparative analysis.

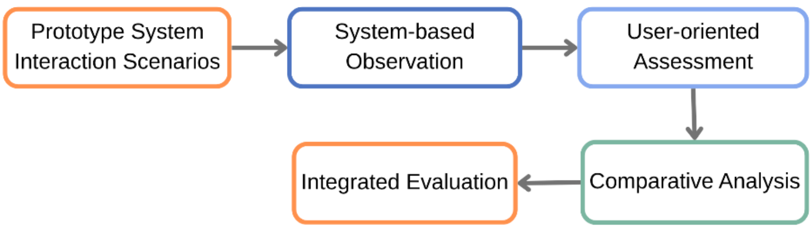

Figure 2. Evaluation Framework for AI-Enhanced Generative Motion Design Integrating System Observation, User Assessment, and Comparative Analysis.

As shown in Figure 2, the evaluation begins with prototype-based interaction scenarios, followed by system-level observation focusing on visual behavior and generative adaptation. A user-oriented assessment is then conducted to capture participant perceptions regarding visual coherence, responsiveness, and variability. The process is complemented by a comparative analysis against conventional motion design workflows, allowing a more comprehensive understanding of the framework's performance.

Participants were asked to interact with the prototype system and observe how visual sequences evolved under different interaction scenarios. Following the interaction session, participants provided qualitative feedback based on guided evaluation criteria, including continuity of motion, responsiveness to input, and perceived diversity of visual output.

In addition to user-oriented feedback, a comparative observation was performed between the proposed framework and a conventional motion design workflow. This comparison examines how generative mechanisms and interaction-driven adaptation influence the system's overall visual behavior. As shown in the Results section, particular attention is given to how integrating generative and motion layers helps maintain visual consistency while enabling dynamic variation.

This combined evaluation approach allows the study to capture both perceptual and system-level characteristics of the proposed framework, providing a more comprehensive understanding of its performance in supporting adaptive visual storytelling.

RESULTS

This section presents the outcomes of the proposed AI-enhanced generative motion design framework when applied to an interactive digital storytelling scenario. The results focus on how the system produces adaptive visual sequences, maintains temporal coherence, and responds to user-driven interaction in real time.

A. System Output and Visual Dynamics

The implemented prototype demonstrates that integrating generative and motion layers enables the continuous evolution of visual elements throughout the narrative sequence. Rather than relying on predefined animation clips, the system produces dynamic motion graphics that adapt to changing inputs, resulting in non-repetitive and context-aware visual outputs, as shown in Figure 3.

As illustrated in Figure 3, the generated motion sequence evolves across interaction stages. In the initial stage, the system produces a baseline visual composition based on the narrative prompt. As user interaction is introduced, visual elements undergo both structural and stylistic transformation, including changes in composition density, motion intensity, and spatial arrangement. These transformations are not scripted but emerge from the interaction between generative parameters and motion rules.

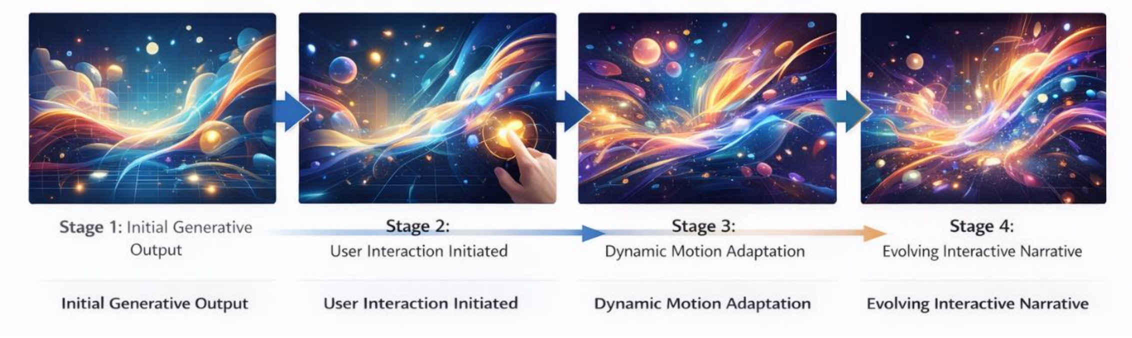

Figure 3. Adaptive Visual Evolution in Ai-Enhanced Generative Motion Design Accross Interaction Stages.

This adaptive behavior allows the system to maintain visual continuity while introducing variation, which is essential for sustaining engagement in interactive storytelling environments. The results indicate that the feedback mechanism described in Figure 1 effectively governs this evolution, ensuring that each visual transition remains coherent within the narrative context.

B. Interaction Responsiveness and Narrative Adaptation

The interaction layer plays a central role in shaping the narrative progression. User inputs—such as clicks or gesture-based triggers—directly influence both generative outputs and motion behavior. The system responds to these inputs by adjusting visual parameters in real time, enabling multiple narrative pathways to emerge from a single initial configuration.

In practice, this results in a flexible storytelling structure in which visual scenes are not fixed but continuously reconfigured in response to user engagement. The prototype demonstrates that interaction-driven adaptation can modify not only the sequence of events but also the visual characteristics of each scene. This includes variations in color schemes, motion tempo, and compositional hierarchy, which collectively contribute to a more immersive narrative experience.

C. Comparative Observation with Conventional Workflow

To assess the contribution of the proposed approach, a comparative observation was conducted between a conventional motion design workflow and the AI-enhanced generative framework. The comparison focuses on three aspects: visual coherence, adaptability, and creative variability. The results are summarized in Table 1, which highlights the differences between both approaches. These observations are further supported by participant feedback, which consistently highlighted improved responsiveness and visual variation in the proposed framework compared to conventional workflows.

As shown in Table 1, the proposed framework significantly enhances adaptability and creative variability without compromising visual coherence. While conventional workflows provide strong control over predefined outputs, they lack the flexibility required for interactive environments. In contrast, the AI-enhanced approach introduces a balance between control and variability, allowing designers to guide the system while still benefiting from generative exploration.

Table 1. Comparative Analysis Between Conventional and AI-Enhanced Motion Design Approaches

Aspect	Conventional Workflow	Proposed AI-Enhanced Framework
Visual Coherence	High, but predefined and static	High, dynamically maintained across variations
Adaptability	Limited to pre-scripted interactions	Real-time adaptation to user input
Creative Variability	Low to moderate (manual iteration required)	High (automated generative variation)
Narrative Flexibility	Linear or branching	Non-linear and emergent
Production Efficiency	Time-intensive	Reduced manual effort through automation

D. Key Findings

The experimental results highlight three key findings. First, integrating generative AI with motion design enables the production of visually coherent yet continuously evolving motion graphics. Second, the incorporation of an interaction layer allows narrative structures to adapt dynamically, moving beyond static or pre-scripted storytelling models. Third, the feedback mechanism plays a critical role in maintaining consistency between visual generation, motion behavior, and user interaction.

These findings confirm that the proposed framework can support interactive digital storytelling in ways that are both adaptive and visually expressive. More importantly, the results demonstrate that generative motion design can function as a unified system rather than a collection of isolated tools, addressing a key limitation identified in prior research.

DISCUSSION

The results of this study suggest a fundamental shift in how motion graphics can be conceptualized within interactive digital storytelling. Rather than functioning as a sequence of predefined animations, motion graphics in the proposed framework operate as an adaptive system in which visual generation, temporal transformation, and user interaction are continuously interdependent. This shift redefines motion design from a production-oriented activity to a system-driven process, in which visual outcomes emerge dynamically from the interaction among multiple computational and design layers.

A key contribution of this work lies in repositioning generative AI within the motion design pipeline. In conventional workflows, generative outputs are typically treated as intermediate assets that are manually refined and animated. By contrast, the proposed framework embeds generative mechanisms directly into the temporal structure of motion graphics, allowing visual elements to evolve in parallel with animation and interaction. This integration changes the designer's role from a direct creator of visual sequences to a controller of system behavior, in which design decisions are expressed through parameters, constraints, and narrative intent rather than through explicit frame-by-frame construction.

The incorporation of an adaptive feedback mechanism further distinguishes the proposed approach from existing design paradigms. Traditional interactive systems commonly rely on predefined branching structures, in which user input selects from a limited set of outcomes. In the present framework, interaction operates as a continuous influence that reshapes both generative parameters and motion behavior in real time. As a result, motion graphics are no longer bound to fixed narrative paths but instead serve as a responsive medium that produces evolving visual narratives that adapt to user engagement.

From a design perspective, this approach addresses the long-standing tension between control and variability. Conventional motion design emphasizes precision and predictability, often at the cost of flexibility and creative exploration. Generative systems, while capable of producing diverse outputs, can introduce inconsistency if not properly structured. The proposed framework demonstrates that this tension can be effectively managed through layered integration, where motion principles provide temporal coherence and interaction mechanisms regulate generative variation. This balance enables the system to maintain narrative clarity while supporting dynamic visual transformation.

A comparison with prior studies further clarifies the positioning of this work. Existing research on generative design (Cai et al., 2023; Inie et al., 2023; Zheng et al., 2019) has largely concentrated on static visual outputs or isolated variations, with limited attention to temporal continuity. Similarly, motion graphics research (Aberman et al., 2020; Hu et al., 2024) has predominantly focused on procedural animation techniques or predefined systems, where fixed rules constrain adaptability. In the domain of interactive storytelling, most approaches (Nihayah et al., 2026; Rizvić et al., 2024; Sheikh, 2025; Y. Yu et al., 2025) employ branching logic or rule-based systems that enable user participation without fundamentally altering the visual generation process. In contrast, the proposed framework integrates generative processes, motion behavior, and interaction dynamics within a unified system, allowing visual outputs to evolve continuously rather than being selected from predefined alternatives. This positioning highlights the study's contribution to system integration, extending motion graphics into an adaptive and generative narrative medium.

The findings also have broader implications for digital media and design practice. By enabling motion graphics to respond dynamically to user interaction, the framework supports more immersive and personalized storytelling experiences. This is particularly relevant in contexts such as interactive media, digital advertising, and experiential installations, where audience engagement increasingly depends on responsiveness and variability. At the same time, the shift toward system-driven design raises questions regarding authorship and control, as designers must balance intentionality with the inherent unpredictability of generative processes.

Despite these contributions, several limitations should be acknowledged. The current implementation is based on a controlled prototype, which may not fully represent the complexity of large-scale production environments or high-fidelity interactive systems. In addition, the evaluation focuses primarily on qualitative observation, emphasizing visual behavior and system responsiveness rather than quantitative performance metrics. Future research could extend this work by incorporating user-centered evaluations, measuring engagement and usability, or integrating more advanced generative models to enhance both visual quality and semantic alignment.

CONCLUSION

This study proposes an AI-enhanced generative motion design framework that redefines motion graphics as an adaptive and interactive storytelling medium. By integrating generative processes, temporal animation logic, and user-driven interaction within a unified system, the framework demonstrates how visual narratives can evolve dynamically rather than relying on predefined sequences. The results indicate that such integration not only enhances creative variability but also maintains visual coherence, enabling motion graphics to function as a responsive and context-aware communication medium.

The primary contribution of this work lies in its system-level integration, in which generative AI is embedded directly within the motion design process rather than serving as an auxiliary tool. This approach shifts the design paradigm from manual construction toward controlled emergence, allowing designers to orchestrate visual behavior through parameters and interaction logic. As a result, motion design is extended beyond static or linear representations into a dynamic process capable of supporting interactive and personalized narrative experiences.

Despite these contributions, several limitations remain. The current study is based on a prototype implementation within a controlled environment, which may not fully reflect the complexity and constraints of real-world production settings. In addition, the evaluation primarily relies on qualitative observations of visual coherence and system responsiveness, without incorporating large-scale user studies or quantitative performance metrics. These limitations suggest that further validation is required to assess the scalability and generalizability of the proposed framework.

Future research may focus on expanding the framework through user-centered evaluations, including empirical studies on engagement, usability, and narrative perception. The integration of more advanced generative models could further enhance visual fidelity and semantic consistency, while exploration into hybrid control mechanisms may help balance designer intent with system-driven variability. In a broader context, the proposed approach opens new directions for developing intelligent design systems that support adaptive, interactive, and context-aware visual communication.

Conflict of Interest

The authors declare no conflicts of interest regarding the publication of this study. The research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

AI Disclosure

Artificial intelligence (AI) tools were used in this study to support generative visual outputs within the proposed framework. In addition, AI-assisted tools were used in a limited capacity to support language refinement and clarity during manuscript preparation. All intellectual contributions, including conceptualization, methodology design, analysis, and interpretation of results, were carried out by the authors. The authors take full responsibility for the content and integrity of the manuscript.

Data Availability

The data generated or analyzed during this study are not publicly available due to the nature of the prototype-based design and interactive evaluation process. However, relevant materials and supporting information may be made available from the corresponding author upon reasonable request.

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