

**Panel 33**  
**Art Beyond the Museum**

**Animated Effects in Online Exhibitions: The Case of “The Song, Painted”**

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Online exhibitions blend traditional physical displays with modern digital technology, presenting curators with unprecedented challenges. Animated effects, as a well-developed form of combined artistry, have been found to have extensive applications in online exhibitions. However, the mechanism by which animated effects function in online exhibitions remains largely unexplored. Taking the online exhibition “The Song, Painted” as a case study, this paper reviews relevant literature from the three aspects of “sharing,” “storytelling,” and “co-created with audiences”, and conducts a critical analysis of the impact of animated effects within this context. Research results indicate that animated effects in online exhibitions can facilitate efficient information sharing by visually recreating historical events, while guiding audiences through narrative experiences in a more precise manner. However, curators must be careful when using animated effects to avoid cultural bias. The study also found that animated effects hold significant potential for enriching personalized experiences, stimulating audience engagement, and fostering social fulfilment, making them crucial for the design of future online exhibitions.

**Biography**

Liu Yijun is a PhD student in the School of Art, Design and Media at Nanyang Technological University. She is passionate about exploring the intersections of art and technology and has a keen interest in culture. Prior to joining NTU, she received her MFA in Computer Art from the School of Visual Arts.