3D ANIMATION ADVERTISEMENT “NON-SMOKING CAMPAIGN”

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA
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3D ANIMATION ADVERTISEMENT "NON-SMOKING CAMPAIGN"

SITI NUR SAZANA BT MOHD AYOB

This report is submitted in partial fulfillment of the requirements for the Bachelor of Computer Science (Interactive Multimedia)

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
UNIVERSITI TEKNIKAL MALAYSIA MELAKA
DECLARATION

I hereby declare that this project report entitled

THE DEVELOPMENT OF 3D ANIMATION ADVERTISEMENT “NON-SMOKING CAMPAIGN”.

is written by me and is my own effort and that no part has been plagiarized without citations.

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SUPERVISOR: [Signature]  DATE: 30/6/2010
(SHAHRIL BIN PARUMO)
DEDICATION

I dedicate this thesis to my family. Without their patience and support in the completion of this thesis development, this thesis would not meet the finishing point. Lastly, for those who contributed in completion of 3D Animation Advertisement “Non-Smoking Campaign” project, a greatest appreciation.
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ABSTRACT

The 3D Animation Advertisement project that has been developed entitled “Non-Smoking Campaign”. The target audiences of this project are teenagers and adults at the range of aged between 17 to 50 years old. The main purposes of “Non-Smoking Campaign” are to educate public about the consequences and effect of smoking and the moral value. This 3D animation advertisement also would like to promote more 3D animation advertisement industry in Malaysia. Audiences are able to get the information from the 3D development and find it interesting to look. This project will focus on the advertisement development using Multimedia Production Process. This animation advertisement is about a father who is heavy smokers that bring the impact of smoking towards his son.
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<td>VCD</td>
<td>Video Compact Disk</td>
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<td>DVD</td>
<td>Digital Video Disk</td>
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<td>2D</td>
<td>Two Dimension</td>
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<td>3D</td>
<td>Three Dimension</td>
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<td>PAL</td>
<td>Phase Alternating Line</td>
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<td>NTSC</td>
<td>National Television System Committee</td>
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<td>DV</td>
<td>Digital Video</td>
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<td>AIDS</td>
<td>Acquired Immune Deficiency Syndrome</td>
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<td>TV</td>
<td>Television</td>
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<td>AMD</td>
<td>Advanced Micro Devices</td>
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<td>Random Access Memory</td>
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<td>Sequential Color with Memory</td>
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<td>CGI</td>
<td>Common Gateway Interface</td>
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<td>Ultra Violet Wrestling</td>
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<td>High Definition</td>
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<td>MPEG</td>
<td>Moving Picture Experts Group</td>
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<td>Waveform Audio File Format</td>
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CHAPTER I

INTRODUCTION

1.1 Project Background

Nowadays, 3D design has been requested widely. In any field, 3D is encouraged to use either in presentation, animation, development, education, marketing or production. 3D is having a three-dimensional form or appearance. Normally, taken as height, width and depth, but the actual names and meanings of the dimensions may depend on the application or context.

This development are using a Maya 8 and Poser 8 which is a popular software package used for creating 3D graphics. Autodesk Maya software has been the 3D tool of choice for producing film, games and television content. Maya software maximizes productivity with optimized workflows, opportunities for collaborative and automation through scripting for repetitive tasks. New animation layers and render passes enable designer to re-use existing data and minimize the iterative process. Thus, Maya is easy to explore and use in animating the 3D graphic.

Poser 8 is new software in market. Poser 8 is the world's most complete solution for creating art and animation using 3D characters. With Poser, it is easy to make 3D art, whether you're an experienced artist or you're dabbling in graphics for the very first time. Poser includes over 2.5 gigabyte of ready-to-pose, fully textured, human and animal figures, basic accessories such as hair, clothing, pose
sets, real world props and 3D scene elements so you can start creating 3D character art and animation in minutes.

Based on the journals, the summary from it, an intro 3D course expands design thinking. Exposure of 3D opens the doors to both future opportunities in 3D and 2D jobs within the field of 3D. Hence, the introductory knowledge of 3D is an essential preparation for future’s job market. In this new era of globalization, 3D effects in video games, feature films along with the growing use of interactivity, knowledge of 3D can give a job candidate a competitive edge. With creation of the new-generation computer epoch, there will be a growing need for professionals who think in both “2D” and “3D”.

This project was developed to make human realize the consequences and impact of smoking. By using variety of colors’, images in 3D environment, and more multimedia elements in this project would make this development more interesting for viewers. When compared to other foreign countries, current technologies in Malaysia uses lack of 3D design in their project or task. 3D environment could make the scenery look more alive and clearly glimpse and could be imagine by viewers. Thus, 3D graphics would make the scenery look attractive, appealing, interesting and attention-grabbing to explore. The viewers of this project could be from every phase of age in the community.

This application helps in introducing more 3D application in advertising and find the production is interesting to look and attract people to explore it reiterate. With the growth of web advertising, the demand of presenting advertisements via 3D elements has fueled research in related topics. There is a general emphasis on the importance of how the effect of advertising is constrained by media contents. This production is user-friendly and it’s easy for delivering the important message. The public also could explore the 3D world in order for them to exert a pull on to learn 3D and also as example for them to make use of it in their project and task as we move forward with our technologies. Moreover, 3D environment can help explain the imaginary environment which could not been done in normal surroundings. This will help in increasing individual creativity in
providing ideas for 3D imagination and public will find that 3D environment is fascinating to discover.

1.2 Problem Statement

The current method in advertising is using video advertising. Video advertising as we know is full-motion video and audio commercial, and can play full screen or with an enhancing graphical banner. In video commercial, an actor is the main character. The video advertising are depends on the script and storyline by the director.

When advertisers want to do some advertising, most probably they use a very simple method which is widely used - video that is quite undemanding yet creative. So generally, only a few advertisers advertise using a 3D environment. This is because of the difficulty and complexity in making the environment of 3-Dimension. Moreover, in developing this 3D environment, one must have the software for 3D development. Besides that, certain company wants to reduce the time development in production thus using 3D for advertising.

Malaysia has quite virtuous delivering messages using video, 2D environment and other more. But till now, there are no 3D campaign advertised especially in anti-smoking campaign in Malaysia. So, it’s a quite high-quality to develop an environment of 3-Dimension especially when there is only a few advertisement made up from 3D. So, by doing this, it’s a new opening of advanced development in multimedia especially in commercial advertising.

Generally, Malaysia is one of the grown up country, so this advance kind of development is quite new to Malaysian people. Besides, there are also lacks of 3D local animation. Only a year or two back behind, some of the company came up by this kind of technique such as ‘Les Copaque’, ‘Buku Lima Production’ to create a 3D animations. But still, there is quite few of this 3D development.
Although using a video method is easy and some kind effective, some of the situation needs to be emphasized. As example, the cigarette smoke cannot be seen in video advertising but in 3D advertising we could makes the cigarette smoke direction starting from the air to nose and so on. So, the messages can be clearly seen to the viewers and the impact of smoking delivered efficiently.

1.3 Objectives

This courseware application is developed to fulfill the objectives, which are:

i. To develop 3D animation as a supplementary material to support conventional method in delivering the important message which effect public in realizing the consequence from smoking.

ii. To publish a 3D environment advertisement. This helps acknowledge people to explore a 3D world and find an interest among viewers.

iii. To apply a few principles from 12 principles animation technique in production. For example are Follow Through and Overlapping Action principles and Slow In and Slow Out principles. In addition, camera technique and facial expression by using morphing technique are included.

1.4 Scope

The scope of the project is applied in two areas: Specific Users and Specific functionality. Each area is describes as below.

First, for Specific Users, user targets for this project are public at any stage of age and focus more on smokers who have family. This application is developed to support public awareness material thus providing an animate knowledge