CIGARETTE, NO 1 KILLER (ANTI SMOKING ADVERTISEMENT) USING 3D ANIMATION

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BORANG PENGESAHAN STATUS TESIS

JUDUL: ROKOK MUSUH NO 1

SESI PENGAJIAN: 2009-2010

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CIGARETTE, NO 1 KILLER (ANTI SMOKING ADVERTISEMENT) USING 3D ANIMATION

MUHAMMAD IFFAT BIN MD ZAINAL

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

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
UNIVERSITI TEKNIKAL MALAYSIA MELAKA
2010
DECLARATION

I hereby declare that this project report entitled
CIGARETTE, NO 1 KILLER (ANTI SMOKING ADVERTISEMENT) USING 3D ANIMATION

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

STUDENT : ____________________________ Date: 29-06-10
(MUHAMMAD IFFAT BIN MD ZAINAL)

SUPERVISOR: ____________________________ Date: ____________
(PUAN ANIZA BT OTHMAN)
DEDICATION

To my dear supervisors

Pn Aniza Bt Othman
Pn Farah Nadia Azman

To my beloved parents

Mr. Md Zainal Bin Ab Wahab
Mrs. Noridah Bt Talib

To my siblings

Muhammad Izzat Bin Md Zainal
Siti Nur Illiya Bt Md Zainal
Muhammad Illal Bin Md Zainal
Siti Nur Iddina Bt Md Zainal

To my beloved best friend

Wan Syafidatul Ima Bt Wan Omar
Muhammad Afiq Bin Muhammad Appandi
Amirul Zaki Bin Khairil
Mohd Mawardy Bin Abdullah
Mohd Ridhwan Bin Nagib
Abdul Rahman Bin Abdul Rahim

And

Fellow Friends
ACKNOWLEDGEMENT

First and foremost, I would to thank Allah SWT The Most Gracious and Merciful for giving me the strength to carry out this project.

I would like to thank my parents and my family for their unconditional love and support and also motivation despite the distance.

I also would like to express my gratitude to my supervisor, Ms Aniza Bt Othman for assisting and motivating me throughout the project development. “Bunches of thanks for you miss. I do appreciate even a word of yours”

I would like to dedicate my sincerest thanks to Mr. Adili bin Norashikin for his time, guidance, and cooperation in helping me to accomplish this 3D project development using Maya 2009.

Lastly, to my beloved friends, I would like to express the highest appreciation. Thank god for giving me friends like all of you. Hopefully, I have done the best for my project with all your help. Thank you.
ABSTRACT

"Rokok Musuh No 1" is animation would show on the content on cigarette and different of heart smoker and non-smoker in 3D animation. The use of 3D animation will be more interesting and more easily to attract people compare to the use of pamphlet, flyer or advertisement poster. The objective of this project is to develop a 3D animation advertisement, to make the advertisement more attractive and to apply some technique in the project such as fluid technique. With this 3D animation advertisement, people will realize about the effect and the smoking activity in Malaysia will stop. It is hoped that the product will be enhanced in the future in order to make it more efficient and bring awareness to the community.
ABSTRAK

Rokok Musuh No 1 adalah iklan yang memaparkan tentang kandungan dalam rokok dan perbezaan jantung antara perokok dan bukan perokok di dalam bentuk animasi 3D. 3D animasi digunakan supaya iklan lebih menarik dan lebih mudah untuk menarik minat masyarakat berbanding penggunaan risalah dan poster. Objektif project ini bertujuan untuk membangunkan iklan animasi 3D, untuk membuat iklan lebih menarik dan untuk melaksanakan beberapa teknik dalam projek seperti teknik fluid. Dengan adanya iklan animasi 3D ini, masyarakat lebih sedar tentang kesan merokok dan gejala merokok ini akan berhenti di Malaysia. Diharapkan iklan ini dapat diperbaiki dengan lebih baik lagi pada masa depan untuk menjadikannya lebih efisyen dan memberi kesedaran kepada masyarakat.
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CHAPTER 1

INTRODUCTION

1.1 Project Background

Government has been carrying out an anti smoking campaign by taking various ways to stamp out this unhealthy symptom. The government is enforcing this campaign by rising up the price of cigarettes, displaying advertisement in television, newspapers, and cigarette packs. As a Malaysian citizen, I am also feel responsible and supporting the campaign indirectly. Therefore, I decided to develop a 3D animation project about this campaign. This animation would show on the content on cigarette and different of heart smoker and non-smoker. These advertisements will educate the public about the harm from smoking activity.
1.2 Problem statement(s)

Nowadays, people are less interested with advertisements in the newspapers, magazines, posters, but they are more impressed by something different such as 3D animation. Therefore, the use of 3D animation will be more interesting and more easily to attract people compare to the use of pamphlet, flyer or advertisement poster.

With the implementation of MAYA software in producing this animation, there are some problems that need to be taken into consideration such as:

a) To create an animation, it will need a conscientious and takes time.

b) In MAYA software, the file rendering process can be made but its takes time.

c) This software is only for users who wish to develop animation.

1.3 Objective

The objectives of this project are as follows:

- To develop a 3D animation advertisement.
- To make the advertisement more attractive.
- To apply some technique in the project such as fluid technique.

1.4 Scope

This project focused on awareness to people of what is the danger of the smoking activity. The selective audience for this 3D animation is all people especially the smokers. 3D animation is this project is about the substances in the cigarettes and the differences between a smoker's heart and a non-smoker's heart. The animation will be delivered in video contents which will be saved in Compact Disc (CD).
1.5 **Project significance**

This project significance is for all people. The advantage of this project is by this animation product, people will realize the disadvantage of the smoking activity. Smoking not only gives effect personally, but it can effect to all surrounding community too. Hopefully, people will realize about the effect and the smoking activity in Malaysia will stop.

1.6 **Conclusion**

As conclusion, this animation can be aspiring in helping smokers to be a ‘non-smoker’ and provide a complete solution to quit smoking at the workplace or anywhere. As a smoker, sometimes it is not only affecting yourself, but also the passive smoker, the person around you that you care too. If you can't get rid of the smoking habit, you must think of them and don't smoke around them. However, the best solution for you and people that you care is to stop smoking.
CHAPTER 2

LITERATURE REVIEW & PROJECT METHODOLOGY

2.1 Introduction

This advertisement project explains about cigarette evil to every human heart. This advertisement would give awareness to all people especially to Malaysian’s smoker. With the advertisement in Malay language, the Malaysian people will understand about the disadvantage of cigarette on human heart.

This chapter will describe about the literature review and project methodology of this project. This literature review will do after the scope and the project had been determined to collect as much information about the project. The information such as methodology, tools, techniques and will be extracted from previous research, discussion with supervisor, internet, journals and books.
2.2 Domain

This 3D animation is a sort of animation, computer graphic and visualization application. Animation had become one of the viewer's favorite, so this 3D animation will reach the viewers. Using 3d animation to develop this project, the audience will be more interested and able to create awareness of the symptoms of smoking.

2.3 Existing System

Has many advertisements about smoking awareness developed. Largely explains the consequences of cigarette smoke, effect on smokers, the impact to people around and so forth. In Malaysia, we are still lacking of awareness by advertisements about smoking especially in 3D. With advertisement 3D, the community will be more interested to watch the advertisements. Figure 2.1 and 2.2 is a sample of smoking advertisement poster.

Figures 2.1: Smoking advertisement poster
2.3.1 Comparison of Existing System

The 3D animation that will be developed is different from current advertisement or any 3D animation about smoking. Many advertisements are in English language, but this 3D advertisement to be developed in Malay language. This advertisement is different from others because they were developed using Maya 2009 software that will produce 3D animation and use of Malay language to this advertisement.
Case Study 1: “Larangan Merokok”

Figure 2.3 and Figure 2.4 show the screen shot of advertisement in the video of “Larangan Merokok”. This advertisement is telling about the places are not allowed people to smoking for the example hospital, school and places are not allowed to “No Smoking” sign. In this advertisement also describes about the impact of smoking if a person smoke in where area not allowed.

Figures 2.3: “Larangan Merokok” Screen Shot

Figures 2.4: “Larangan Merokok” Screen Shot