BORANG PENGESAHAN STATUS TESIS*

JUDUL: The Untold Stories of Kuala Lumpur : Study of Camera Shits and colloquialisms Script

SESI PENGAJIAN: 2007/2008

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THE UNTOLD STORIES OF KUALA LUMPUR

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

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
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2007
DECLARATION

I hereby declare that this project report entitled
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is written by me and is my own effort and that no part has been plagiarized
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STUDENT : [Signature] Date: 12/11/2007
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SUPERVISOR : [Signature] Date: 12/11/2007
(EN. MOHD HAFIZ ZAKARIA)
DEDICATION

To my beloved parents
Your mental and physical support full with boundless love have enriches and replenishes
my soul during the long hours of struggling for my final year project.

To my supervisor
Your guidance brings incredible inspiration to me.

Love, Chiew Lan
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I also would like to thank to my sister who giving me some strength and encouragement during investigations for this project. Thanks to her for accompany me to do some research in the tourism places.

Especially, I would like to give my special thanks to my parent whose patient love and support enabled me to complete this work.
ABSTRACT

As this year is known as tourism year, this project is suitable to be developing as it can be a tool to attract the tourism. “The untold stories of Kuala Lumpur” will display three tourism spots and the untold stories beneath its. The three places are PETRONAS Twin Tower, Petaling Street and Central Market. This thesis described about the process of developing the video from analysis until testing. The main purpose of this project is to do a research on scripting and camera movement. Before started to develop a project, the objectives of developing this project will be revealed. There are three objectives that had been discovered. Scope and the significance of the project are identified. The project is important to the tourism industry and the public. This project is able to attract more tourists to come over to Malaysia. In addition, it will also reveal the truth that happened in the tourism places. This thesis is also describing the result of research on the existing system. There are two existing system that had been identified named “Edisi Siasat” and “Malaysia, Truly Asia”. The research is a reference to this project. Besides that, the techniques, software and hardware requirement is being discussed. As this project is developing a video, the most suitable project methodology that will be use for this project is video production methodology. Moreover, the storyboard and script is being produced. After that, the project will start to be developed. All the multimedia elements integrated by using selected software and hardware. Finally, testing will be carried out to detect the weaknesses in the product and it will be improved before the final product reach to the end user.
ABSTRAK

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CHAPTER 1

INTRODUCTION

1.1 Project Background

"The Untold Stories of Kuala Lumpur" will reveal the real stories or secrets those who haven’t been known or might had been known but not realized by the public. The reasons Kuala Lumpur has been chosen are because Kuala Lumpur is the capital city of Malaysia and one of Asia’s most cosmopolitan and modern cities. Besides that, Kuala Lumpur has lots of interesting places that can attract tourist to come over to Malaysia.

Recently, there are a lot of broadcast programmes which promoting Malaysia tourism by demonstrating the places of interest all over Malaysia tourisms. These programmes usually promote Malaysia by projecting the positive sides on that particular destination, however for this project, the other sides of Malaysia will be revealed, but still with the information to promote tourism and attract tourist to embrace the different side of Malaysia.
As there are few objectives that need to be achieved, some research on scripting and camera movements will be prepared. The main objective of this video is to produce an attractive and good scripting video. First, a few selected spots will be video shoot and edited. I will use Adobe Premier will be used to edit the video. The video scripting and effect will be done in Adobe Premier.

1.2 Problem Statement

1.2.1 Some video do contain colloquialisms

A colloquialism is an expression not used in formal speech, writing or paralinguism. There were videos in Malaysia included colloquialism. For example, in “Edisi Siasat”, during discussion on topical issues, such as illegal races, words such as “keparat” and “kurang ajar” used by the show’s host are rude and lack finesse. These kinds of words were not proper words that should be published to the public as it may cause immoral especially to the teenagers. For this project or video, script will totally exclude the rude words.
1.2.2 Videos in Malaysia only promoted Malaysia by demonstrating the positive sides of Malaysia tourism

As a human, we do understand that it is a human nature not to let other people to discover the issues which may affect the name. It might be a risk to demonstrate a issues to the tourists as it may cause the foreign tourists evade to tour to Malaysia. For example, Russia is known as anti-foreigner. There were many cases did happen in Russia where lots of tourist been bitten or bullied by the local. As this cases happen, lots of foreign tourists might evade from touring to Russia. So, usually, the government does not encourage the broadcasting to promoted Malaysia by demonstrating the negative sides of Malaysia. However, this video will identify the stories beneath Kuala Lumpur.

1.2.3 Videos which promoting Malaysia have the same storylines

Approximately all video in Malaysia has the same storylines. The scenes, the scripts are almost the same. This will totally produce an unexciting video. For example, when there are two broadcasting video shoot Museum Negara, almost all the items and scenes in the Museum which are demonstrated both broadcasting are similar. The storylines for both video are alike; this will cause the audience who watch both video getting to be uninterested.
1.3 Objective

1.3.1 To produce a storyline and with colloquialisms scripting for tourism video

Recently, there were lots of videos that are very interesting. Some of these videos might successfully attract the audiences but some might failed to catch the attention of the audiences. Storylines and scripting are very important elements to can produce an interesting video. Script need to be interesting and can be use as a tool to express the feeling toward a case that had been video shoot. Besides that, this video will describe the sequences of the story in interesting sequences.

1.3.2 To apply various camera techniques and angles in video production

Besides produce a storyline with colloquialisms scripting, some camera techniques will be also be applied to make this video look more interesting. The camera techniques that are going to be applied are close-up, medium shot and long shot.

1.3.3 To display the untold stories of Kuala Lumpur tourism

Usually, broadcasting in Malaysia will only show the positive side of Malaysia. The stories beneath Malaysia tourism are hidden to avoid public from knowing it. It is human nature to avoid other people from find out the scandals. But it is also human nature of human to be curious of a certain cases. So this video may bring out many cases that cause curiousness and this will
totally attract lots of visitor to come over to Malaysia to discover the truth of the cases.

1.3.4 To change audiences’ negative perception to positive perception toward issues

Scandal is a widely publicized incident involving allegations of wrong-doing, disgrace, or moral outrage. A scandal may be based on reality, or the product of false allegations, or a mixture of both. People always have a negative perception toward scandal, however, there might be story behind scandal which causes the scandal to be happened, this video will change the negative perception to positive perception assist by some multimedia elements such as audio.

1.3.5 To promote tourism place in Malaysia

Tourism is vital to Malaysia, due to the income generated by expenditure of goods and services by tourist, the taxes levied on businesses in the tourism industry, and the chance for employment in the service industries associated with tourism. This video purpose is promoting the tourism in Malaysia but different style with current video in Malaysia. Stories beneath Kuala Lumpur will be the weapon to attract the tourist to come over to Malaysia.
1.4 Scope

1.4.1 Documentary and advertisement video for tourism industry

This video is categorized as a documentary video where it reveals the actual stories in Kuala Lumpur. It will describe and display the real incidents. In addition, this video also can categorize as advertisement for tourism where this video will promote the tourism spots in Malaysia.

1.4.2 Video duration

This video will show at least three tourism spots that had been identified to contain unknown or might have been known stories by the public. So, this project will produce three segments consists of montage, videos and ending credit. Some investigation will be done to prove whether the scandal behind the tourism is factual or not. This video will play about 20 to 30 minutes.

1.4.4 Target user

The target users for this video are the local tourist and foreign tourist. This video should also require encouraging the local people to tour in their country. The final output that will be produce is a mini video. This video will display the tourism place in Kuala Lumpur and also the secret behind the places. This video will contain the audio of narrator that describe about the untold story.
1.5 Project Significance

This project is significant to the tourism industry. As mentioned before, Tourism is vital to Malaysia, due to the income generated by expenditure of goods and services by tourist, the taxes levied on businesses in the tourism industry, and the chance for employment in the service industries associated with tourism. These service industries include transportation services such as taxis, accommodation such as hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as resorts.

In addition, this project is also significant to the public. Public should know what happened in their capital city, this may cause the public to be more concern to the incident happened surrounding them. Besides that, this project may also provide moral lesson to the public.

1.6 Expected Output

Expected by the end of this project, a documentary video will be produced. The duration of this video predicted around 20 to 30 minutes. In this video, suitable soundtrack will be applied. Sound will be recorded and applied into this video. The recorded sound is based on the script that will be created. Scripts besides soundtracks are imported as it can be tool to express feeling toward a case that will be demonstrated in the video, and feeling can affect the audiences’ perception.
1.7 Conclusion

This project will produce a documentary and advertisement video for the tourism industry. However, the difference between this project and current video is the untold stories of the tourism spots will be demonstrated. To change the audiences’ negative perception toward the stories, script and video effect will be the key. The target users for this project are local and foreign tourists.

Next activities that will be developed is literature review and do research on project methodology.
CHAPTER II

LITERATURE REVIEW AND PROJECT METHODOLOGY

2.1 Introduction

Literature review is a body of text that aims to review the critical points of current knowledge on particular topic. It discusses published information in particular subject area, and sometimes information in a particular subject area within a certain time period.

Literature review most often linked with science-oriented literature, it typically precedes a research proposal, methodology and result section. Its ultimate goal is to bring reader up to date with current literature on a topic and forms the basic for another goal, such as the justification for future research in the area. For this video, research on video scripting and camera movement will be done.

Methodology is defined as a body of methods, rules, postulates employed by discipline; a particular procedure or set of procedures; or the analysis of the
principles or procedures of inquiry in a particular field. The methodology that will be applied to this project is video production methodology.

2.2 Facts and findings

2.2.1 Advertisement and Documentary Video for Tourism

This project will capture certain tourism places in Kuala Lumpur and discover the secret beneath the tourism places. For this project, the secret in Kuala Lumpur is the weapon to attract tourist to come over to Malaysia. Although the negative sides of Malaysia will be revealed, but by producing a good scripting, this video will be able to change the audience negative perception to positive perception toward the negative ness. Scripting will also be used as a tool to describe about the tourism places in Malaysia. Intended for this project literature review, facts and finding are needed method to justify the significant of this project development.

2.2.2 Visit Malaysia Video

As mentioned above, the domain for this project is advertisement and documentary for tourism industry. Since this year is the tourism year and the government had given this year a slogan “Visit Malaysia 2007”, so this project is appropriate to be development and it can be a tool to attract the tourist. Moreover,