

PET ADOPTION AWARENESS CAMPAIGN THROUGH 3D ANIMATION

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FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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JUDUL: PET ADOPTION AWARENESS CAMPAIGN THROUGH 3D ANIMATION

SESI PENGAJIAN: 2015

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**PET ADOPTION AWARENESS CAMPAIGN THROUGH 3D ANIMATION**

**PHANG LI MI**

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

**FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**2015**

**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  
without citations.

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(MISS SAIRA HANI BINTI MUSA)

## DEDICATION

I would like to dedicate to  
my beloved parents  
for their support and care.

With special gratitude to  
my supervisor  
Ms. Saira Hani Binti Musa  
&  
evaluator  
Mr. Shahril Bin Parumo  
&  
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for helps me to complete my project.

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Finally, I also want to thanks all my friends for helps me during my time in need.

## ABSTRACT

This is a 3D animation project about pet adoption. Most people would like to purchase a pet even though there are free pets to adopt anywhere. Some pet adoption organization have done many campaign to create awareness but still not effect so much. And the online social media also lack of animation that promote pet adoption. Hence, this project purpose is to create a 3D and uploaded to social media to promote awareness among public and encourage them to adopt a pet. Pet adoption gives a chance for the stray animals to live a better life as the stray animals always face cruelty condition such as euthanasia. The target audiences are youth as the awareness should be instilled when they are still young. The characters in animation are designed to be more cartoonish to make it look attractive. The story had mentioned about the miserable life of a stray animal to generate empathy among audiences.

## ABSTRAK

Projek ini merupakan sebuah animasi 3D berkaitan dengan adopsi haiwan. Biasanya banyak orang akan mempunyai kecenderungan untuk membeli haiwan berbanding dengan adopsi. Ada beberapa persatuan telah menganjurkan banyak aktiviti adopsi haiwan tetapi tidak mendapat kesambutan hebat. Tambahan lagi, animasi yang menggalakkan adopsi haiwan pun tidak banyak dalam media sosial. Jadi, projek ini bertujuan untuk membuat sebuah animasi 3D dan menyebarkan ke media social supaya menyedarkan orang awam untuk mengadopsi haiwan. Haiwan liar mempunyai kehidupan yang susah dan selalu menghadapi penderaan. Oleh itu, adopsi haiwan adalah sangat bermakna supaya memberi peluang kepada haiwan liar untuk mendapatkan pemilik dan tempat tinggal. Sasaran utama projek ini adalah pemuda supaya kesedaran dapat dipupuk sejak kecil. Watak-watak dalam animasi ini direka untuk menjadi lebih kartun supaya dapat menarik perhatian. Animasi ini bercerita tentang kehidupan sengsara haiwan liar supaya dapat menjana empati di kalangan penonton.



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**LIST OF ABBREVIATIONS**

<b>PETA</b>	-	<b>People for the Ethical Treatment of Animals</b>
<b>WHO</b>	-	<b>World Health Organization</b>
<b>ASPCA</b>	-	<b>American Society for the Prevention of Cruelty to Animals</b>
<b>3D</b>	-	<b>Three Dimension</b>
<b>2D</b>	-	<b>Two Dimension</b>

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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Project Background**

Homeless or stray animals exist in every corner of the world and most of them can be found roaming and staying around rubbish dumps or ever where that can get the food source. The population of stray animals have been increased yearly. ASPCA have stated that it is impossible to determine the actual number of stray animals that live in the United States but estimates for cats alone already range up to 70 million. Debra Bourne have stated that Animal Welfare Fund's have organized an annual discussion about overpopulation on 8 June 2015. Some reasons of overpopulation are identified. One of the reasons for overpopulation in dog is due to people prefers to purchase to get cute puppies. While one of the reasons for overpopulation of cats are ignorance of people to the puberty of cat and leads to large number of unwanted kittens.

This overpopulation problem already become a global healthy issues. According to estimation of The World Health Organization (2011), there are more than 200,000,000 stray dogs around the world. Diseases from dog bites cause 55,000 people die every year and 15,000,000 people receive post exposure treatment. Some countries have enforced inhumane euthanasia to reduce the numbers of stray animals. Euthanasia is an action that putting an animal to death and threaten animal rights. Hence, instead of euthanasia, pet

adoption will be a more suitable solution to overcome the overpopulation of animals. The Humane Society of the United States (2015) have mentioned that adopt a pet can open up a shelter space to save other animal from euthanized. Besides that, pet adoption provides a chance for stray animals to get a new home and live a happy life.

There are lots of methods have been used to promote pet adoption to public such as social website, videos and some animations. But most of the existing awareness media are documentary videos. Hence, this project is proposed to create a 3D awareness animation to promote pet adoption as 3D animation is a great presentation tools to deliver the information and capture audience' attention.

## 1.2. Problem statement(s)

The following shows 3 problems statements of this project:

- **Public lack of empathy for animals**

People still carried out euthanasia to reduce the numbers of stray animals. According to Arin Greenwood (2015), PETA have euthanized lots of animals which is 2454 of its 3369 cats, dogs and other animals of its shelter in 2014. This means that advantage of pet adoption is not convey to the public.
- **The population of stray animals is keeping increase**

ASPCA have stated that it is impossible to determine the actual number of stray animals that live in the United States. There are about 7.6 million animals enter shelters but only 2.7 million of them are adopted each year. This showed that pet adoption still not popular among public.
- **Lack of 3D animation to promote pet adoption**

Based on an article that written by Instruxion (2014), said that animations are more easily to create awareness as the audience can absorb message quickly. So 3D animation is a suitable media to promote pet adoption.

### 1.3. Objective

The following shows 3 objectives of this project to solve the current problems:

- To develop a 3D animation to convey the message of pet adoption
- To promote awareness of pet adoption to public through a 3D animation
- To evaluate the effectiveness of campaign develop through a 3D animation

### 1.4. Scope

This will be a 3 minutes short 3D animation. The animation will not involved any dialogues but only the background music and some sound effects. The story is simple and focus on the unfortunate life of a stray animal before being adopted. Target audience will be youths but it also suitable for audience of all ages.

### 1.5. Project Significance

An awareness animation will be developed under this project to spread a message about support adoption for pets. This project will be benefit to all audiences especially youths. Youths are the most important pillar of nation so they can be count on to bring a revolution on stray animals' life. With the spread of awareness, more animals can be rescued from being killed or euthanized. With the spread of awareness, pet adoption rate can be increased and more animals are giving chance to have a home.

## **1.6. Conclusion**

In a nutshell, this project is about to develop a 3D awareness animation to promote pet adoption among youths. Pet adoption must be encouraged among public to reduce cruelty to animal and also this animation can help to light up the world for orphan pets. The next chapter will be discussed about literature review and project methodology.