

2D ANIMATION: ADVERTISEMENT ABOUT OBESITY AMONG CHILDREN

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2D ANIMATION: ADVERTISEMENT ABOUT OBESITY AMONG CHILDREN

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

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2015

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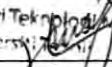


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
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DEDICATION

To my parents,
who have been educated me,
and enabled me to reach at this level.

To my family,
for the advice and support.

ACKNOWLEDGEMENTS

I would like to thank my friends who assisted me with this project by giving ideas to improve and support to finish the project. A special note of thanks to En. Muhammad Helmy Bin Emran for his expert guidance. Without them, my project will not come to this end.

I can't forget to offer my sincere thanks to my parents Rogayah Binti Harun and Ghazali Binti Kamis for their valuable advice and support which I received from them time to time.

ABSTRACT

This project developed is a 2D Animation Advertisement project. It involves production of attractive animation that tells the story of one thin boy who like to eat candies everyday of his life. Effect from him eating candy everyday he turns fat and his life turns miserable. Animation is a good medium to deliver something and it is one of the easy ways to teach the kids to learn things that they might encounter in their daily life. Obesity is a common disease among children nowadays and most of the children lack of awareness about the dangerous of being obese. Through this project a simple animation as an advertisement is used to give a rough idea about the effect of the disease to the kids. It is hoped that this project will be beneficial to future generations and will be developed to ease children in knowing new things in the daily life.

ABSTRAK

Projek yang dibangunkan adalah projek 2D Animation Iklan. Ia melibatkan pengeluaran animasi menarik yang menceritakan kisah seorang budak kurus yang suka makan gula-gula setiap hari dalam hidupnya. Kesan dari dia makan gula-gula setiap hari dia bertukar menjadi gemuk dan hidupnya menjadi sengsara. Animasi merupakan medium yang baik untuk menyampaikan sesuatu dan ia adalah salah satu cara mudah untuk mengajar anak-anak untuk belajar perkara-perkara yang mereka mungkin hadapi dalam kehidupan harian mereka. Obesiti adalah penyakit biasa di kalangan kanak-kanak pada masa kini dan kebanyakan kanak-kanak kurang kesedaran tentang bahayanya menjadi gemuk. Melalui projek ini animasi dijadikan iklan digunakan untuk memberikan gambaran kasar mengenai kesan penyakit ini kepada anak-anak. Adalah diharapkan bahawa projek ini akan memberi manfaat kepada generasi akan datang dan akan dibangunkan untuk memudahkan kanak-kanak dalam mengetahui perkara-perkara baru dalam kehidupan harian.

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LIST OF ABBREVIATIONS

.AVI	-	Audio Video Interleaved
.BMP	-	Bitmap Image File
CD	-	Compact Disc
2D	-	2Dimensional
.EPS	-	Encapsulated PostScript
FPS	-	Frames per Second
.FLA	-	document format for Flash project
.GIF	-	Graphics Interchange Format
.JPEG	-	Joint Photographic Experts Group
.MP3	-	Music file (MPEG Layer 3)
.PCX	-	Picture Exchange
.PICT	-	Primary Macintosh Graphics file format
.PNG	-	Portable Network Graphics
.SWF	-	Small Web Format
.TIFF	-	Tagged Image File Format
.WMF	-	Window Meta File
.XBM	-	X Bit Map

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CHAPTER I

INTRODUCTION

1.1 Introduction

Many people are struggling with their weight problems and try to find ways to prevent them. Obesity is a very serious matter in this world, yet people don't take it as a global issue. In 2008, a University Kebangsaan Malaysia (UKM) research on "prevalence of obesity among children, showed an increase of 30% in the obesity rate among children within the age group of six and 12". Obese children have a higher risk of becoming obese adults. As we know today, kids have more autonomy and decision-making power within the family than in previous generations, so it follows that kids are vocal about what they want their parents to buy. So early education about obesity should be given to the children for them to them to make the right choice in selection of food.

In 15 March, 2009 President Fomca invent and used the global code to control the marketing of unhealthy food for the children. By using global code, President Fomca hopes that it can resolve the problem of obesity and chronic disease that is related with unhealthy food. Global code also proscribes the advertisement of unhealthy food at six in the morning until nine and it did not allowed to promote the unhealthy food through

media, website and school. Fast food and unhealthy drinks be prohibited to sell to the children under sixteen.

Due to the increase of obesity problem, an advertisement was created in the form of 2D animation to bring awareness to the community, especially to the children about the dangers of obesity and prevention of obesity. The advertisement will be built by using Adobe Flash Professional. It is software created by Adobe. The time for the advertisement will be in 1 minute and 4 seconds.

Other than that, sound will be created using Audacity. In order to attract the children, music will be added in the advertisement for them to stay focus. 2D animation consists of several interesting characters and environments. Brochure and poster will also be provided to support the advertisement. It will be design using Photoshop. The advertisement will be put in the website that will be built using Adobe Dreamweaver for the children to make reference.

The advertisement will show the effect of being obese. It will also help the children choose the right food by showing them the pictures of what food should they take or not. This application is develop for the children from 5 to 9 years old.

The advertisement is integrated with Malay language. It uses simple animation and word to make user understand the meaning of obesity.