

**ALEPPO AWARENESS CAMPAIGN NEW MEDIA ADVERTISING USING  
AUGMENTED REALITY TECHNOLOGY**



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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TECHNOLOGY  
SESI PENGAJIAN : 2016/2017

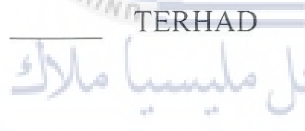
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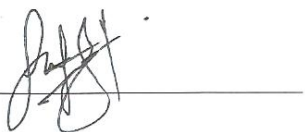
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ALEPPO AWARENESS CAMPAIGN NEW MEDIA ADVERTISING USING  
AUGMENTED REALITY TECHNOLOGY



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  
2017

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## DEDICATION

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

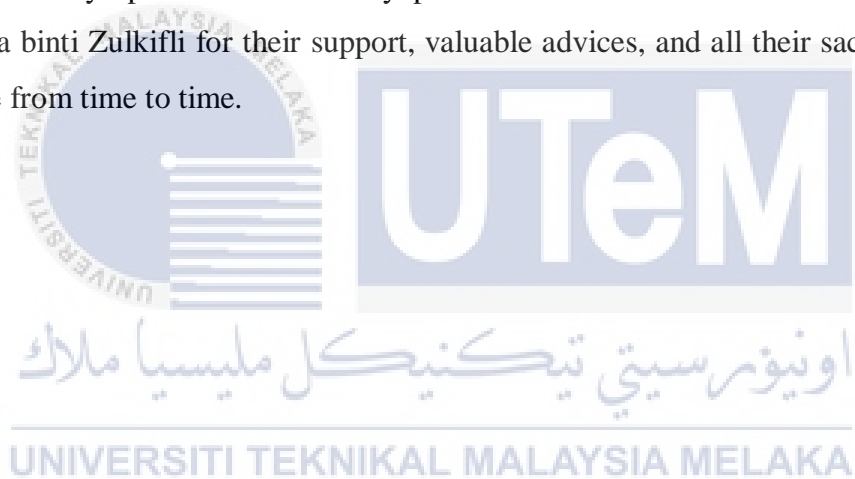


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## ABSTRACT

This project aims to develop the interactive print advertisement for Aleppo Awareness Campaign that implements AR technology to deliver the animation or information to the user. So, with the multimedia technology advancement that occurs nowadays, it could give more impact and high awareness to people and attract them to give the extra care about this crisis through the campaign by developing the interactive advertisement using the new media technology. Aleppo is a city in Syria and become the center of Syrian conflict because of the geographic and economic importance. Because of this importance, President of Syria and his allies mobilize all their authority to attack the city and conquer the areas. Crisis of humanity in Aleppo has continued until now like never ends. With the new upgrading multimedia technology nowadays, Aleppo Awareness Campaign New Media Advertisement using Augmented Reality technology must be held to bring awareness to the whole world, especially Malaysians.

## ABSTRAK

Projek ini bertujuan untuk membangunkan iklan cetak interaktif untuk Kempen Kesedaran Aleppo yang mengimplementasikan teknologi AR untuk menyampaikan animasi atau maklumat kepada pengguna. Oleh itu, dengan kemajuan teknologi multimedia yang berlaku pada masa kini, ia dapat memberikan kesan yang lebih tinggi dan kesedaran yang tinggi kepada orang ramai dan menarik mereka untuk memberi penjagaan tambahan tentang krisis ini melalui kempen dengan membangunkan iklan interaktif menggunakan teknologi media baru. Aleppo adalah sebuah bandar di Syria dan menjadi pusat konflik Syria kerana kepentingan geografi dan ekonomi. Kerana kepentingan ini, Presiden Syria dan sekutu-sekutunya menggerakkan semua kuasa mereka untuk menyerang bandar dan menakluk kawasan tersebut. Krisis kemanusiaan di Aleppo terus berlanjutan sehingga kini seperti tidak pernah berakhir. Dengan teknologi multimedia baharu yang diperbaharui pada masa kini, Kempen Kesedaran Aleppo dengan menggunakan teknologi 'Augmented Reality' harus diadakan untuk membawa kesedaran kepada seluruh dunia, terutama rakyat Malaysia.

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## CHAPTER I

### INTRODUCTION

#### 1.1 Project Background

Aleppo is a second largest city in Syria and become the center of the Syrian conflict due to its geographic and economic importance. Because of this importance, it has caused the regime of Bashar Al-Assad (President of Syria) and his allies to mobilize all their authority to attack the city and conquer areas that has been controlled by the rebels, using any other ways that possible. The regime and its allies have encouraged the Russian to intervene that has contributed to the bombarding of Aleppo and other cities. It has been cause a death toll of over 1000 civilians in six months.

Wretchedness and hardship that has been faced by the citizens of Syria because of the civil war that happened in their country is like never ends. Loss of food and waters cause them become homeless, starving, and become a refugees in their own land. A part of 24 million of Syrian are now become homeless and it makes them runaway to the refugees' camps that are located in neighboring countries.

Thus, crisis of humanity in Syria has continued to attract the Malaysians attention nowadays. In order to protest over what happened to the people in Syria,

Aleppo Awareness Campaign must be held to bring awareness to the whole world, especially Malaysians. With the upgrading multimedia technology today, it could give more impact and high awareness to people through the campaign by using the new media technology.

Generally, 'New Media' refers to the content available on-demand through the Internet and accessible on any digital device. Typically, it contains interactive user feedback and creative contribution. New Media convey the contents through connection and conversation. It allows people around the world to share, give a feedback, and discuss a wide diversity of topics. Several examples are may be the websites, Internet, computer of multimedia, video games, augmented reality or virtual reality, CD-ROMS, and DVDs. New media are a lot differentiated to "old media". For example an "old media" is radio, television and print media.

Nowadays, with the upgrading technologies, people have started to learn and play with the technology named Augmented Reality. This technology provided a live direct or indirect view of a physical, real-world environment whose elements are augmented by computer-generated. In order to raise the awareness among people, the interactive printed advertisement is introduced and developed to bring awareness to the people through the interactivity using Augmented Reality that can attract people's attention.

## **1.2 Problem Statements**

Nowadays, a picture of what really happens in Aleppo, Syria is quite unclear when it explained by mass media in Malaysia. The western media do not really want the people of the world to know what is really happening in Syria. Because of that, sometimes they have distorted the facts.

Besides, most of the Malaysians still questioning what, where in the world are Aleppo and why it is trending worldwide on the social media. It is because they have less concern about the picture of the situations that happen in Aleppo, Syria.

Next, some of the Malaysians know about the crisis happen in Aleppo, Syria but they do not take any action about it. They might show sympathy towards the crisis but after that, they will just beat around the bush by leaving the issues behind without taking any action.

### 1.3 Objectives

- i. To study the humanitarian crisis that happens in Aleppo, Syria with AR technology.
- ii. To develop the interactive advertisement using new media technology that would help the success of the Aleppo Awareness campaign through selected NGO's (Non-Government Organization).
- iii. To evaluate the effectiveness of the product or campaign using the printed advertisement with Augmented Reality technology about the Aleppo Awareness campaign through selected target audience.

### 1.4 Project Scopes

This project is designed for all teenagers or adults. This is because the message that will be conveyed from the advertisement will be using a videos, series of images, 3D animation, and slideshow that will have some explicit content which the message expressed in a way that is very clear and direct.

Besides, this project will be focused in printed advertisement. The tool that will be using to create the interactive advertisement is ENTiTi Creator. This project will be applied by using Augmented Reality; hence identification marker type is chosen and will be implemented in a printed advertisement.

### **1.5 Project Significant**

The benefit of using Augmented Reality in advertising compared to traditional media is mainly the advertisement can target a local audience, but also an international one compared to traditional media which is only can target the audience in a specific location. Next, the interaction with the audience is possible when using the New Media technology compared to the traditional media which is do not allow the interaction from the audience (e.g: flyers, television, radio).

### **1.6 Expected Outputs**

The project aims to measure the results of carrying out the campaign by using new media technology. In most cases, the results will be measure by directly refer to the objectives that the developer is seeking to achieve through the awareness campaign. The expected results of the project are more knowledge and awareness will be grown in our own self about the crisis in Aleppo. Next, the expected results of this project are also to build an interactive medium for Aleppo Awareness Campaign on advertising using the new media technology such as Augmented Reality, videos, 2D or 3D animation and many more for raise the awareness towards people about the humanitarian crisis that happened in Aleppo, Syria.

So, with the multimedia technology advancement that occurs nowadays, it could give more impact and high awareness to people and attract them to give extra care about this crisis through the campaign by develop the interactive advertisement using the new media technology.

## 1.7 Conclusion

This project aims to develop the interactive print advertisement for Aleppo Awareness Campaign that implement identification marker to deliver the animation or information to the user.

For the next chapter, the activities that will be developed is literature review and project methodology. The literature review will discuss the technology and technique that will be applied in the project. The project methodology will be discussed to identify the method that will be used for developing this project. Project schedule and milestones of this project will provide and explain in the next chapter in order to ensure the progress of this project is develop according to its schedule.



## CHAPTER II

### LITERATURE REVIEW AND PROJECT METHODOLOGY

#### 2.1 Introduction

In this chapter, literature review and project methodology are discussed for developing the New Media Advertisement using Augmented Reality technology for Aleppo Awareness Campaign. For this project, the literature review will be done by searching articles and journals about the technology that will be used to develop this project.

Besides, a project methodology is needed in order to complete this project. It is important to follow as it is used as framework that gives developers instruction on what they have to do. The project methodology that is used in developing the application is based on Designer's Research (Jennifer and Ken Visocky O'Grady, 2006) method. Next, the requirement that is needed is software and hardware. It is needed in order to develop and complete this project is listed and the features of the requirements are explained in detailed.

#### 2.2 Domain

The domain of this project will be discussed about New Media Advertising. New Media is a powerful medium in advertising. Nowadays, advertising environments are