ANIMATE 2D ANIMATION VIDEO FOR SOCIETY: FACE THE WORLD

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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SESI PENGAJIAN: 2016/ 2017

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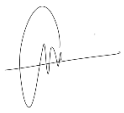

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ANIMATE 2D ANIMATION VIDEO FOR SOCIETY: FACE THE WORLD

WOON KUNG CHUNG

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
UNIVERSITY TEKNIKAL MALAYSIA MELAKA

2017

DECLARATION

I hereby declare that this project report entitled

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STUDENT : _____ Date : 28 AUGUST 2017
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I hereby declare that I have read this project report and found
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Bachelor of Computer Science (Interactive Media) With Honours.

SUPERVISOR: _____ Date : 28 AUGUST 2017
(ASS. PROF. DR. HJH. NORASIKEN BINTI BAKAR)

DEDICATION

To all Malaysian citizens, may this 2D animation project is helpful and learnable for the society. This project also dedicated to my supervisor, my friends, and my family for their constructive and unrelenting support.

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ABSTRACT

This project developed a linear 2D animation video about the current society issue which is lack of face-to-face communication caused by some high technology development nowadays. This story indicated a meaningful message for those youths and adults about the important of face-to-face communication. The objectives of this research are to study the appropriate method to develop 2D animation. After that, design the 2D animation and develop the 2D animation. Besides that, evaluate the effectiveness of the integrated video whether this video will help the users in understanding the lesson convey through it or not. The methodology used by this research is video production process which are pre-production, production, and post-production. The testing conducted using face-to-face questionnaire method for both multimedia experts and public users. The collected data and results shows that most of the participants satisfy with this 2D animation video and the lesson from this 2D animation is conveyed successfully to all audiences. However, there got many weaknesses on this 2D animation project and the improvement should be made for future from colour, animation, and more aspect to let the entire 2D animation looks more interesting and attractive.

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ABSTRAK

Projek 2D animasi tersebut dibangunkan adalah berkaitan dengan isu-isu semasa masyarakat terkini iaitu kekurangan komunikasi antara satu sama lain secara bersemuka disebabkan pembangunan teknologi yang tinggi pada masa kini. Cerita tersebut mengandungi mesej yang bermakna untuk belia-belia dan orang dewasa mengenai kepentingan komunikasi antara satu sama lain secara bersemuka. Objektif kajian ini adalah mengkaji kaedah yang sesuai untuk membangunkan animasi 2D tersebut. Reka bentuk dan pembangunan animasi 2D sangat penting dalam menghasilkan video tersebut. Di samping itu, projek ini juga akan menilai keberkesanan video bersepadu tersebut terhadap para pengguna dalam memahami pelajaran yang hendak disampaikan melalui video tersebut. Metodologi yang digunakan dalam kajian ini mempunyai tiga (3) fasa iaitu: fasa pra-pengeluaran, fasa pengeluaran, dan fasa *pasca*-pengeluaran. Instrumen yang telah digunakan dalam pengujian keberkesanan video tersebut melalui kaedah soal selidik bersemuka untuk pakar pembangun multimedia dan pengguna awam. Hasil kajian telah menunjukan bahawa kebanyakan peserta telah melihat video animasi 2D tersebut hingga akhirnya dan kesedaran kepada pengguna mengenai pentingnya komunikasi telah berjaya dilahirkan melalui video animasi 2D ini. Penambah baikan video tersebut boleh dilakukan terhadap warna, animasi, dan aspek lain untuk membuatkan animasi 2D tersebut lebih menarik.

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CHAPTER I

INTRODUCTION

1.1 Introduction

This chapter discuss about the issue of society nowadays which is technologies may cause lack of face to face communication between humans. From this chapter, the background, problem statements, and objectives will be stated and guide to what does this research discuss about obviously. Besides that, the scope of this project will be discussed too to specify the user target, software and hardware used and more. After that, the project significance also will be discussed in this chapter.

1.2 Project Background

Technologies nowadays such a machinery that makes our life easier and smoother. Currently, most of the people especially young generation rely on modern technology to aid them to do their work. For example, microwave ovens cook food easily without using stoves, washing machine wash clothes without using hand anymore, and many more. It can say technology is now such a big part of our society and our foreseeable future.

For the communication part, technology also play the important role in their social life. Technology usage has grown significantly in past few years ago, such as smartphone, tablet, laptop, smartwatch and more because it allows users to access information with the touch of a finger. It such the good news for every single people in the world because current technology able to utilize in many form or fields especially communication part.

Based on the research, smartphone penetration among adult population in Malaysia continue to grow to 71% as reported in early year 2016. The number of smart phone sales in Malaysia was 2,499,800 units in 2011, which was equivalent to 38% growth (Yong et. al, 2014). This means that approximately 22 million people have their own electronic devices to access the social media, anywhere at any time. Furthermore, a significant amount of people still accesses by wearable tech devices.

Technology has become an integral part of the way that people communicate with one another and has increasingly taken the place of face-to-face communication (Emily, 2015). Some smartphone use is disruptive such as when one interactant begins to text message someone outside of the face-to-face encounter (i.e., smartphone cross-talk) and consequently ignores others around him or her (Omar, 2014). Almost all youngster or adult just keep looking at their mobile phone and playing the screen and these phenomena consider common nowadays in almost every country no matter where you go.

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Technology may have influenced social behaviour due to the online environment, and it might be unrelated to the lack of face-to-face communication (Ceulemans et. al, 2012). It will be interested to spend too much time on chatting and message with others. Then, soon can become addicted to social networks if overuse on it, which is obviously not good. It may lead the them become self-closing and the skill of communication become more worst. After that, it also will wreck any relationship especially with families.

However, 21st century conversations are typically not very exclusive because smartphones allow interactants to have conversations with others not immediately in their presence and distract them with other forms of entertainment (Omar, 2014). They have grown up around computer technologies such as desktop computers, laptops, video game consoles, cell phones, and the internet most of their life, thus

making the assimilation of new technologies into their lives feel normal (Omar, 2014).

The fact is, before all those technologies evolved, people usually used to spend more time together to do what they want to do as long in face to face form. Thus, they felt happier and human relations were smoother and more harmonious but now, they only communicate in virtual world, not in reality society. This make them live within their own zone and their face to face communication skills with others are become unfamiliar. It also may lead them become self-closing and the skill of face to face communication become more worst and wreck any relationship especially with families.

These phenomena should be reduced. Apart from internet to spread the awareness, the most nature video, 2D animation also can be the powerful tool to spread the messages or warning to them. So, "Face the World" developed to raise the awareness to notice them about the important of reality communication skills and it able to help us to interact more smoothly and harmoniously with people on a face to face basis with ease and without any misunderstanding or barriers.

For the conclusion, "Face the World" such a awareness for those youths and adults. It is an 2D animation about the lack of tradisional face to face communication issue between human that appear after the growth of technologies. The message which hidden inside this 2D animation is let those people notice about this issue and will help them to reflect themselves too.

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1.3 Problem Statements

Here come with the problem statements that happen in our real-life scenarios and it proves that the level of needed to build a "Face the World" 2D animation to let the society nowadays more harmonic. Many studies have been conducted regarding technology's effect on social interaction and face to face communication since the rise of cellphone and social media usage in the late 2000s (Emily Drago, 2015).

i) Insufficient communication face to face with others

People nowadays facing the screen for all day long, constantly checking on their phone or other communication device and social profiles at anytime and anywhere instead of face to face converse with others. Even it is gathering with other, they still chat with using some social apps but not face to face conversation. People who had conversations in the absence of mobile devices reported higher levels of empathetic concern, while those conversing in the presence of a mobile device reported lower levels of empathy (Shalini Misra et. al, 2014).

ii) Technology lead to lack of conventional communication skills

Despite these cognitive strains, we are enamoured by our mobile communication technologies. We rely on their ability to respond to our needs and interests in a highly complex, fast-paced technological society (Shalini Misra et. al, 2014). People no longer spend their quality time going out bonding with family or friends in society nowadays but always stick with their smart phone no matter what are they doing such as having meal, toilet, studying, gathering even sleeping. This emphasized the fact that as the use of devices and technology that allow people to communicate digitally increase, face-to-face interaction decreases (Emily Drago, 2015). Also, this may come with bad impact and make them lack face to face communication with others because they always playing with their phone.

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iii) Not aware about this communication issues

Those high technologies lead the people to losing their natural converse ability to face to face communicate with the physical world and the people around them indirectly. However, they still didn't notice about that but the fact is this issue already become their daily routine in their life as usual.

1.4 Objectives

The problem statements stated above perhaps can be solved by developing this 2D animation for society. Here states with the objectives of building this 2D animation.

i) To study the appropriate method to develop 2D animation.

There got variety of method to produce a 2D animation. However, the better and most suitable method able to smoothen the job and let all the work on the right track. Thus, it will save more consumed time to completed the task.

ii) To design the 2D animation.

Before the development of this project, the design of all details of this 2D animation such as characters, background, objects, and more will be conducted with brainstorming and idea to generate it (Bakar, N. & Zaman, H. B., 2007). All the brilliant idea able to generate a great output.

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iii) To develop the 2D animation.

Development of this project will be started with using the most suitable and chosen methodology. All the steps of the methodology applied into the 2D animation then created the good result and output.

iv) To evaluate the effectiveness of the integrated video will help the users in understanding the lesson convey through the 2D animation.

This 2D animation such a lesson for the users and the expect result will notice the users about the important of face to face communication between peoples.

1.5 Scope

This project implements a 2D animation about the society issue technology may cause youths and adults lose their natural conversation ability with others. The software and hardware used to develop this 2D animation were Adobe After Effects, Adobe Illustrators, and WACOM Bamboo (drawing tablet).

This 2D animation is mainly developed for the youths and adults who own at least one of the electronic devices such as smart phone, laptop, smart watch and more in current society no matter he or she already worked or still studying for their future. The age range for the target user who taken in this project is between 20 to 30 years old because that such an exuberant period to using those technology thingies as this 2D animation purpose to aware all those technology peoples.

Around 120 peoples conducted in the research. The location will be located at Faculty of Information and Communication Technology's (FTMK), Universiti Teknikal Malaysia Melaka (UTeM) inside the main campus or around the Bukit Beruang, Malacca area.

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1.6 Project Significance

"Face the World" 2D animation is an implication animation about the current society issue which is face to face communication. It can identify the impact between technology and relationship between peoples and let them make some changes on it. Beside that, this 2D animation able to evaluate the effectiveness toward society based on its exciting text, background, colourful image, audio and the hidden message inside it. This 2D animation also able to stimulate the people to engage more on physical interaction but not just communicate in virtual world.

The most beneficial people of this project are the teens and adults who own the high technology communication devices. By this project, the teens and adults with high technology starter pack will be aware about this serious society issue and