PROMOTING BEHAVIORAL CHANGES THROUGH ANIMATION

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SESI PENGAJIAN: 2015/2016

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Alamat tetap : 26-2, LORONG USAHANIAGA 1, TAMAN USAHANIAGA, 14000 BUKIT MERTAJAM, PULAU PINANG.

Tarikh: 25/8/2016

(TANDATANGAN PENYELIA)

MRS. SYARIFFANOR BINTI HISHAM
Nama Penyelia

Tarikh: 25/8/2016

CATATAN: * Tesis dimaksudkan sebagai Laporan Projek Sarjana Muda (PSM)
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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
UNIVERSITI TEKNIKAL MALAYSIA MELAKA
2016

DECLARATION

I hereby declare that this project report entitled

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I hereby declare that I have read this project report and found this project report is sufficient in term of the scope and quality for the award of Bachelor of Computer Science (Interactive Media) With Honours.

SUPERVISOR : Date: 25/8/2016

(MRS. SYARIFFANOR BINTI HISHAM)

DEDICATION

I would like to dedicate the hard works of this project to my beloved family, supervisor Mrs. Syariffanor Binti Hisham and all my dear friends. Only with their helps I am able to successfully complete this project.

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ABSTRACT

This project is to develop an animated short film to acknowledges people about environmental issues. Currently, animations are mainly used for entertainment purposes only. The project will focus on using animation as the medium to deliver information. To fulfill the purpose, this project will deliver an animated short film and the animation will be suitable for a wide range of audiences, entertain to watch and contains meaningful message. While there're various types of animated film, 2D animation is picked as the kind of animation to be implement. Although it's define as two dimensional animated short film, special treatments are given to prevent the animation to looks flat. Special effects are also added to further enrich the content of the animation. Anyways, a short film will not be interesting without a good storyline; hence, efforts are given to produce an original content that is simple yet meaningful. Software such as Adobe Photoshop and Adobe After Effects are used to create the project's assets. The development process is divided into three different phases, which includes pre-production, production and post-production. Throughout the whole production, the outcomes are often revisited and revised. When the iterations reached the standard desired, testing are conducted. Questionnaires are distributed to the audiences and test users through online. Test data are then being collected and analyzed to get results that are meaningful to the project. From the data gathered and the results from analyses, it is believed that the animated short film is able to convey the message intended and short animation is an effective approach to deliver information and messages to the audiences.

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ABSTRAK

Projek ini adalah untuk membangunkan sebuah filem pendek animasi untuk menyampaikan mesej mengenai isu-isu alam sekitar kepada orang ramai. Kini, animasi sentiasa digunakan untuk tujuan hiburan sahaja. Projek ini akan memberi tumpuan dalam menggunakan animasi sebagai suatu alat untuk menyampaikan maklumat. Untuk memenuhi tujuan ini, projek ini akan menbangunkan satu filem animasi pendek yang sesuai untuk pelbagai penonton, dapat menghiburkan penonton dan juga mengandungi mesej bermakna. Terdapat pelbagai jenis filem animasi dan animasi 2D dipilih sebagai jenis animasi yang akan dilaksanakan dalam projek ini. Walaupun ia hanya mengandungi dua dimensi, kaedah khas akan diberikan untuk memastikan animasi dapat menarik minat penonton. Selain itu, VFX juga akan ditambah kedalam filem animasi ini untuk memperkayakan lagi kandungannya. Disamping itu, sebuah filem pendek tidak akan dapat menarik minat penonton tanpa jalan cerita yang baik. Oleh itu, usaha-usaha akan diberikan untuk menghasilkan kandungan yang asli, mudah difahamkan dan juga bermakna. Perisian seperti Adobe Photoshop dan Adobe After Effects akan digunakan untuk menghasilkan asset projek. Proses pembangunan dibahagikan kepada tiga fasa yang berbeza, iaitu pre-production, production dan post-production. Sepanjang proses pembanguna, hasilan-hasilan projek sentiasa disemak semula. Apabila hasilan tersebut mencapai standard yang dikehendaki, ujian hasilan projeck akan dijalankan. Borang soal selidik diedarkan kepada penonton dan pengguna ujian secara online. Selepas ujian tamat, data ujian akan dikumpulkan dan dianalisiskan untuk mendapat keputusan yang bermakna kepada projek ini. Daripada data yang dikumpul dan hasilan analisis, ia dipercayai bahawa filem pendek animasi ini mampu menyampaikan mesej yang diinginkan dan animasi pendek adalah satu pendekatan yang berkesan untuk mynyampaikan maklumat atau mesej kepada penonton.

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LIST OF ABBREVIATION

2D	-	Two Dimensional
3D	-	Three Dimensional
VFX	-	Visual Effects
BGM	-	Background Music
SFX	-	Sound Effects

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CHAPTER I

INTRODUCTION

1.1 Project Background

What actually causes environment crisis? Some people claim that this is due to the overpopulation of man which leads to excessive harvest on the Earth resources and waste production. However, most environmentally destructions are not done intentionally by human's practices nor is inherited by the advance of technology. The problem is how our society is behaving. Most people are just lack of awareness on how serious environmental destruction can be and how bad the current situation is. Today, the consequences of pollution are obvious; but people tend to ignore because they can't see the big picture on how it can affect all the living things around the globe.

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While there are dozens of resources that discuss about the environmental issues, seldom do we find materials that take advantage of the multimedia medium such as animation. In turn, this project will study about animation and implement it as a platform to deliver the message. Today, animation is widely adopted as an entertainment media. This project well take advantage of this trend to create an enjoying while beneficial short animation by educating people about the environmental problem we faced. With animation as the key presentation method, it can be easily access by people from different groups and different ages. As a result, people should be able to acknowledge how crucial it is for us to preserve the health of our environment and be encourage to practice recycling.

1.2 Problem Statements

The problem statements in this project are:

- People are lack of awareness about the environmental issues.
- Most people don't realize how the effects of environment crisis can affect their daily life.
- Lack of interesting approach to pass information especially on the environmental subject.

1.3 Objective

The objectives of this projects are:

- To study about the current environmental issues.
- To integrate animation as an effective way to convey information.
- To create an enjoyable while educational short animation.

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1.4 Scope

This section will cover the scope of the project, which include the target audiences of the short animation, the type of animation, and the project's significant. These scope criteria will directly affect the content of the product being deliver at the end of the implementation phase.

1.4.1 Target Audience

Every single person who's aged 12 and above will be the target audiences of this project. To make the whole animation more interesting and to give an impact to the audience on the message this project is trying to convey, the animation will not be delivering the message in a straight forward approach. Audience will have to finish the whole animation in order to understand the message. As the process may require some thinking and attention on visual clues, the age group of the audiences is targeted for 12 and above.

1.4.2 Type of Animation

The animation will be created in a visual style that can only be achieved by 2D animation. While technically the animation is in 2D, some scenes will appear to have depth as how a 3D environment behaves. This will be created by using the parallax effects with the use of a few animating techniques.

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1.5 Project Significant

Environmental crisis is real and supported by statistics and facts. People should be aware on this matter and try to improve it. This animation will act as a tool to acknowledges or even warns people on this particular subject. While being original and entertaining to watch, the animation conveys an important message regarding our nature and environment.

1.6 Conclusion

At the end of this project, an original 2D short animation should be created. The animation will convey an important message regarding to the environmental issues. Audiences will be able to enjoy the animation and being acknowledge about the seriousness of environmental crisis. By raising people's awareness on this subject, it will also be able to promote environmental friendly practices among the audiences. It's believed that changing people's behavior practices related to the environment is one of the better way to helps our nature.

In the next chapter, it will cover the analyses and researches done related to the project's topic in order to deliver a better outcome. Methodology used to complete this project will also be included.

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CHAPTER II

LITERATURE REVIEW AND PROJECT METHODOLOGY

2.1 Introduction

This chapter will cover some researches and findings related to the project. These findings will help to strengthen the project's background as well as clarify any uncertain questions. Furthermore, the conducted researches will helps to increase the accuracy of the project's content.

As the final outcome of the project will be deliver as a 2D short animation, studies on how animation can be beneficial in delivering messages and information will be covered. On top of that, the studies also included ways to enhance the animation to deliver an enjoyable and interesting short animation. All of these works are to lead the project toward its objective and increase its effectiveness in delivering messages and information.

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On the other hand, subjects related to environmental issues are also concerned. Researches and facts that reflect the condition of our nature and environment are gathered and compared. By looking at the statistics, it shows the seriousness of environmental destruction that is happening now. These findings are then being reviewed and studied in order to discover the problems and obtain solutions to tackle the problems.