NO PROFANITY AUGMENTED REALITY CAMPAIGN

MOHAMAD FUAD BIN MOHAMMED JAIS

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

NO PROFANITY AUGMENTED REALITY CAMPAIGN

MOHAMAD FUAD BIN MOHAMMED JAIS

UTeM

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

اونيۏرسيتي تيکنيکل مليسيا ملاک
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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_____	_____
(TANDATANGAN PENULIS)	(TANDATANGAN PENYELIA)
Alamat tetap: Km 14, Solok Paya Meranti, Tiang Dua, 75460 Melaka.	
Tarikh: 30 August 2017	Tarikh:29 August 2017

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.

STUDENT : _____ Date : 30 August 2017

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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 (Computer Networking) With Honours.

SUPERVISOR : _____ Date : 29 August 2017

(DR ZULISMAN MAKSOM)

DEDICATION

This final project is dedicated especially to my beloved parents for their endless support and help whenever and wherever I need, always pray the best for me and the useful advices they give to me.

To my supervisor who always support and guide me while the progress of this final project.

Dr Zulisman Maksom

To my evaluator who gives a feedback and advice on this project.

Pn Norazlin Mohammed

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To all my beloved friends who always there to help me through anything and always support me.

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Bismillahirahmanirahim,

First of all, I would like to express my deepest appreciation and thanks to my parents for their contribution on financial and endless moral support and all the guidance and advice to help me on this project.

I would also like to thanks my supervisor, Dr Zulisman Maksom , for guiding me all along the way to develop this project, for always encourage me in my progress and for being a very kind and thoughtful supervisor. Thank you for all of your help and advices in the making of this project.

Last but not least, I would like to thanks all my friend who always give a hand and their support during the development of this projects.

Thank you.

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ABSTRACTS

No Profanity Augmented Reality Campaign is a campaign that Implements augmented reality as a promotion platform. It is developed for user aged 18 – 24 years' old and who are involves in profanity issue. This project contains various type of interactivity and multimedia elements such as graphic, audio, video, animation and augmented reality. This kind of multimedia elements are able to attract user to participating in a campaign and make the campaign more effective and interesting. This project is embedded with augmented reality technology that enable user to utilize the use of their smartphone.

This campaign is developed by using several software applications such as Adobe Illustrator, Adobe Premiere Pro, Adobe After Effect and Aurasma. All the graphical elements available in this project is design in Adobe Illustrator. Adobe Premiere Pro is for editing video while Adobe After Effect is for animation. Aurasma is the platform where all the multimedia elements were integrating to develop an augmented reality. Based on the research, profanity is a serious issue that need to be address and by using augmented reality as an approach to solve the issue. Based on the result, the use of augmented reality in a campaign have given an impact to the user in addition to the effectiveness and attractiveness of this application.

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ABSTRAK

No Profanity Augmented Reality Campaign adalah satu kempen yang menggunakan ‘augmented reality’ sebagai platform promosi. Ia dibangunkan untuk pengguna yang berusia 18-24 tahun dan mereka yang bergelumang dengan masalah mencarut. Projek ini mengandungi pelbagai jenis interaktivitidan elemen multimedia seperti grafik, audio, video, animasi dan ‘augmented reality’. Elemen multimedia seperti ini mampu untuk menarik minat pengguna untuk turut serta dalam kempen ini dan menjadikan kempen ini lebih efektif dan menarik. Projek ini disertakan dengan ‘augmented reality’ yang membolehkan pengguna menggunakan sepenuhnya fungsi telefon pintar mereka.

Kempen ini dibangunkan dengan menggunakan beberapa aplikasi perisian seperti Adobe Illustrator, Adobe Premiere Pro, Adobe After Effect dan Aurasma. Kesemua elemen grafik yang terdapat dalam projek ini direka di dalam Adobe Illustrator. Adobe Premiere Pro untuk penyuntingan video dan Adobe After Effect untuk penyuntingan animasi. Aurasma adalah platfor di mana kesemua elemen multimedia digabungkan untuk menghasilakan ‘augmented reality’. Berdasarkan kajian, mencarut adalah masalah yang sangat serius dan perlu diselesaikan dengan menggunakan ‘augmented reality’ sebagai pendekatan untuk mnyelesaikan masalah ini. Berdasarkan keputusan penilaian, penggunaan ‘augmented reality’ di dalam kempen ini telah memberikan impak kepada pengguna disamping keberkesanan dan daya tarikan yang ada pada aplikasi ini.

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CHAPTER I

INTRODUCTION

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1.1 Introduction

In this century, the community have been influenced by the use of technology widely. Study shows that the average person now spends more time each day on their phone and computer than they do sleeping. Rapid technological development has provided easiness to the community in any areas. The way many people interact with each other has changed because of technology. It surely has positive and negative impacts in our daily life. Technology gives essential roles to assist people in daily lives, and people should properly treat it.

Social media has become the most popular platform to interacting and communicating with other people. The influence of social media has increase day by day. Not only for interacting and communicating but social media has open the opportunity to entrepreneurs to get their potential customers and reduce their marketing cost. It also

helps writers and bloggers to share their blog and article. Social media also has removed all the communication barrier and unite a huge group of people to achieve specific objective and purposes. Despite all the benefit that people can get from social media, there also a negative impact of using it. One of the negative impact is the information that people share in social media can be threat on them self. Other people can easily get their information even they have tight security. Furthermore, using social media can lead to addiction. Spending countless hours on the social sites can divert the focus and attention from a particular task. Moreover, the freedom of speak in social media has become a serious concern especially among teenagers. They tend to use immoral and improper language to comment and critics other peoples in media social recklessly. The use of immoral language among teenagers is very worrisome and need to stop before it's too late.

Profanity have been an issue for a long time and it got worse day by day. The use of profanity in the community have become normal for everyday spoken language. The young generation are easily influence with the bad language and start practicing the profanity in a very young age. This is clearly a serious issue and need to be address as soon as possible.

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Augmented Reality (AR) is one of the technology that can provide an effective way of translation from information to the user experience. Augmented Reality (AR) is a technology enriching the real world with digital information and media, such as 3D models, image, videos, overlaying in real-time the camera view of your smartphones. It can be an effective additional element in traditional way of spreading a campaign message and information to be more attractive and interactive. Augmented Reality may include several senses of human respond which is can deliver a new way of information effectively including new user experience.

1.2 Problem Statement

Nowadays, social media have become the most popular platform to communicating and interacting. There are a lot of social media application that user can use such as Facebook, Twitter, Instagram and many more. Currently, the use of immoral and improper language among teenager and student while using social media is quite popular and it is very worrisome. The freedom to speak in social media has been misused by nowadays generation without they realize it will effect themselves. They tend to comment and critics freely by using immoral language to other people. For example, in UTeM confession, a Facebook page that really popular among UTeM's students and staff. Based on my observation, there a lot of user that is UTeM's students using an immoral language in comment section. It's clearly not a good image of UTeM's student that we want to produce. It's not only reflect the individuals character but also the image of the universities.

Therefore, a new media campaign with augmented reality is design to spread the awareness and to educate teenagers and student to use the proper language in social media. It is to enhance the traditional way of campaign to be more attractive and interactive.

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1.3 Objective

In order to ensure the project work properly, the objective of the project must be stated clearly. The objective of this project are:

To investigate the use of immoral language among teenagers and student in social media.

To develop a new media campaign with augmented reality to spread awareness and educate teenagers and students to use a proper language in social media.

To evaluate the effectiveness of the new media campaign compared to the ‘old media’ campaign.

1.4 Scope

The target user of this project will be focus on public citizens aged 18-24 years old since they are the most vibrant and active user of social media.

The campaign will consist a poster and video advertisement that design to deliver the information and message to the audience. The design itself will be design based on suitability and reliability of the design layout to ensure the design is attractive and at the same time the information and message is being well deliver to the target audience. The message that will be deliver in this campaign is about Profanity and swearing and how to stop using it.

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As a campaign strategy, Augmented Reality (AR) is being selected as an interactive media that will be use as additional element for this project to increase the successful rate of the result. The augmented reality will display various kind of campaign advertisement. The advertisement is including video, audio, image and etc. This technique may help the audience to receive the message clearly. Using the application in their smartphones and tablets, they can scan the augmented reality at the poster. The augmented reality application can run in both android and iOS smartphones.

1.5 Project Significance

The significance of this project is it will deliver an interactive way of interpretation of campaign poster design. The additional interaction through the application will improve the attractive of the existing poster and current media advertisement. It will provide the effective and interesting method of content and information delivery to the audience. The use of smartphone can be fully utilize by the end user.

1.6 Conclusion

As a conclusion, this application will help to spread the awareness of using profanity to student. This chapter explains about the project overview, problem statements, objectives, scope, project significance and project significance for 'No Profanity Augmented Reality Campaign Apps'. This chapter have states the overall understanding of this project. The next chapter will discuss the Literature Review and Project Methodology for this application.

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CHAPTER II

LITERATURE REVIEW AND PROJECT METHODOLOGY

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2.1 Introduction

This area will portray around the writing survey and venture technique. The data about this application idea collected from manual, printed source and web source will be concentrated on aims to helps in the development of better application meets in every one of the necessities. The overall aims of this chapter were firstly to make a literature review which is about any previous project or product that developed and has related with this project. Comparison and observation are made between the previous projects, and then the problem and issue will be identify where a new contribution and improvement could be made. The comparison based on the multimedia element, user control, consistency, design, visibility of the system and help documentation of the project.

Methodology that been applied in the development of this project will be explain in this chapter. The most part of the chapter was on critically

evaluating the different methodologies used in this field to identify the appropriate approach for investigating the research question(s). Lastly, we also state the requirement of software and hardware that will be used to develop this project.

2.2 Domain

Augmented Reality

Augmented Reality (AR) is one of the most rapidly expanding technology nowadays. Augmented reality can be defined as the blending of virtual reality and real life, as developers can create images within applications that blend in with contents in the real world (McKalin, 2014). It is a new technology that involves the overlay of computer graphics embedded on the real world. This technology enables user to interact with virtual contents in real world. Augmented Reality adds an extra layer of an interactive interface, information, image and 3d animation aims to enhance or augment the real world.

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This technology is predicted to become one of the latest trends in tech industry, according to (Farber, 2013). Augmented Reality technology already be a mainstream for the world, since there's many industry, such as marketing, health, education, entertainment, automotive and military, implementing task using this application regardless any specific requirements. There are many world’s big company are using augmented reality as a marketing strategy to promote their branding campaign.

New Media

Nowadays, New Media has evolved and change ceaselessly. Robert K. Logan (2009) in general has describe new media as a form of digital media, which are interactive, incorporate two-wat communication and involves some form of computing as opposed to “old media” such as telephone, radio and television. New Media content usually accessible on any digital device and most of the content have interactive user feedback and creative participation. The type of media such as television programs, magazines, books or paper based publications can be classified as a new media when they have the integration with digital interactivity technologies. An additive feature in new media from the old media may become a better solution achieving target information. (Weiser-Friedman & Friedman, 2008).

2.3 Existing System

Marketing and advertising is one of the industry that contribute to the biggest impact of augmented reality in commercial sector. Basically, the technology creates the attention and it directly leads to the user and customer. Augmented Reality Marketing has been implemented by many brands to enhance their awareness, increase sales, improve customer experience and much more.

New media focusing on distribution and demonstration rather than production basically, according to (Manovich, 2001). New media will enhance the product that have printed element by adding a digital layer to the element aims to contribute a huge impact to the user and establish the other element of interactivity to the user.