BORANG PENGESAHAN STATUS TESIS*

JUDUL: <u>3D INFOMERCIAL ADVERTISEMENT : "TAKNAK!"</u>

SESI PENGAJIAN: <u>2 - 2007/2008</u>

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_____   _____
(ROZIE EZRINA BT SHUHIMI)   (PN NORAZLIN BT MOHAMMED)
Alamat Tetap: No 8, Aman 2, Taman
Sri Kemuning, 280000 Temerloh,
Pahang.
Tarikh: 27/6/08   Tarikh: 27/6/08

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LIST OF ABBREVIATONS

| 2D | - | 2 dimension |
| 3D | - | 3 dimension |

DECLARATION

I hereby declare that this project report entitled

3D INFOMERCIAL ADVERTISEMENT:TAKNAK!

is written by me and is my own effort and that no part has been plagiarized
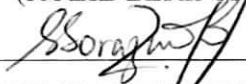
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STUDENT   : _____   Date: _27/5/08_

(ROZIE EZRINA BT SHUHIMI)

SUPERVISOR   : _____   Date: _27/6/08_

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DEDICATION

To my parents, without their patience, understanding, support, and most of love, the completion of this work would not have been possible. To my lecturer, for being receptive and critical, and challenging me to be a better student. To my friends, it is for your sacrifices, encouragement, and support.

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May peace be with you.

ABSTRACT

Nowadays, our television is flooded by various kind of advertisement. They are various sort of advertisement like the old plain video type advertisement until the ever creative animation advertisement or the combination of both. This project is a 3D animation infomercial advertisement that gives information about the danger of smoking to people. This thesis will focus on the effects that will occur to smoker's internal body part that will give the real visualization what is happening inside the body. With this, people will expose with the consequent of smoking to themselves. Good visualization helps to increase better understanding about the danger of smoking. The research also draws upon the suitability of 3D animation in advertisement. Besides explaining the topics above, this thesis also described the work ordeal for this project. A methodology is created to organize the workload. This methodology consists of 3 phases which are pre-production, production, and post-production. Each phase plays crucial part in the project development. In addition, this thesis will explain in details each tasks done in order to accomplish the project. This project will be within 3 minutes and delivered in PAL television format that have 4:3 ratio and 625 lines and 25 frames television standards.

ABSTRAK

Pada masa sekarang, televisyen telah dibanjiri dengan pelbagai jenis pengiklanan. Ia terdiri dariapada semua jenis iklan seperti jenis video sehingga pengiklanan animasi kreatif atau penggabungan kedua-duanya. Thesis ini adalah berbentuk iklan infomercial yang menggunakan animasi 3D tentang bahaya merokok. Thesis ini juga menfokuskan tentang penggunaan kesan-kesan yang berlaku di dalam badan perokok yang diaplikasi di dalam 3D untuk memberi kesan relistik kepada penonton. Ianya digunakan untuk menunjukkan keadaan sebenar yang berlaku di dalam bahagian badan. Penggunaan kesan yang berkesan mampu memberi impak pemahaman kepada penonton.Kajian tentang kesesuaian penggunaan 3D dalam pengiklanan juga dikaji. Selain menerangkan tentang topik seperti di atas, thesis ini juga menjelaskan bagaimana bebanan kerja diatur dan kaedahnya. Kaedah yang telah digunakan ialah dengan menadaptasi pembahagian kerja kepada 3 fasa iaitu pre-production, production dan post-production. Setiap fasa akan menjelaskan dengan lebih terperinci mengenai pembangunan projek ini. Project ini akan memaparkan iklan infomercial selama 3 minit dan disampaiakn dalam bentuk PAL telivision format yang menpunyai nisbah 4:3 dan 625 garis dan 25 frame standard telivision.

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INTRODUCTION

1.1   Project Background

Animation is the rapid display of a sequence of images of 2-D or 3-D artwork or model positions in order to create an illusion of movement. Three dimension (3D) animations is one of platforms to delivers message effectively. "Tak Nak!" 3D Infomercial advertisement is a 3D animation advertisement that use fully 3D visualization to represents the effects of smoking to smokers internal body part. The duration of this 3D animation infomercial advertisement is about 3 minutes. This infomercial uses realistic images and character for more persuasive presentations with high-impact visuals to make viewers understand what the message of the advertisement is. This project will be used in broadcasting industry as it is one of the affective ways to deliver the message of "No Smoking campaign". Research about usage of 3D animation in advertising will be studied and implemented in end product of this project.

1.2   Problem Statement

Many types of advertisement are commercialized to give awareness about the danger of smoking to human health including the No Smoking campaign that had been launched 4 years ago. Many advertisements are produced to give the awareness about

the danger of smoking but they all are in video based advertisement. This kind of advertisement only limited to produce the physical effects to human, such as the effects to smoker's social life, people around the smokers and etc. It cannot show the audiences the real happen to internal body part that is suffering day by day because of the smoker's bad habit without the smoker had noticed it. This project which use 3D Max software will be able to create an image that is similar to internal body parts that can be clearly showed to audience which part that occur damages because of smoking itself instead of just shows the physical effects.

This project will be created to overcome the disadvantages from the recent advertisement such as lack information and understanding the effects of smoking to human body.

1.3 Objectives

For this project, several objectives have been stated. These objectives will be the project aim so that the project develops accordingly. The objectives are:

- To develop a 3-dimensional environment for "Tak Nak Merokok!" campaign to give awareness to public about the danger of smoking to our body system.

- To apply 3D animation basic techniques such as model animation.

- To produce a short 3D animation infomercial advertisement in PAL standard television.

1.4 Scope

This topic will be discussing on the project scope. It will be divided into there part which are the project scope, module scope and target user. The project scope is about developing a stand alone 3-dimensional infomercial advertisement based on the real effects of smoking to internal body part. The content for the project is the information about the effects of smoking to human body and the detail about the disease that potentially occur to a smoker. The final product for this project will be delivered in CD format.

Module scope is about the construction of the model and the information about the model. The model will be constructed with 3-dimensional modeling techniques in 3Ds Max software and will be delivering in .avi format. The information of the product will be delivered by using narration and text.

Target user is public between 11 to 40 years old that was the largest population of smokers in Malaysia. It will be delivered during television commercial break that use PAL television format that have 4:3 ratio and 625 lines and 25 frames television standards. This advertisement is created using 3D Max to give the realistic images and character for more persuasive presentations and high-impact visuals especially to youth. This project will use 3D Max software to modeling and create motion while it will be mixed with sound in Adobe Premiere. In terms of editing sound that had been recorded, it will use Sound Forge 8.0. The displayed duration of this product will be within 3 minutes.

1.5 Project Significance

This project is delivered to help public to get proper understanding about the effect of smoking to their health. It can be as an educational approach to visualize the effects of smoking to public. It will use the animation effects to deliver a good

visualization to ensure the message can be delivered and understand by the viewers. This project that use 3D approach to create an advertisement is cost efficient as compared to video production generally expensive and time consuming process. In other hand, a proper scaled and develop 3D computer animation can drastically shorten lead times, reduce cost and eliminate expensive mistakes. 3D computer animation is also accurate enough to base production on and attractive for advertising and promotion.

1.6   Conclusion

To deliver a good understanding 3D visual approach is quite a challenging project which required details research about the topic. Current problem is where people don't clear about the effect of smoking to them and tend to take it for granted and continue with the bad habit (smoking). The main purpose of this project is to attract youth especially to give knowledge to them about the danger of smoking to their health.

The next chapter will discuss on the literature review which is an intensive search of information available on the application of 3D animation for advertisement purpose. It will describe more details requirements and the environment, and the methodology of this project that will be the specific 3D modeling and animating technique.

Final project will be rendered in 3D Studio Max. The final rendered file will be saved in .avi extension and delivered in stand alone CD-ROM. Viewers can view the visualization in personal computer or television. This product is suitable displayed during commercial break. This infomercial advertisement will be displayed within 3 minutes.

CHAPTER II

LITERATURE REVIEW & PROJECT METHODOLOGY

2.1 Introduction

Literature review is a part of research which also known as a process and documentation of the research literature concerning a particular issue and area of research. Review of the literature has function such as to justify choice of research question, theoretical or conceptual framework, and method. The purpose is to offer an overview of significant literature published on the topic. Literature can include books, journal articles, internet (electronic journals), newspapers, magazines, theses and dissertations, conference proceedings, reports, and documentaries.

According to Dena Taylor (1998), "In writing the literature review, the purpose is to convey to the reader what knowledge and ideas have been established on a topic, and what their strengths and weaknesses are. The literature review must be defined by a guiding concept (example research objective, the problem or issue that discussing, or argumentative thesis). It is not just a descriptive list of the material available, or a set of summaries."

This chapter also explains the methodology to be used in the project development. It is best described as the analysis of methods, theory concepts or idea, and rules for a research which are applied to achieve predetermined objectives. Methodology

used to describe the detail about the set of methods used in the research which known as processes and task. In order to complete the project, methodology is an important part in the research. Many kinds can be approached on multimedia methodology project such as the pre-production, production, post-production.

2.2   Domain

The domain of the project is 3D animation. It is a kind of infomercial advertisement that use 3D visualization to show the real effects to smoker's internal body where it is much easier to produce compared to video captured that need high technology to capture the real images what is really happen to the internal body. Animation is a simulation of movement created by displaying a series of pictures, or frames. Animation on computers is one of the chief ingredients of multimedia presentations. The field of computer graphics concerned with generating and displaying three-dimensional objects in a two-dimensional space (e.g., the display screen). Whereas pixels in a 2-dimensional graphic have the properties of position, color, and brightness, a 3-D pixels adds a depth property that indicates where the point lies on an imaginary Z-axis. When many 3-D pixels are combined, each with its own depth value, the result is a three-dimensional surface, called a texture. In addition to textures, 3-D graphics also supports multiple objects interacting with one another. For example, a solid object may partially hide an object behind it. Finally, sophisticated 3-D graphics use techniques such as ray tracing to apply realistic shadows to an image.

2.2.1   Infomercials

The word "infomercial" is comes from the combination of the words "information" and "commercial" which the content of this advertisement delivered commercial message designed to represent the viewpoints and to serve the interest

because it made to closely resemble actual television programming, with minimal acknowledgement that the program is actually an advertisement.

Infomercials are quite simple. These can be found both in newspapers and on TV. Length is the most salient difference between a traditional advertisement and an infomercial; length-wise TV infomercials resemble full-fledge program. In newspaper, the length of infomercial comes close to the length of articles but this project is estimated about 3 minutes to deliver the message. This infomercial advertisement takes the perfect preferred duration for advertisement that had been voted by public during distribution of questionnaire.

2.2.2 Advertisement

Advertisement is one of a marketing and promoting strategy. Generally, advertisement is using for promotion of products, services, companies and others. However, advertisement also can use for spread information, messages or ideas and educate and motivate the public about non-commercial issues.

2.2.3 3D Animation in Advertising field

In Malaysia, the used of 3D animation for advertising purpose are not widely used yet. The common technique that used now is digital video technique and some of 2D animation technique. Three dimensional television commercial become a popular method in advertising field because of the 3D animation is more realistic and natural than 2D animation. There is small number of advertisements in Malaysia that already used the 3D animation technique. However, most of them are to promote their product instead of using 3D special effects to create campaign advertisement such as this project; infomercial advertisement that the aim is to deliver the consequences to a human internal body because of smoking habit. 3D animation can visualize something that cannot be

seen by naked eyes to give understanding to the viewer of the danger of smoking to them. Here will describe about few characteristic of infomercial advertisement.

(i)   Structure and Storyline

The structure and storyline of the advertisement must be clear. Sometimes, infomercial advertisement not has a story but it must have storyline. Storyline is an arrangement of this advertisement. The message that will deliver must become a major aspect or target of this advertisement. The detailed about storyline of this project will be discussed in chapter IV.

(ii)   Theme

The theme of infomercial advertisement is very important because it will influence the audience to give their full attention. The advertisement theme must suitable with their message or information and must be interesting to get more attention from audience. The theme of this project is "Say No to Smoke".

(iii)   Character or Model

The character or model for infomercial advertisement is added value for this advertisement. In this project, two characters will be used.

(iv)   Sound and background Music

Suitable background music can make this advertisement more interesting. It will give impacts to viewer like 'being there' sense. Several sound effects are collected to mix to this project.

2.3   Existing System

The existing system is a research, reference, case study and other finding that related with the project. The related existing systems to this project are television advertisement "Anti-smoking "Tak Nak" (Don't Want) media campaign, Ribena Advertisement, and Childbirth infomercial. These related projects use the different techniques and concept.

(i)   Anti-smoking "Tak Nak" (Don't Want) media campaign

Figure 2.1 : Anti-smoking "Tak Nak" (Don't Want) media campaign

The anti-smoking "Tak Nak" (Don't Want) media campaign is managed to increase awareness of the dangers of smoking. The duration is 29 seconds. The effect of sound that is use is the voice over is like talking to the character himself. The starting of the advertisement had give viewer wondering what is the advertisement is trying to show. But at the end of the advertisement, the viewers get the message that it want to

deliver. It uses slow sentimental music that can give emotive effect to the listener. At the end of the advertisement it highlights the message of what is the exact message.

(ii)   Ribena Advertisement

Figure 2.2 : Ribena commercial advertisement

Ribena advertisement use fully 3D animation technique to promote ribena to public. Ribena commercial advertisement uses this technique to make their advertisement more interactive and attractive which it use two characters which both represents ribena berries that fight to be chosen as the best berries. The duration takes 51 seconds and takes 5 seconds text display at the end of the advertisement which concludes all the storyline to give more understanding to audience with a simple sentence. The various camera movements shot type for this advertisement makes the advertisement more attractive and fun. This advertisement is simple but the message is perfectly delivered to audience when watching it once. The use of slow and flatter type of music background had made audience feel more impatient to wait what happen next.