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JUDUL: EFFECTIVE ADVERTISEMENT USING VIDEO: STUDY ON SPECIAL
EFFECTS IN VIDEO PRODUCTION.

SESI PENGAJIAN: 2006/2007

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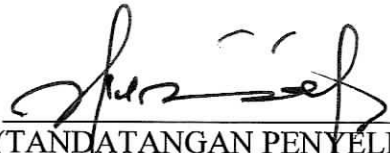
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**EFFECTIVE ADVERTISEMENT USING VIDEO: STUDY ON SPECIAL
EFFECTS IN VIDEO PRODUCTION.**

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Effective advertisement using video : study on special
effects in video production / Mohd Fazrin Ismail.

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

KOLEJ UNIVERSITI TEKNIKAL KEBANGSAAN MALAYSIA

DECLARATION

I hereby declare that this project report entitled
**EFFECTIVE ADVERTISEMENT USING VIDEO: STUDY ON SPECIAL
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DEDICATION

To my beloved parents, sisters and friends...

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Syukur Alhamdulillah to Allah s.w.t for the strength, inspiration and courage given to me through out the completion report of this Project Sarjana Muda 2.

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ABSTRACT

This project is proposed study on Video Advertisement about Special Effect. Currently, the special effect very important in adorable the audience for watching the video advertisement and buy something the product that promotion. By use the update technology some advertisement able to produce with good and interesting. For example today company advertisement in Malaysia many using the special effect computer generated imagery (CGI) for every scene to produce very smooth and effective. Beside that, normally the advertisement will use the animation in the video advertisement because the animation can make something saleable which the actor or people not able commit. Other than that, the video advertisement must strong from site storyboard for to support the produce quality advertisement. In develop the video advertisement need use the Production Design Methodology. This methodology has 3 phases, which are Pre Production, Production and Post Production phase. In first phase in generated the Idea, shot description, writing storyboard and script, determine the location for shooting, casting, time duration the advertisement and budget. The second phase is continuity, lighting, composition, prop and set and production team. The last phase is post production phase is editing, title, transition In and Out, special effect and audio. It is hope that, by the implementation of this project, the video advertisement that can be full fit the audience desire. On the same time, it will increase the video advertisement standard in Malaysia with another country.

ABSTRAK

Projek ini adalah untuk mengkaji penggunaan kesan khas di dalam sesuatu iklan TV. Pada masa kini, kesan khas di dalam sesuatu iklan sangat penting untuk menarik perhatian penonton untuk menonton dan membeli sesuatu produk yang diiklankan. Dengan menggunakan teknologi terkini, sesuatu iklan mampu dihasilkan dengan baik dan menarik. Sebagai contoh di Malaysia banyak menggunakan kesan Khas 'computer generated imagery (CGI)' bagi setiap babak supaya kelihatan sempurna dan berkesan. Selain itu, biasanya iklan akan menggunakan animasi di dalam pembikinan iklan kerana animasi boleh melakukan sesuatu pergerakan dan perbuatan yang tidak boleh dilakukan oleh seseorang pelakon. Dalam pada itu juga, iklan TV juga perlu mantap dari segi jalan ceritanya untuk menghasilkan iklan yang berkualiti. Di dalam pembangunan iklan ini, ia menggunakan metodologi 'Production design methodology'. Terdapat 3 fasa di dalamnya iaitu Pre production, Production dan Post Production. Pada fasa yang pertama ialah mencari idea, penerangan ringkas mengenai iklan yang akan di hasilkan, gambarkan jalan cerita dan skrip, lokasi, jangka masa iklan dan bajet yang dianggarkan. Pada fasa yang kedua pula ialah lampu yang digunakan, perkakasan penggambaran dan ahli kumpulan yang akan terlibat. Pada fasa yang terakhir pula adalah proses suntingan, memberi tajuk, memasukkan kesan khas dan suara yang akan dimasukkan di dalam iklan ini. Dengan pelaksanaan projek ini, kehendak dan keinginan penonton untuk menonton sesuatu iklan yang menarik akan terhasil.. Pada masa yang sama ianya akan meningkatkan lagi taraf Iklan TV di Malaysia dengan iklan dari Negara luar.

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CHAPTER I

INTRODUCTION

1.1 Project Background

Advertisement plays the main role for making the information of the product or service deliver clear to viewer. There is such advertisement like animation with 3d and 2d character, linear video and the combination of 2 elements. So basically the project is a study on special effects in video and how effectiveness the advertisement using video. Generally the advertisement can be on video, website, magazine, newspaper and now days by using the technology, the advertisement can be delivered via sms, mms, ems and the new technology using 3g technology.

The study on special effect in video is basically is to research and try to develop the suitable and effectiveness advertisement video by using a special effect to video that make the message of advertisement can be delivered to viewer clearly. The concept of delivering video can be using special effect, animation and it is just a linear video. The video also depends on the target user and the concept of the advertisement.

This project develops to produce the video advertisement about football shoes. Video advertisement is a promotional tactic used by marketers in which a real commercial product is used in fictional media, and the presence of the product is a result

of an economic exchange. In this advertisement, it contains special effects to interact the user to watch this video. Some of the effect on the video is transition effect, compositing, titling and any more.

1.2 Problem Statement

The video advertisement is a platform of advertising in which goods, services, organizations, ideas are promoted via the medium of television. The problem statement is the tactic of company promotion the product. Most commercials are produced by an outside an agency and user. The audience need understand the message from the video advertisement.

The next situation is the video advertisement style of presentation. Today some advertisement using video linear and special effect. The audiences need video advertisement which can be attracting their attention. With using the update technology in producing, the video advertisement as special effect make sure the audience will give attention which more to advertisement.

1.3 Objective

In order to ensure that the project run smoothly, objectives of the project must be stated clearly. This will not only ease the development of the system but also others who are involve in this project. Below are objectives for this project.

- To study the impact of visual effect in the video advertisement.
- To provide the video advertisement that can be full fit the audience desire.
- To study how advertisement can attract audience.

- To provide interesting video advertisement.
- To ensure the audience will buy the football shoes.

1.4 Scopes

To define the scope, make sure the goal of the project. Below are the scopes defined for this project: The target user is all people playing the football that the watching television. Beside that, the video advertisement to execute the special effect in TV commercial. With that, the audience will to watch the video advertisement more interesting. For this video advertisement, the estimation duration is 73 second.

1.5 Project significance

The significance of this project is to help any students to better understand of the special effect in the video advertisement. This project is developing the television advertising sales the football shoes as product and explains, there are many facets to a successful commercial. The Video Advertisement can help grow any business quickly. Although video advertisement gives advertisers the ability to reach a wide audience, it is primarily oriented toward consumers. This means that it may not be the best possible medium for advertising industrial, technical, or business oriented products and services.

This project can produce more effective way to understand the benefit of special effect in the video advertisement. The technique of special effect in the football shoes video advertisement can be produce because the video advertisement must appears interesting to adorable the audience. With that, the special effect in the video advertisement is the most suitable method to explain some complex procedure which is difficult to be imagine.

1.6 Conclusion

In Conclusion, the vast majority of video advertisement today consists of brief advertising spots, ranging in length from a few seconds to several minutes. Video advertisement of this sort has been used to sell literally every product imaginable over the years, from household products to goods and services. The effect of video advertisement upon the viewing public has been so without airing a good television commercial. Although ads may be broadcast on video advertisement, they target only a part of the viewers. Video advertising can be very expensive, but there are several video options that can be used effectively by small businesses of modest financial means. Lastly, hope with development of this project, the special effect in the video advertisement will become more interesting and receive the positive respond from audience. The next phase will be discussed about the literature review and project methodology.

CHAPTER II

LITERATURE REVIEW AND PROJECT METHODOLOGY

2.1 Introduction

This chapter is purposely to study about the Special Effect application technology and its usage related to the requirement of this project. This research will include the definition of special effect itself, the advantage of special effect in video advertisement, its benefits to user, and the technique of special effect. Fact and finding is a way to collect such information in this project. It includes some techniques like referring to the technology environment that related to the project title and studying on the existing documentation.

Besides that, this research is also about the hardware and software requirement that use to develop this project and also about the process of the circulatory system itself. This chapter also describe about the methodology uses, project schedule and milestones during the development process of this project. Project schedule is a project progress plan

that shows the activities that has been plan throughout this project development. It will provide the guide to implement the progress of the project.

2.2 Fact and Finding

The fact and finding information was taken from references books and articles from internet that related to this project. In this study, the research is divided into three parts. The first part is about the Special effect in Video Production, second is techniques of special effect and the last part is advantage of special Effect. The results are as below:

2.2.1 Special effect in Video Production

Special Effects is both an art and a science. The "science" part involves the complete understanding of how the audio visual sensory parts of our body and brain perceive the world around us, while the "art" part involves the strategic use of this information to fool the sensory system. The creators of Special Effects bring dreams, fantasies, and mysteries to the big screen, and mostly to our eyes (Luis Carrera, 2003).

The history of special effects begins even before the invention of the camera itself. During the 1700, magicians utilized many techniques to perform optical illusions and astound their audiences. These techniques formed the foundations of special effects. One of the most used effects in magic shows during this period was the summoning of the dead spiritism. A small box with a light source and a semi transparent slide was used to project images of historical figures onto columns of smoke or billowing cloth. This gave a ghostly motion to the image, frightening audiences to the point that several magicians were jailed for their satanic work.

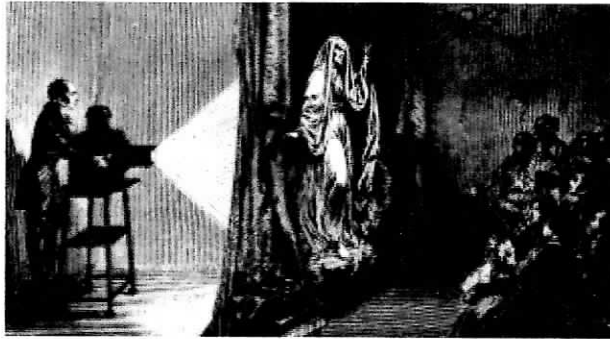


Figure 2.1: Example of special effect in 1700.

The invention of limelight around 1820 provided a way to project much brighter images from greater distances. This led to the use of magic lanterns for presentations and educational purposes. This changed the magic lantern from a secret tool of specialists to a well-known instrument.



Figure 2.2: Example of special effect in 1800.

In 1905, the shot in short film *The Motorist*, which pioneered several special effects techniques. The film was about a couple that drove so fast that they escaped the Earth's gravity and traveled through the solar system before returning home. Despite his short-lived success, there dropped all cinema activities in 1910, sold his studio, and burnt all of his film stock. Apparently, longed to return to mechanical invention and building equipment.

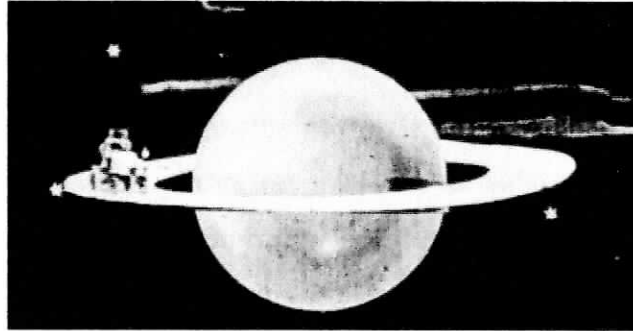


Figure 2.3: Example of special effect in 1900.

The greatest changes in the revolution of Special Effects happened in the 20th century, with computers. Computers helped revolutionized the world of Special Effects in movies. Now with computers uses are able to create sceneries would never think possible. With the help of computers can create people, buildings, animals, monsters, aliens, and many other creations. Our creations in the computers can come out to life with a touch of a button. Special Effects have gone to the extreme with the use of computers.