

## BORANG PENGESAHAN STATUS TESIS<sup>^</sup>

JUDUL: 3D ADVERTISEMENT INFO "VISIT MALAYSIA YEAR 2007"  
SESI PENGAJIAN: 2006/2007

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SELANGOR

b/p  
  
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RUSNIDA BINTI ROMLI  
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<sup>^</sup> Tesis dimaksudkan sebagai Laporan Projek Sarjana Muda (PSM)

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TR897.7 .A95 2006



0000038680

3D advertisement info "Visit Malaysia Year 2007" / Azmi  
Mohamed.

**3D ADVERTISEMENT INFO "VISIT MALAYSIA YEAR 2007"**

**AZMI BIN MOHAMED**

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

**FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY  
KOLEJ UNIVERSITI TEKNIKAL KEBANGSAAN MALAYSIA**

**2006**

## DECLARATION

I hereby declare that this project report entitled  
**3D ADVERTISEMENT INFO “VISIT MALAYSIA YEAR 2007”**

is written by me and is my own effort and that no part has been plagiarized  
without citations.

STUDENT:  Date: 28/11/06  
(AZMI BIN MOHAMED)

SUPERVISOR:  Date: 20/11/06  
(RUSNIDA BINTI ROMLI)

**DEDICATION**

*To my beloved parents, sisters and friends...*

## **ACKNOWLEDGEMENTS**

Alhamdulillah, First and foremost, I would like to thank Allah s.w.t for giving me the strength, patience, courage and determination in my study and finish this Projek Sarjana Muda report and project.

Secondly, I would like to express my deepest thanks to my supervisor Pn. Rusnida Romli whose guidance, encouragement and advice.

I would also like to thank to all my friends for their cooperation, knowledge and support during this Projek Sarjana Muda.

Last but not least, thank to my parents and family who provided me with their valuable feedback and helpful suggestions while I'm doing my Projek Sarjana Muda. Once again, thanks to all people for all their help, cooperation and support in doing this report.

## ABSTRACT

In 2007, Malaysia will celebrate 50th years of independence and for more pride the government of Malaysia was officially declared 2007 as Visit Malaysia Year. The Visit Malaysia Year 2007 aims to promote Malaysia as a major international tourist destination. This project is proposed to create one advertisement info using three dimensional (3D) technique. The purpose of this advertisement info is to promote and give information about Visit Malaysia Year 2007 to the audience. The three dimensional technique are used for a variety of multimedia advertisement. The target user for this project is anyone who watches this advertisement info. This project also will come out with one research about camera and lighting effect in 3D animation. The Production Design Model has been choose for the instructional design model that use for this project. This model describe about pre-production, production and post-production phase. The problem of this project was analyzed and a case study was used for solve the problem. For the design phase, this project defined the system architecture, function of storyboard, preliminary design and user interface design. After finished the design phase, project was implemented. In implementation phase, method of graphic, audio, video and animation was explained. Process of integartion explain the process of integrating the created multimedia component. Last phase is testing phase where it involved for ascertain the project objective and scope was fulfilled. Finally, the 3D advertisement info about Visit Malaysia Year 2007 was produced and this 3D advertisement info project seen can become a new method for promoting tool and it can be add value to the current advertisement info.

## ABSTRAK

Menjelang tahun 2007, Malaysia akan menyambut ulangtahun kemerdekaannya yang ke-50. Selaras dengan itu, kerajaan Malaysia dengan rasminya telah memutuskan untuk menjadikan 2007 sebagai Tahun Melawat Malaysia. Kempen ini bertujuan menjadikan Malaysia sebagai destinasi pelancongan yang terulung di seluruh dunia. Sehubungan dengan itu, satu iklan menggunakan konsep animasi tiga dimensi (3D) akan dibangunkan dan ia bertujuan untuk menyebarkan maklumat bahawa 2007 merupakan Tahun Melawat Malaysia dan seterusnya mempromosikan kempen ini. Tujuan menggunakan animasi tiga dimensi di dalam iklan ini ialah sebagai menambah kepelbagaian dalam konsep pengiklanan. Projek ini mensasarkan khalayak umum sebagai sasaran penonton atau pengguna. Di dalam projek ini juga, satu analisa tentang penggunaan kesan cahaya dan kamera di dalam animasi tiga dimensi akan dilakukan. "Production Design Model" pula telah digunakan sebagai panduan untuk membangunkan projek ini. Di dalam model ini terdapat tiga fasa iaitu "pre-production", "production" dan "post-production". Segala masalah dalam projek ini juga dianalisa dan satu kajian akan dilakukan bagi mencari penyelesaian masalah-masalah ini. Seterusnya bagi fasa rekabentuk, projek ini menerangkan tentang sistem rekabentuk, fungsi papan cerita atau "storyboard", rekabentuk peringkat awal dan rekabentuk antaramuka. Setelah selesai fasa rekabentuk, projek mula dibangunkan dalam fasa pelaksanaan. Di dalam fasa pelaksanaan ini, kaedah membangunkan grafik, audio, video dan animasi diterangkan secara terperinci. Kemudian, proses integarsi diterangkan di mana setiap elemen multimedia yang telah siap dibangunkan akan digabungkan. Fasa terakhir adalah fasa percubaan di mana ia dijalankan bagi memastikan objektif dan skop projek tercapai. Hasil akhir bagi projek ini ialah iklan Tahun Melawat Malaysia 2007 dengan animasi 3D. Kepentingan projek ini ialah sebagai satu cara baru untuk mempromosikan sesuatu di mana animasi 3D digunakan dan ia juga menjadi nilai tambah kepada iklan sedia ada pada masa kini.



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**LIST OF ACRONYMS**

KUTKM	Kolej Universiti Teknikal Kebangsaan Malaysia
FTMK	Faculty Information and Communication Technology
PSM 1	Projek Sarjana Muda 1
PSM 2	Projek Sarjana Muda 2
2D	Two Dimensional
3D	Three Dimensional
AVI	Audio Video Interleave
CD	Compact Disc
DPI	Dots per Inch
CD ROM	Compact Disc Read Only Memory
CPU	Central Processing Unit
GHz	Giga Hertz
GB	Giga Byte
MPEG	Motion Pictures Experts Group
MP3	MPEG Audio Layer 3
NTSC	National Television System Committee
PAL	Phase Alternating Line
PC	Personal Computer



## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Project Background**

The government of Malaysia was officially declared 2007 as Visit Malaysia Year. The official launch of Visit Malaysia Year 2007 campaign was officiated by YAB. Dato' Sri Mohd Najib bin Tun Abdul Razak, the Deputy Prime Minister of Malaysia, in Dataran Merdeka Kuala Lumpur, at midnight on 2006 new year's eve. The third edition of Visit Malaysia Year in 2007, after 1990 and 1994, is considered more special because it coincides with Malaysia's 50th year of independence.

Meanwhile, according to Prime Minister, YAB Dato' Seri Abdullah Bin Haji Ahmad Badawi said, in 2007 we will celebrate the golden anniversary of our independence. This country that we love will turn fifty, and this milestone provides us with the opportunity to appreciate the journey that we have taken to build this nation. Let us unite and celebrate the 50 glorious years in continued peace and harmony of this blessed nation. Thus, let us all come together in showing our support by playing an active role in making the Visit Malaysia Year 2007 a tremendous success.

The Visit Malaysia Year 2007 aims to promote Malaysia as a major international tourist destination. With various events held throughout the year, tourists are encouraged to stay longer, thus increasing their expenditures as well. It will also stimulate the growth of domestic tourism in Malaysia. Many programs and activities are planned, among them is "Malaysia Welcomes the World".

The government of Malaysia also had plan a few strategies to promote Visit Malaysia Year 2007 like launch the campaign logo and start spread an information about this campaign at Tourism Malaysia official homepage.



Figure 1.1: Visit Malaysia Year 2007 logo

Besides, one advertisement info using 3D (three-dimensional) technique will created for promote Visit Malaysia Year 2007. The three dimensional computer animation will through a modeling, animation and rendering process where it is accomplished by taking two dimensional forms and giving them volume. Created with specialized software, the 3D computer animation are used for a variety of multimedia advertisement. Using 3D animation in an advertisement info also a new method for promoting tool and it can be add value to the current advertisement info. With a new style of advertisement , it can fully engage the audience and holding the audience's attention to the advertisement. The purpose of this advertisement info is to promote and give information about "Visit Malaysia Year 2007" to the audience. The target user for this project is anyone who watches this advertisement info.

## 1.2 Problem Statements

Advertisement is a one of a marketing and promoting strategy. Generally, advertisement is use for promotion of goods, services, companies and spread an information or ideas. Usually, advertisement will performed by an identified sponsor. The process to produce the advertisement is called advertising. Marketers see advertising as part of an overall promotional strategy. For this advertisement, it will promote Visit Malaysia Year 2007 and this is a few problem statements for this project:

- The advertisement that will create is the advertisement info, so it must have a criteria where can get a audience's attention. If this advertisement did not get an attention, so the message or information cannot be success delivered. So, one an advertisement info using 3D (three-dimensional) technique will created for solve this problem. Hopefully, with a new style of advertisement, it can fully engage the audience and holding the audience's attention to the advertisement.
- Nowadays, most of the advertisement just using a live video and a few effect. So the audience will quick bored. The solution is used a new style of advertisement and for this project it will used a 3D technique.
- When the animation and rendering process, many type of lighting and camera effect can used. So, it difficult to choose a suitable effect for each scene. For this project, it will one research about the suitability using a lighting and camera effect in an advertisement.

### 1.3 Objective

Objectives of this project :

- To create advertisement info using 3D technique where the 3D character and the environment will be created with specialized 3D software. This 3D computer animation is used for a variety of multimedia advertisement.
- To research about lighting and camera effect in an advertisement.
- To promote “Visit Malaysia Year 2007” using new type of advertisement because the 3D animation advertisement is a new method for promoting tool.

### 1.4 Scopes

Scope for this project is totally about advertisement info using 3D technique. The project content is about “Visit Malaysia Year 2007” promotion. In this project, I discovered a few topics to discuss that is 3D character’s design, an advertisement info and advertisement info using 3D technique. Also include one research about the suitability using lighting and camera effect in an advertisement. The time duration for this advertisement is about 5 minutes and the target user is anyone who watches this advertisement info. A few software requirements for this project are 3ds Max 7, Sony Movie Vegas Studio 4.0, Sony Sound Forge 8.0 and Adobe Photoshop CS and the hardware requirement is a multimedia computer set.

## **1.5 Project Significance**

The advertisement info using 3D technique is a new method for promoting tool and it can be add value to the current advertisement info. With a good advertisement, the message or information will much easier delivered. The 3D computer animation are used for a variety of multimedia advertisement. This 3D animation advertisement info will used a 3D character and model to attract user. When this advertisement get an attention from the audience, so the information can easier delivered and the goal of this advertisement info will achieved.

Besides, 3D modeling for advertisement can also be cost efficient. Video production, product design and development is generally an expensive and time consuming process. Sketches, illustrations, blueprints, scripting, shooting, and a series of models can sometimes take 6 months or longer and cost tens to hundreds of thousands of dollars. A properly scaled and developed 3D computer animation can drastically shorten lead times, reduce costs and eliminate expensive mistakes. A 3D computer animation are accurate enough to base production on and attractive enough to use for advertising and promotion.

## **1.6 Conclusion**

Overall about the project were discussed in this chapter. As a conclusion, one advertisement info using a 3D technique will create to promote Visit Malaysia Year 2007. The major purpose of this advertisement is to inform the audience that 2007 is a Visit Malaysia year. This project will insert a 3D element because it can used for a variety of multimedia advertisement. 3D animation advertisement that will created is a new type of advertisement so hopefully it can attract more audience's attention. One research about the suitability using a lighting and camera effect in an advertisement also will come in this project. Next, in Chapter 2 will discuss about literature review and project methodology.

## **CHAPTER II**

### **LITERATURE REVIEW AND PROJECT METHODOLOGY**

#### **2.1 Introduction**

This second chapter is focusing on previous system study as apart of literature review and the project methodology used to develop this project. A literature review is an evaluative report of information found in the literature related to the selected area of study. The review will describe, summarise, evaluate and clarify the literature. This chapter will review about 3D computer animation, modeling process, lighting and camera effect, advertisement info and 3D usage in advertisement info. Besides, this chapter also include the project methodology use for this project where for multimedia project, the instructional design models are guidelines or sets of strategies for produce a good project.

#### **2.2 Fact and Finding**

Fact and finding is an extremely important component of the communication process which presents its own special set of problems and opportunities to people working to increase the constructiveness of intractable conflicts. The goal of fact and finding efforts is to incorporate as much reliable information as possible into the dispute resolution process.

### **2.2.1 3D Computer Animation**

3D computer animation is the projecting of two dimensional pictures one after the other which are rendered in the means of width, length and depth in the space supplied by computer software's. 3D computer animation has some characteristics that are different from the traditional animation in terms of method and techniques. By the user's commands, the computer calculates the details like movement, color, light, and perspective of the objects on the created visual stage accurately and gives the outcome as an image (Ozguc,1995).

3D computer animation is more complex. In 3D computer animation, computers are used to create and animate three dimensional models and sets. Instead of flat characters moving against flat backgrounds, 3D computer animation allows animators to make characters and settings with height, width and depth. Properly exploited, 3D computer animation can create worlds and characters which, though obviously not real, have the illusion of not just continuous motion but also of solidity because this technique allows you to create three dimensional characters and environments, principles normally associated with live action film making can be applied to this form of animation.

Producing a 3D computer animation is a fascinating and exhilarating process. It can also be complex process in many respects. The important issues must be carefully considered are the story of the animation, the visual style of the animation, the availability of resources and the timetable for the production (O'Rourke,2003).

Computers are used for drawings that animators either can hardly draw or cannot draw by hand. Even if the animators are very good at drawing two dimensional figures, three dimensional figures and their movements can challenge the most experienced eyes and hands. If a three dimensional volume is going to be drawn, it is impossible to create the perspective images by hand that a camera can do by moving in this visual environment (Ozguc,1995).

The computer can do all the complex and dense mathematical operations while the camera moves around the described three dimensional objects or the objects move around themselves. In a similar manner, sensitive light effects can be drawn by hand in one frame but these effects must not change in the consecutive images like in video and cinema. Computers can do the painting, shading and lighting calculations for appropriate and consistent lighting effects

3D animation, however, is rendered in a virtual three-dimensional space, using polygons captured by various virtual cameras to film the animation. 3D animation has a variety of applications, from video games to animated films; most commonly, 3D animation is used to render many of the special effects seen in live-action films, removing the need for scale model sets or staged stunts.

#### **2.2.1.1 Character and Model Design**

The process of making a 3D computer animation can be divided into three major steps that is modeling, animation and rendering. But, first of all, an idea must be formed to produce an animation and design enables the transfer of the idea. Karatimur (1998) defined the design process of animation production is a kind of planning process in which the subject of animation, the message to be sent to target population, the method to be followed in presenting the information, time and expression characteristics are all taken into consideration and planned as a whole.

##### **i) Modeling**

The process begins with the design of the models. Some 3D packages allow users to scan in 2D drawings and use them as the basis for their 3D virtual models. Others will only allow animators to create their 3D Models from scratch. Every character, prop or set in the film needs to be constructed as a 3D computer model before any animation can take place.