



## **SM6P07NI Digital Media Project**

### **20% Research and Proposal**

**2024-25 Autumn**

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**Word Count:** 1861

*I confirm that I understand my coursework needs to be submitted online via Google Classroom under the relevant module page before the deadline in order for my assignment to be accepted and marked. I am fully aware that late submissions will be treated as non-submission and a marks of zero will be awarded.*

# **SM6P07NI Digital Media Project**

## **Abstract**

The project is going to a Television commercial advertising the Yamaha's one of the most popular motorcycle "MT-15". This advertisement is going to be showcasing the cinematography, and the specifications of the motorcycle.

This documentation explains the processes of the procedures that involves in the production of this television commercial i.e. brainstorming, video shooting, editing, composing and rendering.

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# **SM6P07NI Digital Media Project**

## **Section A: Research**

### **1 Introduction**

A client-based project which is being made for the advertisement purpose of showcasing the design, performance and specifications of the motorcycle “MT-15 v1”.

The production of this project involves many important steps of approaching the client, researching about the motorcycle, possible competitors, manage schedule, gather equipment, video shoot, editing, compiling and rendering. The software that are going to be used to edit, compile and render the video is Adobe Premiere pro, motion graphics will be added in Adobe After Effects.

## 2 Literature Review

### I. Cinematic Theory

Cinematic theory is about understanding how movies/videos tell stories through visuals. It describes camera angles, lighting, music and how scenes are put together to make people connected to the story.

### Editing Theory

#### Continuity Editing

Filmmakers use a common system of editing camera shots called continuity editing to maintain a continuous and clear narrative action. It is designed to ensure that the shots are matched across boundaries. Continuity editing enables viewers to perceive sequences of shots as representing a continuously unfolding event. It is a technique used in video editing to make transitions that makes everything in a scene look consistent, like position of objects or flow of time. (Joseph P. Magliano, n.d.)



(Anon., n.d.)

Figure 1 continuity editing

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## Camera Theory

### The Rule of Thirds

The rule of thirds is a guideline in photography and videography to place the main subject or points of interest like a bike, along the grids of camera. In MT-15's commercial as well, bike can be placed slightly off centre to create dynamic balanced shot.



(Soegaard, n.d.)

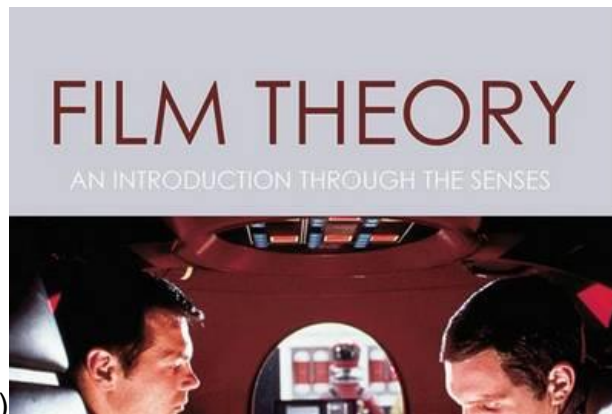
*Figure 2 the rule of thirds*



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### Narrative Theory

Narrative theory is all about understanding how stories work, how we make sense of them, and how they are used in different areas of life. It looks at how stories are built, how they affect our thoughts, and how they help us communicate. This theory connects to many things, like how we think, how we use language, and how culture shapes stories. People use it in lots of fields, like studying books or understanding how the brain works, which shows how broad and useful it is. It is important in the commercial because it helps tell a story that people can connect with. Instead of just showing the bike's features, it makes them feel more real and meaningful. It allows people to imagine how the bike could fit into their own lives, making the ad more memorable and engaging. (herman, n.d.)



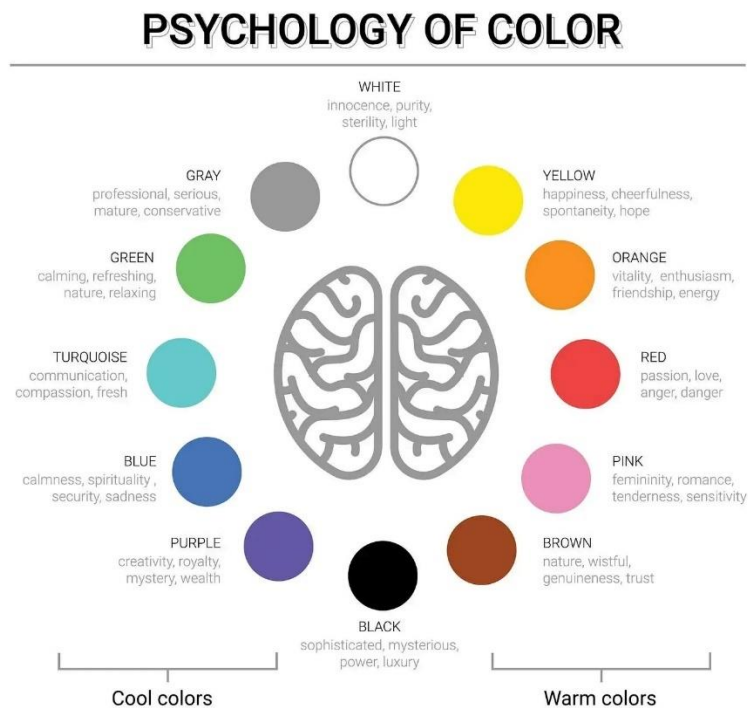
(Anon., n.d.)

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### Colour psychology

Colour psychology is the study of colours as to how it influences human emotions, perceptions, and behaviours. In marketing and advertising, colours are used to convey feelings, convey brand identity, and create an emotional connection with the audience. For example, Warm colours like red, orange, and yellow represents energy, passion, and excitement. Colours such as blue and green represents calmness, trust, and stability.

In the commercial, colour will play a very important role in creating a visually appealing and emotionally engaging experience for viewers. Using high-contrast lighting and cool tones in city scenes will give the commercial a modern feel. Bright highlights will make the visuals exciting and full of energy. This use of colours will create feelings of excitement, trust, and confidence, making the ad connect well with the audience and look more appealing.



(Anon., n.d.)

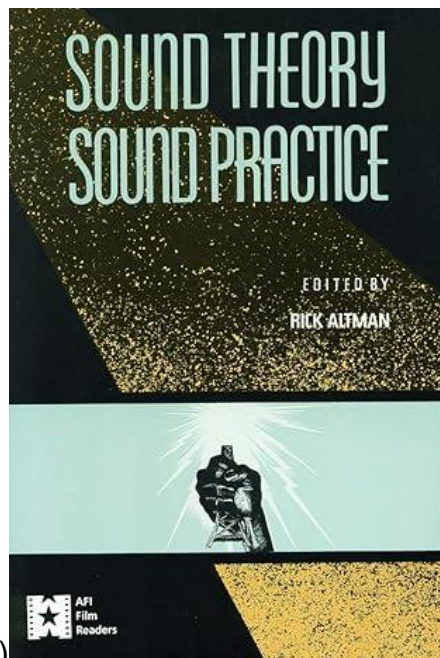
*Figure 3 colour psychology*

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### Sound Theory

Sound theory looks at how sound affects how people feel and react to media like movies, ads, and videos. It studies how sound and visuals work together, showing how things like music, sound effects, and dialogue help tell the story and make the experience better.

Different sounds will be used in the Yamaha MT-15 commercial to make the experience better, create emotions, and connect with the audience. sound effects, such as the roar of the engine, and the rush of wind, will be amplified during action sequences to emphasize the bike's power and agility. The combination of music and sound effects will work together to capture the audience's attention and leave a good impression about the MT-15's aggressive style of riding.



(Anon., n.d.)

*Figure 4 sound theory*

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## 3 Product Review

### KTM Duke 125 and 390



Figure 5 KTM Duke product review1

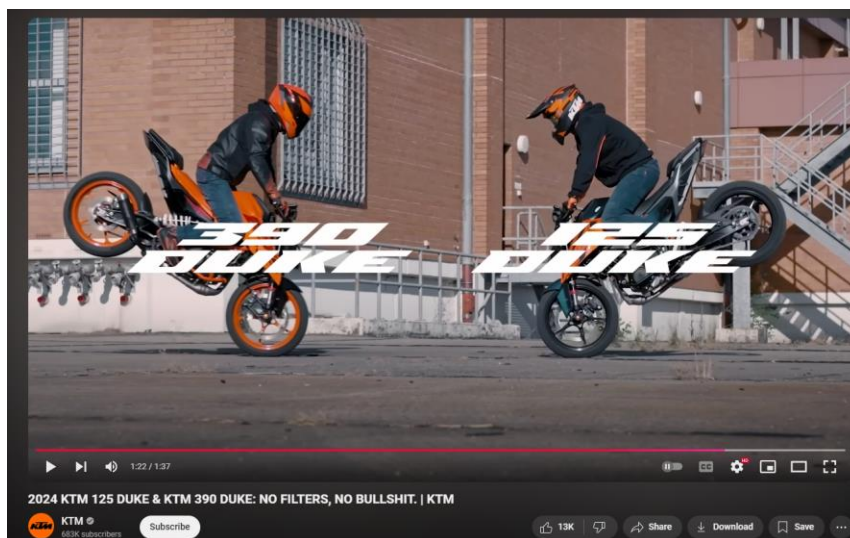


Figure 6 KTM Duke product review2

### Positive Aspects

- sequences emphasize performance and agility
- vibrant color schemes enhance visual identity
- fast-paced editing match the bike's sporty nature

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## Negative Aspects

- fuel efficiency details and specifications are not included
- heavily focused on stunts, lacking practical everyday applications
- focused for younger riders and not for older riders who prefer comfort

## Analysis

The commercial for the KTM 125 Duke and KTM 390 Duke focuses raw power targeting young riders who crave performance and dominance. Using dynamic action shots, low-angle views, and fast cuts, the bikes are portrayed as fast, aggressive, and designed for thrill-seekers.

## Implementation

- Cinematic techniques, such as low-angle and tracking shots, emphasize its dominance and speed.
- narrative of freedom, thrill, and individuality, tying these themes to the Yamaha MT-15.
- Fast cuts to give a more fast and aggressive sensation.

## NS 200 and 160

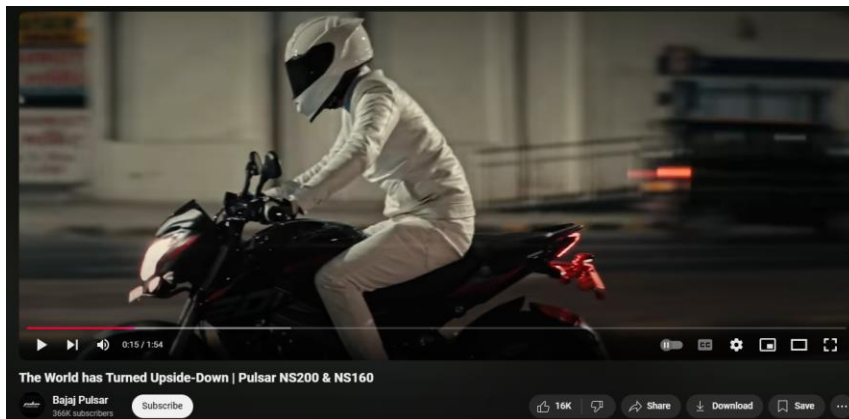


Figure 7 NS product review1

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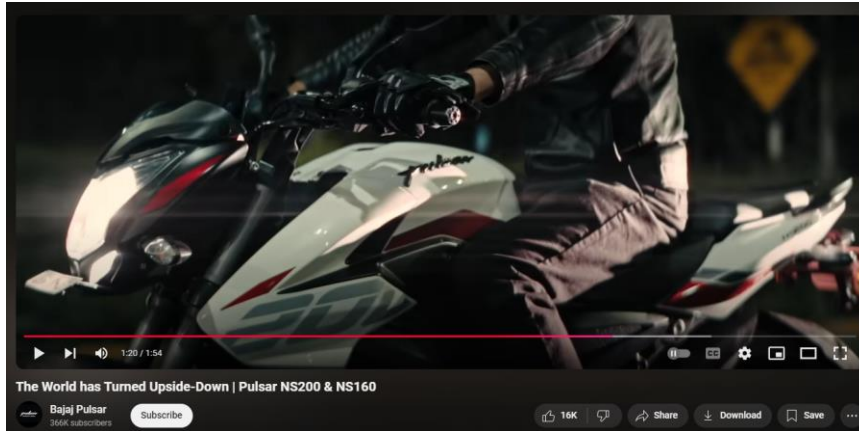


Figure 8 NS product review2

### Positive Aspects

- illustrates the bikes in an urban setting, highlighting their suitability for city riding
- upbeat music enhances the excitement around the bikes

### Negative Aspects

- the NS200 and NS160 are featured together, but their unique selling points like differences in engine performance, weight are not well explained
- the commercial focuses on urban riding and stunts neglecting other scenarios like touring or off-road performance

### Analysis

The ad shows quick moves, easy handling, and flexibility with exciting stunts and eye-catching visuals, attracting young and adventurous riders but it doesn't go into details about important things like fuel savings, comfort, or safety features.

### Implementation

Create a story that connects the Yamaha MT-15 to the rider's lifestyle, showing how it helps them escape the everyday and enjoy freedom and excitement.

### **4 Summary and Conclusions**

This document focuses on the importance of creating an engaging commercial for the Yamaha MT-15. By studying existing commercials and key videography concepts and theories it helps create a more effective and appealing ad. the MT-15 ad will emphasize its innovative features, such as the VVA technology, fuel efficiency, and safety features like single-channel ABS, along with its stylish design. This new approach makes the commercial appealing not only to adventure seekers but also to everyday riders who want a mix of excitement and practicality. This project aims to create a commercial that is both relatable and innovative, fitting into the market while offering something unique.



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## Section B: Project Proposal

### 1 Project Title

Unleashing the Dark Warrior: A TV Commercial for Yamaha MT-15

This project involves creating a television commercial for the Yamaha MT-15 Version 1 motorcycle, focusing on its unique identity as the Dark Warrior. The commercial's goal is to highlight the bike's features, and technology.

Through dynamic cinematography the advertisement will emphasize the Yamaha MT-15's appeal to young, urban riders seeking a perfect blend of style and performance.



Figure 9 MT-15



## **SM6P07NI Digital Media Project**

### **Research Question**

How can I create a Yamaha MT-15 commercial? that combines performance-driven excitement with practical appeal to engage a broader audience?

Using dynamic visuals and cinematic techniques, like low-angle shots and smooth transitions, to emphasize performance and unique features like VVA technology can engage a broader audience who values both excitement and practicality in their riding experience. To attract a wider audience, the story should mix the bike's thrilling features with everyday moments, for example, showing a rider smoothly moving through traffic or stopping at a beautiful spot for a calm moment will highlight the MT-15's practicality for daily use.

### **Treatment**

The commercial for the Yamaha MT-15 will showcase the bike as the ultimate choice for young, adventurous riders who seek a blend of power and style. Through cinematic camera angles, and vibrant visuals, the commercial will highlight the bike's features, such as VVA technology, lightweight handling, and aggressive design. The tone will be energetic and empowering, appealing to a youthful audience who values individuality and performance.

The objective is to create a television commercial for the Yamaha MT-15 Version 1 that highlights its unique features through cinematic visuals and dynamic presentation on. The commercial's aim is to appeal to young riders who value style and performance.

After watching the Yamaha MT-15 commercial, viewers will feel a sense of excitement, empowerment, and connection to the bike. The visuals and sequences will leave them energized and inspired, showcasing the thrill of riding the MT-15. The commercial's balance of performance and practicality will also assure viewers that the MT-15 is not only stylish and powerful but also suitable for real-life needs, making it an appealing choice for both adventure and daily rides.

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## 2 Resources

### Hardware

#### Laptop



*Figure 10 laptop Dell G5*

#### Headphone



*Figure 11 headphone omikuma k18*

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## Camera



(Anon., n.d.)

*Figure 12 camera*

## Gopro

(Anon., n.d.)



*Figure 13 gopro*

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## Software

Adobe premiere Pro



*Figure 14 Adobe premiere pro*

Adobe After Effects



*Figure 15 Adobe aftereffects*

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## GANTT CHART

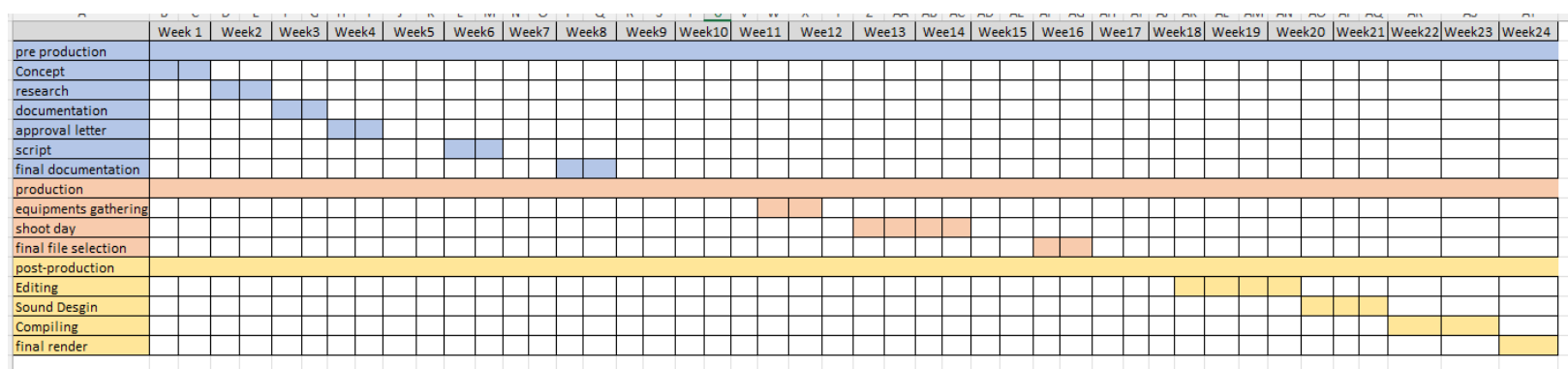


Figure 16 gantt chart

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## 3 Contribution of Others

### Internal and external supervisors

They offered helpful guidance and feedback during the process, especially in shaping the direction of the commercial. They have given me their insights on different types of commercials and how I can implement those ideas on my commercial. Their input has significantly influenced the creative process, allowing me to develop a more focused and innovative approach to the Yamaha MT-15 commercial.

### Friends

#### Prabesh Maharjan

Prabesh will let me borrow all the equipment needed for the video shoot of the commercial like camera, microphone, lights, tripods, gimble.

#### Roman, Ranjan, Akash, Sudarshan

They are all willing to be gaffers and help in the overall video shoot. Roman will be the rider, Ranjan recommended the locations for the video shoot. Akash and Sudarshan will be joining the shoot for the lighting and holding the microphone.

### Client

The Client have played a very key role in this project as they have granted permission to make this commercial without which this project would have been impossible. They gave clear details about the bike's main features, like its advanced Variable Valve Actuation (VVA) technology, single-channel ABS, and bold design which attracts young aggressive riders. This helped me understand the key points to highlight in the commercial, helping me understand how to align the commercial's tone and content with the brand's identity.

## 4 Evaluation & Testing

### Survey

#### One-to-One survey

A One-to-One survey is a type of survey where one person asks questions directly to another person, usually in a private or personal way. It's like having a conversation with other people to gather specific information, opinions, or feedback. This method of survey will be used to gather feedback for the commercial.

(Anon., n.d.)



*Figure 17 one to one survey*

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### Google Forms

Google Forms is an online tool that lets you create surveys or questionnaires to collect feedback from people. You can easily create a form with different types of questions, like multiple choice or short answers. After sharing the form link, people can fill it out, and their responses are automatically saved in a Google Sheet which makes it easy to get information from many people. The link from the form will be shared to people to get feedback about my commercial.

(Anon., n.d.)



*Figure 18 google forms*



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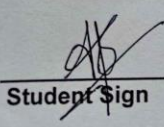
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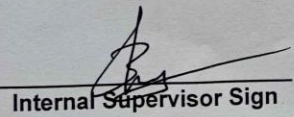
## Appendix

### Log sheets

FYP Logbook Entry Sheet

| FYP Logbook Entry Sheet  |                         |
|--|-------------------------|
| Meeting No: <u>1</u>   | Date: <u>2024/8/8</u>   |
| Start Time: <u>8:00AM</u>  | End Time: <u>9:00AM</u> |
| Items Discussed: <u>Discussed about the overall DMP subject.</u>   |                         |
| Achievements: <u>Things to be done in this subject.</u>  |                         |
| Problems:  |                         |
| Tasks for Next Meeting: (Write down the task assigned to you by your supervisor)<br><u>Think of an concept for your video.</u> |                         |

  
Student Sign

  
Internal Supervisor Sign

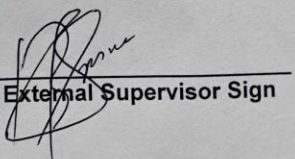
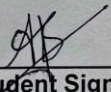
  
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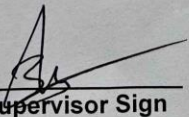
Figure 19 log sheet meeting1

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FYP Logbook Entry Sheet

| FYP Logbook Entry Sheet  |                   |
|--|-------------------|
| Meeting No: 2  | Date: 2024/9/15   |
| Start Time: 8:00 AM  | End Time: 9:00 AM |
| Items Discussed: Discussed about the concept presented.  |                   |
| Achievements: Insights on how to approach with the planning.   |                   |
| Problems:  |                   |
| Tasks for Next Meeting: (Write down the task assigned to you by your supervisor)<br>Confirm who your client will be. |                   |

  
Student Sign

  
Internal Supervisor Sign

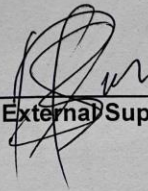
  
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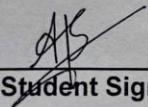
Figure 20 log sheet meeting2




## SM6P07NI Digital Media Project

FYP Logbook Entry Sheet

| FYP Logbook Entry Sheet   |                   |
|---|-------------------|
| Meeting No: 3   | Date: 2024/9/29   |
| Start Time: 8:00 AM   | End Time: 9:00 AM |
| Items Discussed: Discussed about script and planning.   |                   |
| Achievements: Insights on script and storytelling concepts.   |                   |
| Problems:   |                   |
| Tasks for Next Meeting: (Write down the task assigned to you by your supervisor)<br>Rough script and story. |                   |

  
Student Sign

  
Internal Supervisor Sign

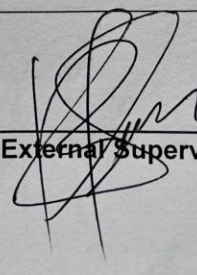
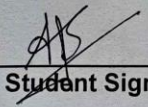
  
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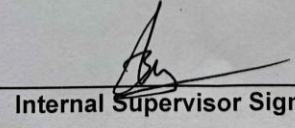
Figure 21 log sheet meeting3

## SM6P07NI Digital Media Project

FYP Logbook Entry Sheet

| FYP Logbook Entry Sheet   |                   |
|---|-------------------|
| Meeting No: 4   | Date: 2024/11/10  |
| Start Time: 9:00 AM   | End Time: 9:00 AM |
| Items Discussed: Different ideas on videography, review of rough script.  |                   |
| Achievements: ideas on different takes on videography.  |                   |
| Problems:   |                   |
| Tasks for Next Meeting: (Write down the task assigned to you by your supervisor)<br>Write a story based commercial. |                   |

  
Student Sign

  
Internal Supervisor Sign

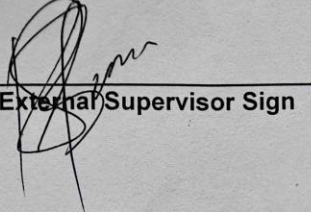
  
External Supervisor Sign

Figure 22 log sheet meeting4



## SM6P07NI Digital Media Project

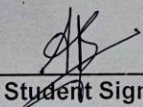
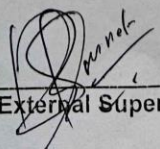

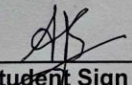
| Logbook Entry Sheet  |  |  |
|--|--|--|
| Meeting No: 5  | Date: 2024/11/24   |  |
| Start Time: 8:00 AM  | End Time: 9:00 AM  |  |
| Items Discussed: Briefing of documentation   |  |  |
| Achievements: K& How to document different topics for research.  |  |  |
| Problems (if any):   |  |  |
| Tasks for Next Meeting: Client finalization / Client letter, Finalization of proposal                    |  |  |
| <br>Student Signature | <br>External Supervisor | <br>Internal Supervisor |

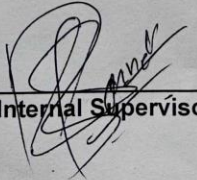
Figure 23 log sheet meeting5

# SM6P07NI Digital Media Project

FYP Logbook Entry Sheet

| FYP Logbook Entry Sheet  |                                |
|--|--------------------------------|
| Meeting No: 6  | Date: 20 <del>11</del> 24/12/8 |
| Start Time: 8:30 AM  | End Time: 9:00 AM              |
| Items Discussed: Discussed about literature review   |                                |
| Achievements: Insights on proposal documentation   |                                |
| Problems:  |                                |
| Tasks for Next Meeting: (Write down the task assigned to you by your supervisor)<br>Progress report on proposal documentation. |                                |

  
Student Sign

  
Internal Supervisor Sign

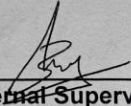
  
External Supervisor Sign


Figure 24 log sheet meeting6

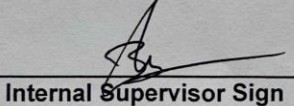


## SM6P07NI Digital Media Project

FYP Logbook Entry Sheet

| FYP Logbook Entry Sheet   |                                      |
|---|--------------------------------------|
| Meeting No: 7   | Date: 2024/12/22                     |
| Start Time: 8:00 AM   | End Time: <del>9:00 AM</del> 9:00 AM |
| Items Discussed: Review of documentation done.  |                                      |
| Achievements: Correction and more ideas on documentation.   |                                      |
| Problems:   |                                      |
| Tasks for Next Meeting: (Write down the task assigned to you by your supervisor)<br>Finalized script. |                                      |

  
Student Sign

  
Internal Supervisor Sign

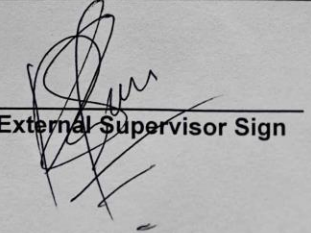
  
External Supervisor Sign

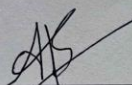
Figure 25 log sheet meeting7




## SM6P07NI Digital Media Project

FYP Logbook Entry Sheet

| FYP Logbook Entry Sheet  |                  |
|--|------------------|
| Meeting No: 8  | Date: 2024/12/29 |
| Start Time: 8:00AM   | End Time: 9:00AM |
| Items Discussed: Discussed about script and video shoot  |                  |
| Achievements:  |                  |
| Problems:  |                  |
| Tasks for Next Meeting: (Write down the task assigned to you by your supervisor)<br>Finalized script |                  |

  
Student Sign

  
Internal Supervisor Sign

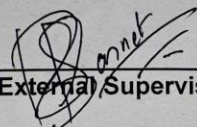

  
External Supervisor Sign

Figure 26 log sheet meeting8

# SM6P07NI Digital Media Project

## Approval letter

 **YAMAHA** 04770

Date: 2025-01-02

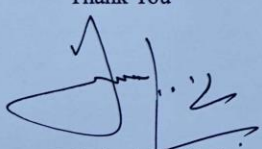
To,  
Islington College Pvt. Ltd  
Kamalpokhari, Kathmandu


**TO WHOM IT MAY CONCERN**

In response to the request letter received from Islington College, we hereby grant permission for the use of relevant details in the digital media project to create a television commercial (TVC). This project is academic in nature and intended solely for coursework. We trust that they will adhere to all applicable guidelines and will not publish anything anywhere without obtaining formal permission from us.


| Student Name        | Topic       |
|---------------------|-------------|
| Mr. Anush Shakya    | MT- 15 TVC  |
| Mr. Ranjan Adhikari | FZS- V3 TVC |

Thank You

  
Authorized Signatory  
MAW Rides Pvt. Ltd.



*cc: marketing Dept!*



M.A.W. Rides Pvt. Ltd. Tripureshwor, Kathmandu, Nepal TEL: +977 01 5356 259, 5358 359 E-MAIL: yamaha@mawnepal.com  
www.maw2wheelers.com

Figure 27 approval letter

# SM6P07NI Digital Media Project

## Originality Check







Page 2 of 21 - Integrity Overview

Submission ID trn:oid:::3618:78064516




### 9% Overall Similarity

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#### Match Groups

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Matches with neither in-text citation nor quotation marks
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#### Top Sources

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#### Integrity Flags





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A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.

# SM6P07NI Digital Media Project

## Match Groups

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| 1   | Internet        |    |
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