



**SM6P07NI Digital Media Project**

**20% Report**

**2019-20 Autumn**

**Student Name:** Enter your Full Name Here

**London Met ID:** E.g. 18053646

**College ID:** E.g. NP01MM0474747

**External Supervisor:** Enter your External Supervisor Name Here

**Internal Supervisor** Enter your Internal Supervisor Name Here

**Assignment Due Date:** Click or tap to enter a date.

**Assignment Submission Date:** Click or tap to enter a date.

**Word Count: 768**

*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.*

Abstract

*- Give a brief summary of what the project is about, and the contents included in this documentation. (Words not counted)*

**Contents**

[1](#_30j0zll) Introduction 1

[1.1](#_1fob9te) Topic 1

[1.2](#_3znysh7) Area of Research 1

[2](#_2et92p0) Aims of Project 2

[3](#_tyjcwt) Target Audience 3

[4](#_3dy6vkm) Product Research 4

[5](#_1t3h5sf) Technologies Employed 5

[6](#_4d34og8) Project Plan 6

[7](#_2s8eyo1) Production Phases 7

[8](#_17dp8vu) Resources 8

[9](#_3rdcrjn) User Testing & Findings 9

[10](#_26in1rg) Conclusion 10

[11](#_lnxbz9) References 11

[12](#_35nkun2) Bibliography 12

[13](#_1ksv4uv) Appendix 13

# Introduction

## Topic

*Mention the project topic here and give a brief description about it.*

## Area of Research

*Mention the main research topic here what were research upon before concluding what was required for the final outcome.*

# Aims of Project

*In this section, you are to mention the purpose of the project and what it will be useful for. Mention reasons for why it will be useful as well.*

The main purpose of this project is to show how a tea really effects the daily life of peoples. It shows how a cup of tea can colour your day and make you happy and energetic.

# Target Audience

*Mention the target audience demographics such as Age, Gender, Ethnicity, Location etc. and give reasons to support why the outcome proves to be for those specific audiences.*

Target audience for my project will be people aging form teenagers to people in the late 50’s. but I doubt old people will understand the concept of the colours in the project.

# Product Research

*Mention the contents researched upon which was used to develop the final product. This may include theories, techniques, new media practices and similar product reviews. Note: This should be different than the Literature Review and Product Review Contents.*

# Technologies Employed

*Mention the technologies used to develop the product. This may include the use of software tools and techniques used to complete the product.*

Masking:

Since the whole gist of this project is to show how tea colour you character, background and the whole world, masking was the major and most of the work to be done.

Since my main video editing software is DaVinci resolve as I work with log footages and its way easier to colour grade in DaVinci, the magic masking tool in the fusion page could be used as well but, it was very resource intensive and my laptop crashed multiple times since the software had to render the colours on the 4k footage, I decided to render colourful and non-colourful footages and use roto brush tool in aftereffects, which surprising didn’t crash and was way easier to use than magic mask tool in DaVinci.

Colour grading:

Since I was playing around with colours, and the whole project is about colours, I decide to record the whole project in 4:2:2 10 bit and in Log. I could colour grade the footage properly and more intensively.

For colour grading I use DaVinci resolve since it has the best colour grading interface and its node base colour grading is very precise when layering the colour grades and effects such as exposure, white balance, colour correction, and effects like bloom, halation, etc. In premiere pro or any adobe software colour grading is not so good.

# Project Plan

*Mention the initial plan that was done, mention what was used as a prototype/test scene and how the final product had been decided.*

*Also mention what changes had to be done before you completed the final product in this section. (Compare old Timeline with New Timeline).*

# Production Phases

*Mention the production Phases followed, depending on the project that you undertook, and mention the details on what steps were carried out in each phases along with images and screenshots to complete the entire project.*

# Resources

*List out the Hardware and Software Tools used to complete the project and mention if additional tools had to be used than what was mentioned in the Proposal. You are to also mention the Research and Testing Tools here.*

# User Testing & Findings

*Mention the Tests that were conducted among the users and mention the finding in detail in this section.*

# Conclusion

*Mention the overall conclusion of the project, things that were covered in this documentation and what this project has accomplished. (Note: You are not to mention your experiences here)*

# References

*List all your references here with direct citation. (Words not counted)*

# Bibliography

*List all your bibliographies here which you researched about that indirectly helped you to understand the concept to carry out your project. (Words not counted)*

# Appendix

*Keep all your supporting documents such as Gantt Chart, Survey Results, Interview and other details here (Words not counted)*