



## SM6P07NI Digital Media Project

### 20% Report

#### 2023-24 Autumn

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YouTu be Link	<a href="https://youtu.be/k_2_y3UvjN4">https://youtu.be/k_2_y3UvjN4</a>
Github link	<a href="https://github.com/RohitShk/Project-Files">https://github.com/RohitShk/Project-Files</a>
Drive Link	<a href="https://drive.google.com/drive/folders/1ZXbb500BNLsPzMTyqDpnEY8o6zYNeDUC?usp=sharing">https://drive.google.com/drive/folders/1ZXbb500BNLsPzMTyqDpnEY8o6zYNeDUC?usp=sharing</a>

*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**

The primary objective of this project was to produce a dynamic motion graphics video that would highlight ZLS Company's extensive range of digital marketing services. A diverse team of branding specialists, content producers, marketing strategists, and motion graphic designers came together for the joint project. The team set out on a creative journey to transform ZLS's knowledge into a visually appealing narrative by utilizing a variety of abilities and insights. The project's success was largely due to the efforts of the marketing strategists, who supplied vital target data, content creators, who produced engaging writing, and branding specialists, who made sure the visual identity was consistent.

The visual language of the video was significantly shaped by the motion graphics designer. The designer concentrated on producing a smooth blend of vivid colors, slick animations, and captivating images from conception to implementation. The images were improved through iterative feedback sessions to ensure harmony with the brand aesthetics of ZLS Company. The end product is an engrossing motion graphics film that inspires and connects with the intended audience in addition to educating viewers about the variety of digital marketing tactics that ZLS offers.

The success of this project lies in the effective collaboration of diverse talents, each contributing a unique perspective to create a motion graphics video that stands as a testament to ZLS Company's prowess in the digital marketing landscape. The immersive and impactful visual narrative sets a precedent for future endeavours, solidifying ZLS's position as an innovative and influential player in the industry.

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# 1. Introduction

## 1.1 Topic

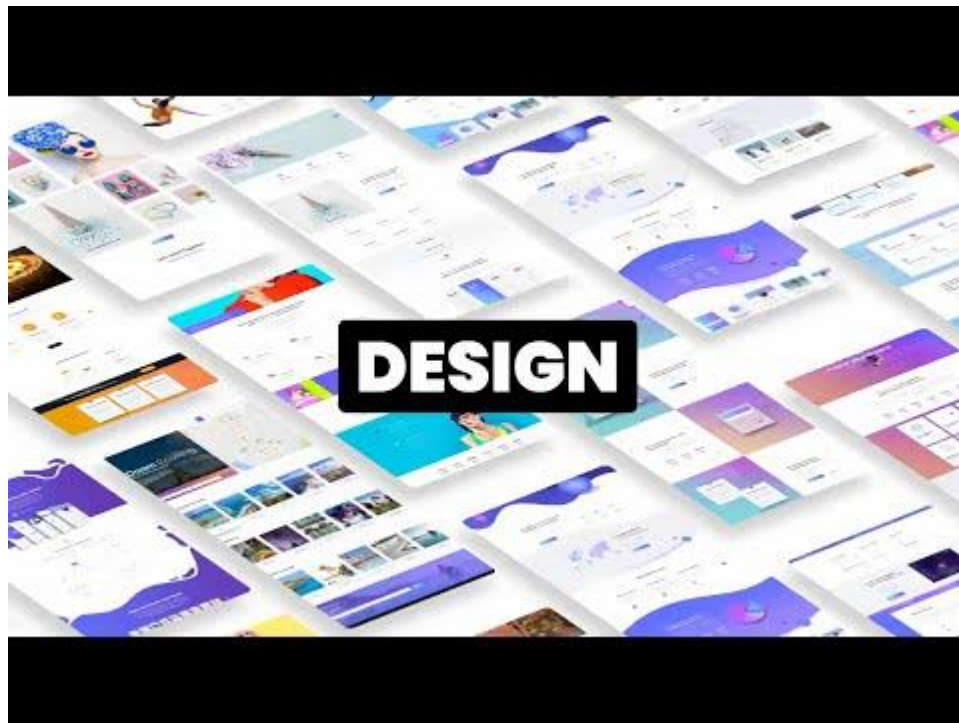
### Project Title

**"Beyond Clicks: Crafting Connections in the Digital Realm"** is the title for this project.

This motion graphics video will be around 1min to 1:30 mins long. This motion graphics video will contain all of the services provided by the company ZLS.

With the help of motion graphics, this project will tell the story of ZLS's digital marketing services and show how they can revolutionize brands. The project will explore the subtleties of storytelling, visual aesthetics, and the seamless integration of motion aspects from concept creation to final execution.

## 1.2 Area of Research



*Figure 1: Video no1*

Final researched video and the idea for this project was mostly taken from this video above.

With the help of motion graphics, this project will tell the story of ZLS's digital marketing services and show how they can revolutionize brands. The project will explore the subtleties of storytelling, visual aesthetics, and the seamless integration of motion aspects from concept creation to final execution.

## 2. Aims of Project

The aim of the "Beyond Clicks" project is to create a captivating motion graphics advertisement video that effectively showcases the offerings of the digital marketing agency. Beyond simply attracting clicks, the goal is to convey the agency's unique value proposition, expertise, and the benefits it brings to potential clients in a visually engaging and compelling manner.

Key objectives may include:

1. **Highlighting Services:** Clearly communicate the range of services offered by the agency, such as SEO, PPC, social media management, content creation, etc.
2. **Showcasing Expertise:** Demonstrate the agency's expertise and track record in delivering results for clients through testimonials, case studies, or data-driven insights.
3. **Emphasizing Value:** Articulate the value proposition of the agency, emphasizing how its services can help clients achieve their business goals, whether it's increasing brand visibility, driving leads, or boosting sales.
4. **Engaging Visuals:** Utilize eye-catching motion graphics, animations, and visual effects to create a memorable and immersive viewing experience that captures the audience's attention.
5. **Call to Action:** Prompt viewers to take action by contacting the agency for a consultation, signing up for a free trial, or visiting their website to learn more.

By focusing on these objectives, the "Beyond Clicks" project aims to not only attract attention but also educate, inspire, and ultimately drive conversions for the digital marketing agency.

### **3. Target Audience**

The target audience for digital marketing motion graphics ad videos can vary depending on the product or service being advertised, but here are some common target audiences and reasons for targeting them:

#### **1. Young Adults (Ages 18-35):**

- Reasons: This demographic is often tech-savvy and spends a significant amount of time online, making them more likely to engage with digital content. They are also more open to trying new products and services, making them a prime target for digital marketing campaigns.

#### **2. Tech Enthusiasts:**

- Reasons: People who are interested in technology are more likely to engage with digital marketing content, including motion graphics videos. They appreciate creativity and innovation, making them receptive to visually appealing ads that showcase the latest features or advancements.

#### **3. Social Media Users:**

- Reasons: Social media platforms are popular channels for sharing and consuming digital content, including videos. Targeting social media users allows marketers to reach a broad audience and leverage the sharing capabilities of these platforms to increase the reach of their ads.

#### **4. Small Business Owners/Entrepreneurs:**

- Reasons: Small business owners and entrepreneurs are often looking for ways to improve their businesses and are open to trying new tools and services. Digital marketing motion graphics ads can effectively demonstrate how a product or service can solve their business challenges and help them achieve their goals.

#### **5. Creative Professionals (Designers, Artists, Filmmakers, etc.):**

- Reasons: Creative professionals appreciate high-quality design and storytelling, making them likely to engage with visually appealing motion graphics ads. They may also be interested in the techniques used to create the videos, making them more likely to share the content within their networks.

## **6. Mobile Users:**

- Reasons: With the increasing use of smartphones and tablets, targeting mobile users allows marketers to reach people who are frequently accessing digital content on their mobile devices. Mobile-optimized motion graphics ads can effectively capture the attention of on-the-go consumers and drive engagement.

## **7. Eco-conscious Consumers:**

- Reasons: As environmental concerns continue to grow, targeting eco-conscious consumers with digital marketing campaigns that highlight sustainable products or practices can resonate with this audience. Motion graphics ads can effectively communicate a brand's commitment to sustainability in a visually compelling way.

## **8. Gamers/Gaming Enthusiasts:**

- Reasons: Gaming is a popular hobby among people of all ages, and targeting gamers with motion graphics ads can help marketers reach a highly engaged audience. Gaming enthusiasts are accustomed to visually stunning graphics and effects, making them likely to appreciate the creativity and artistry of motion graphics videos.

By targeting these specific audience segments, marketers can tailor their digital marketing motion graphics ad videos to resonate with their interests, preferences, and behaviours, ultimately increasing the effectiveness of their campaigns.

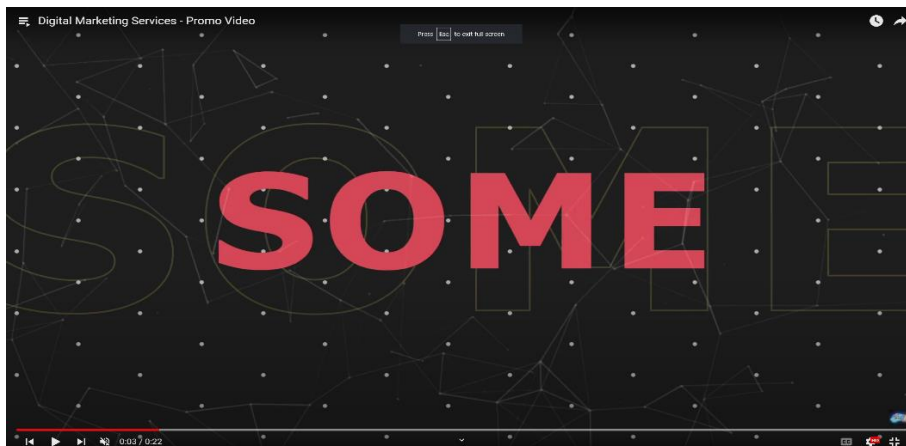
## 4. Product Research

### Digital Marketing Services - Promo Video

In this video below some of the typography animations have gotten us some ideas to use in our video. The colours and the presentation in this video are pretty nice as well. Typography animations refer to the use of motion and animation techniques to enhance the visual appeal and communication of text elements.



*Figure 2: Video no2*



*Figure 3: Screen shot 1*

The above picture is a screenshot of a typographical animation that we intend to use in our video which is time stamped around 0:03 secs in this video.



The effectiveness of typography animations depends on the context, purpose, and target audience. Balancing creativity with readability is crucial for successful typography animation projects.

### **Parda Digital Marketing Services - Promo Video**

PARDA is an IT and Development firm location in Brisbane, Australia, with a keen understanding of the Digital World, as well as a thoughtful approach to online brand positioning. Motion graphics presentations involve the use of animated visual elements to convey information, ideas, or stories.



*Figure 4: Video no 3*



*Figure 5: Screen shot 2*

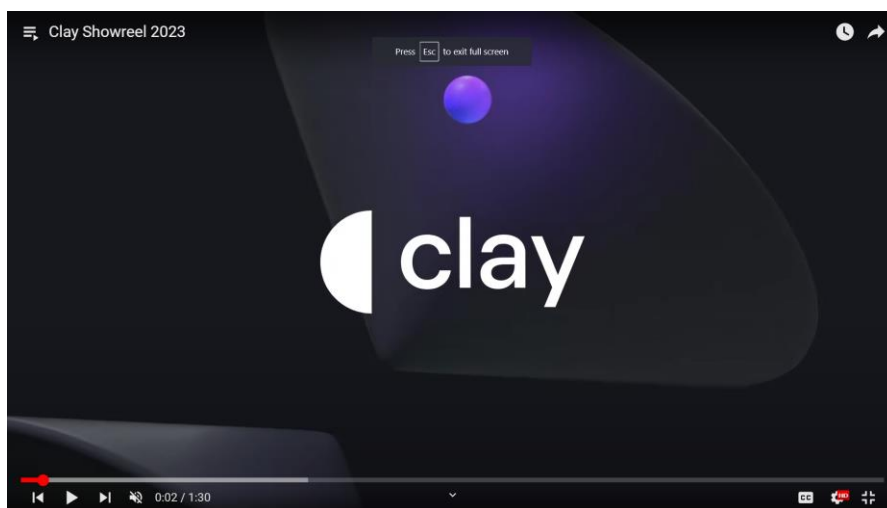
The above picture is a screenshot of a typographical animation and presentation styles that we intend to use in our video which is time stamped around 0:08 secs in this video.

### Clay Showreel

Clay is a UI/UX design and branding agency in San Francisco. This video is a portfolio showcase of Clay. This video has inspired us to create a similar effect for our motion graphics video.



*Figure 6: Video no 4*

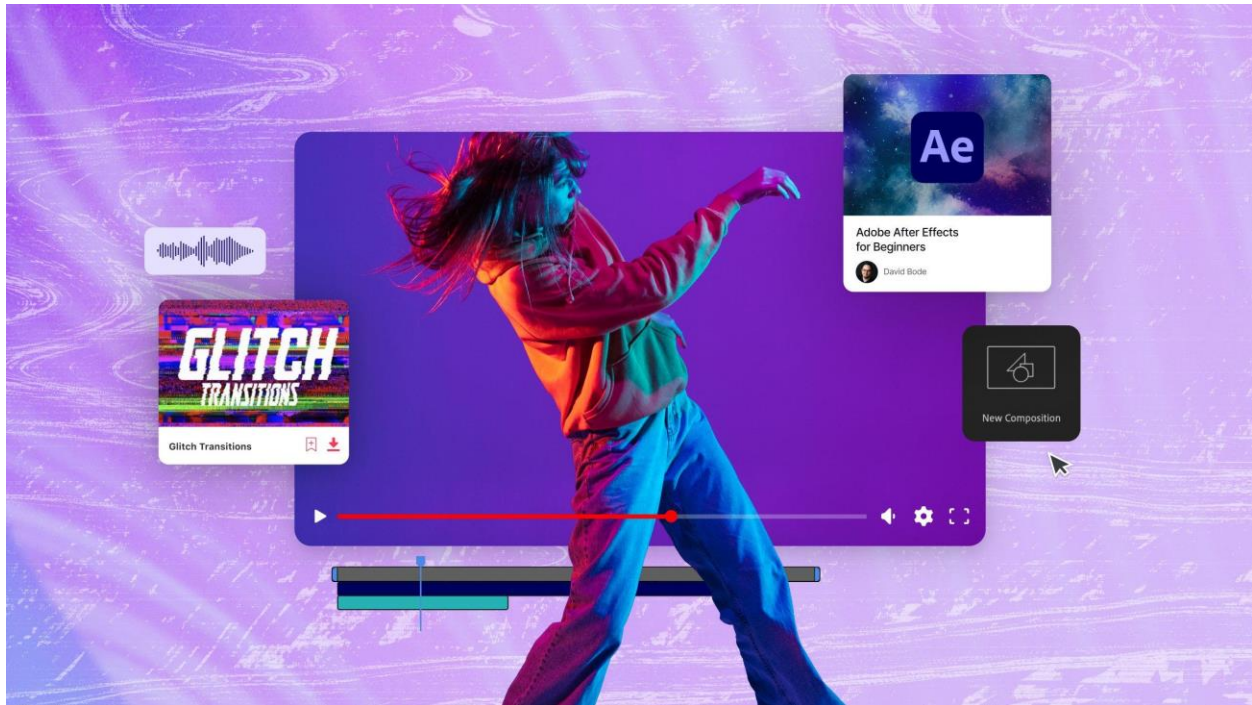


*Figure 7: Screenshot 3*

This whole video is an inspiration for our project. This video contains animations and presentation styles that are very eye catching and entertaining

## 5. Technologies Employed

### 5.1 After Effect



*Figure 8 After effects*

When it comes to creating motion graphics and visual effects, Adobe After Effects is the best. With its extensive feature set, users may create captivating animations, eye-catching visual effects, and seamless composites for a wide range of applications. Professionals may accurately and efficiently realize their creative thoughts with After Effects thanks to its comprehensive toolkit and straightforward interface. With After Effects, there are countless opportunities to express creativity and create visually stunning content, ranging from complex typography animations to dynamic motion graphics. With its powerful features, users can easily combine digital effects with live-action video, animate text, shapes, and images, and edit visual elements in 3D space.

Moreover, the seamless transition between programs and the optimization of users' projects' creative potential are made possible by After Effects' interaction with other Adobe Creative Cloud apps, which improves workflow efficiency. Whether used for multimedia, web, film, or video projects, Adobe After Effects is still a vital tool for designers, artists, and filmmakers who want to reach new levels with their visual narrative. Its adaptability and standing as a software industry standard solidify its position as the preferred choice for experts looking to enthrall audiences with captivating visual experiences.



## 5.2 Adobe Illustrator



Figure 9 Adobe Illustrator

Adobe Illustrator stands as a foundational tool in the realm of digital design, providing designers with an expansive toolkit to unleash their creative potential. Its core capability as a vector graphics editor empowers users to craft precise and scalable artwork, from intricate illustrations to sleek logos and typographic designs. What sets Illustrator apart is its intuitive interface and robust feature set, which offer a seamless blend of functionality and creativity. With customizable workspaces and an extensive library of brushes, swatches, and tools, Illustrator caters to the diverse needs of designers across industries. Moreover, its innovative features, such as the Puppet Warp tool and advanced drawing options, continually push the boundaries of what's possible in digital design. Integrated seamlessly within the Adobe Creative Cloud ecosystem, Illustrator facilitates smooth collaboration and workflow integration, enabling designers to seamlessly transition between applications and unleash their creativity without limits. Whether crafting pixel-perfect icons or expansive illustrations, Adobe Illustrator remains the go-to choice for designers seeking precision, flexibility, and boundless creativity in their digital endeavors.

## 6. Project Plan

### Story Boarding



Figure 10 Story Board 1

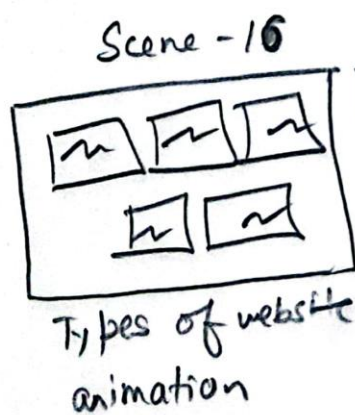
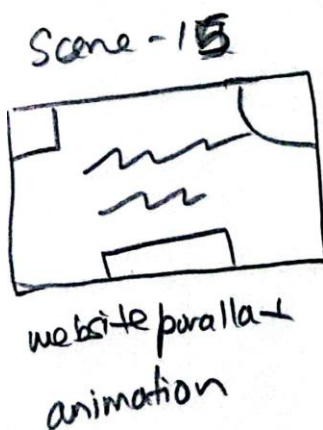
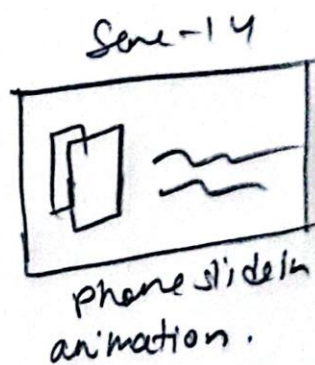
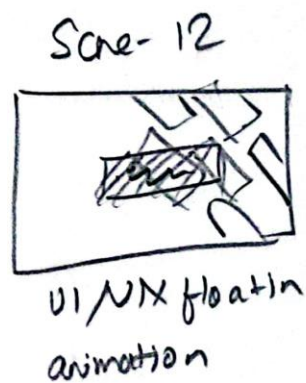
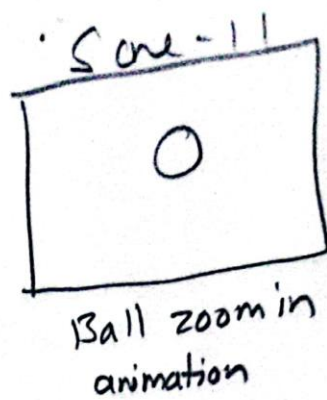
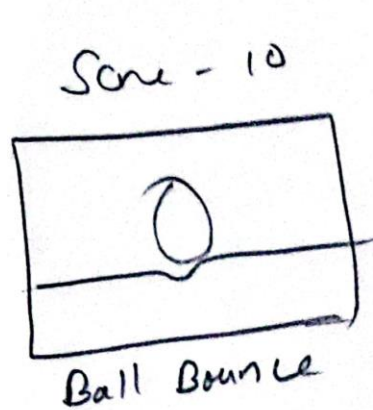
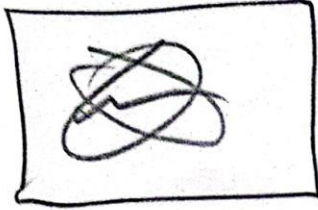


Figure 11 Story Board 2

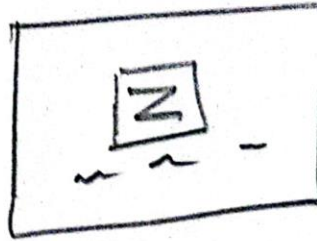


Scene-18



Fast cut  
word .

Scene-19



logo animation .

Figure 12 Story Board 3

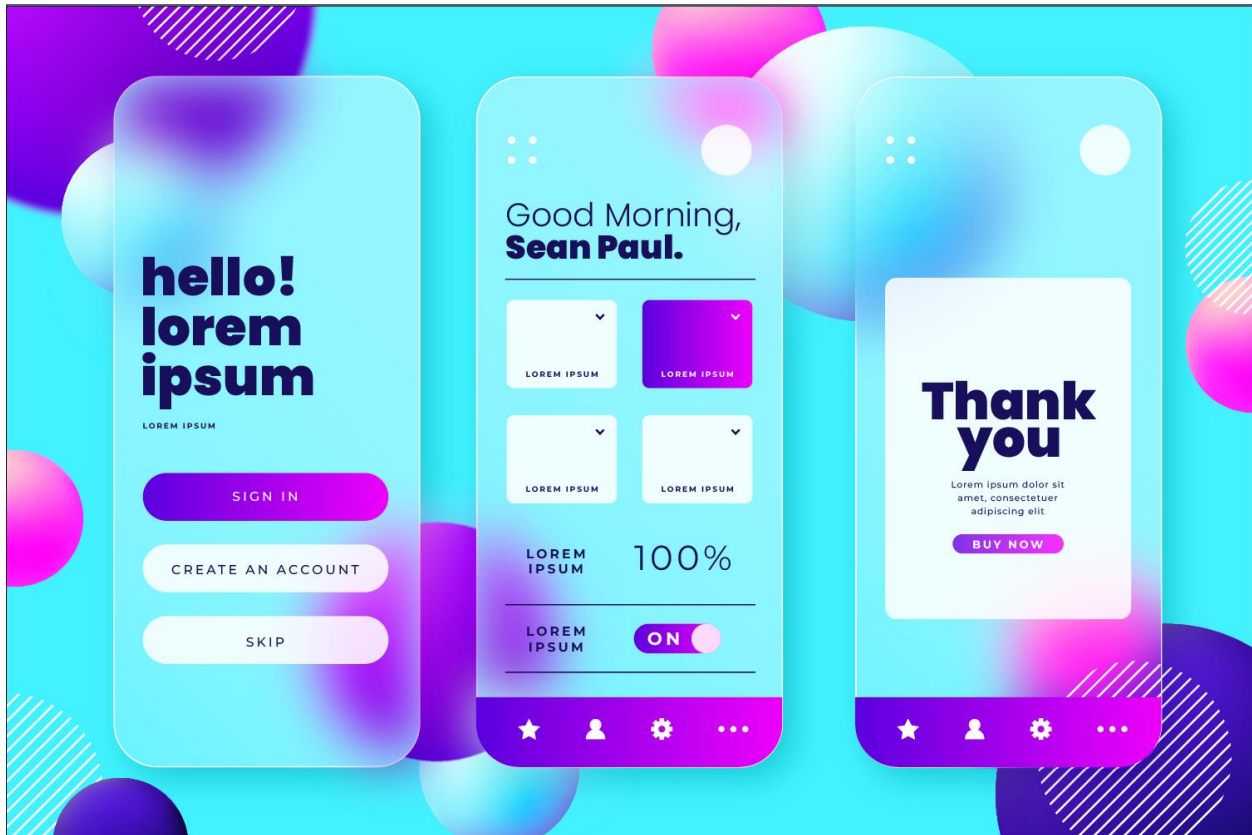
## 7. Production Phases

The Production Phase are distributed into 2 phases

### Illustrator Illustrations

"Illustrations Phase: Bringing Ideas to Life"

In the illustrations phase, ideas transform into vibrant visuals, each stroke and color meticulously chosen to convey meaning and captivate the viewer. Artists merge creativity with technique, breathing life into concepts through lines, shapes, and hues. It's a dance of imagination and skill, where every detail matters, and each stroke tells a story.

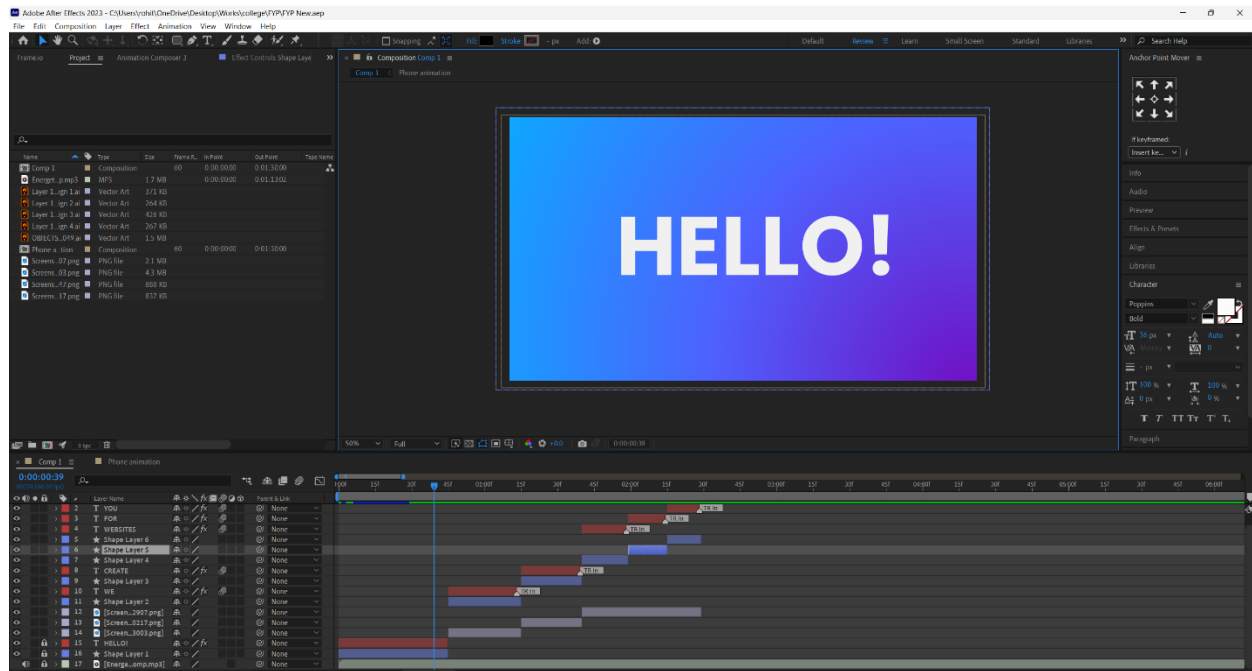




## After effect Animation

### "After Effects Animation Phase: Breathing Motion into Stillness"

In the After Effects animation phase, the magic of motion takes center stage. Still illustrations burst into life, propelled by seamless transitions, captivating movements, and dynamic effects. Every keyframe and adjustment breathes energy into the narrative, transforming static scenes into captivating stories that unfold before the viewer's eyes. It's a journey of timing, rhythm, and creativity, where each frame adds depth and emotion to the tale being told.



## 8. Resources

### Asus TUF A15

GPU: Nvidia RTX 3050 Laptop GPU

CPU: AMD Ryzen 7 4800H

RAM: 16GB DDR4

MONITOR: Kunyo Gaming Monitor 165HZ 120% sRGB.



## After Effect Software



"After Effects" is a software application developed by Adobe used for creating visual effects and motion graphics in video production. It's commonly used for adding animations, visual effects, and compositing elements to videos. With After Effects, users can create stunning motion graphics, titles, intros, and transitions for their videos. It offers a wide range of tools and features for keyframing, masking, color correction, and more, making it a popular choice among video editors and motion graphics artists.

## Adobe Illustrator



Adobe Illustrator is a vector graphics editor developed by Adobe Inc. It's widely used by graphic designers, artists, and illustrators to create scalable graphics for various purposes, including logos, icons, illustrations, and typography. Illustrator uses mathematical equations to define shapes, allowing images to be resized without losing quality. It offers a variety of tools for drawing, painting, and manipulating objects, as well as features for working with typography and colors. Illustrator files are typically saved in formats like AI, EPS, and PDF, making them compatible with a wide range of design software and printing processes.

## Media Encoder



Adobe Media Encoder is a powerful tool for encoding and converting media files. It's commonly used in video production workflows to transcode video and audio files into various formats for distribution and playback across different devices and platforms. Media Encoder supports a wide range of codecs, file formats, and presets, making it versatile for different output requirements. It also offers features for batch processing, automated encoding, and publishing to popular online platforms like YouTube and Vimeo. Overall, Media Encoder streamlines the process of preparing media files for delivery while maintaining high-quality output.

## **9. User Testing & Findings**

After creating two different motion graphics videos for the same digital marketing company, the decision to use the second video over the first likely came after thorough user testing and analysis. Here's how the process might have unfolded:

### **1. Initial Creation of Motion Graphics Videos:**

The digital marketing company likely had specific goals and messaging they wanted to convey through these videos. Based on their brief, the motion graphics videos were conceptualized and created. Each video might have had different visual styles, narratives, or calls to action.

### **2. User Testing:**

Once both videos were produced, the company likely conducted user testing to gather feedback from a targeted audience. This could have involved showing the videos to focus groups, surveying existing customers, or conducting online tests to gauge audience reactions.

### **3. Feedback Collection:**

During user testing, viewers were asked to provide feedback on various aspects of the videos, such as clarity of messaging, engagement level, visual appeal, and overall effectiveness in conveying the desired message. This feedback would have been collected and analyzed.

### **4. Comparative Analysis:**

The feedback from user testing was likely compared between the two videos to identify strengths and weaknesses. Metrics such as audience retention, click-through rates (if applicable), and qualitative feedback would have been considered.

### **5. Decision Making:**

Based on the findings from user testing and comparative analysis, the company decided that the second video was more effective in achieving their marketing objectives. This decision might have been influenced by factors such as clearer messaging, higher viewer engagement, or better alignment with the brand's identity and values.

### **6. Implementation:**

With the decision made to use the second video, the company proceeded to implement it into their marketing strategy. This could involve publishing it on their website, social media channels, email newsletters, or other digital platforms to reach their target audience.

## 7. Monitoring and Optimization:

After the second video was launched, the company likely continued to monitor its performance and gather feedback from audience interactions. This ongoing process allows for optimization and refinement of the video strategy to ensure maximum impact and effectiveness in achieving marketing goals.

In summary, the decision to use the second motion graphics video was likely based on careful analysis of user testing feedback, ultimately leading to a choice that aligned more closely with the company's marketing objectives and resonated better with their target audience.



Figure 13 video 1

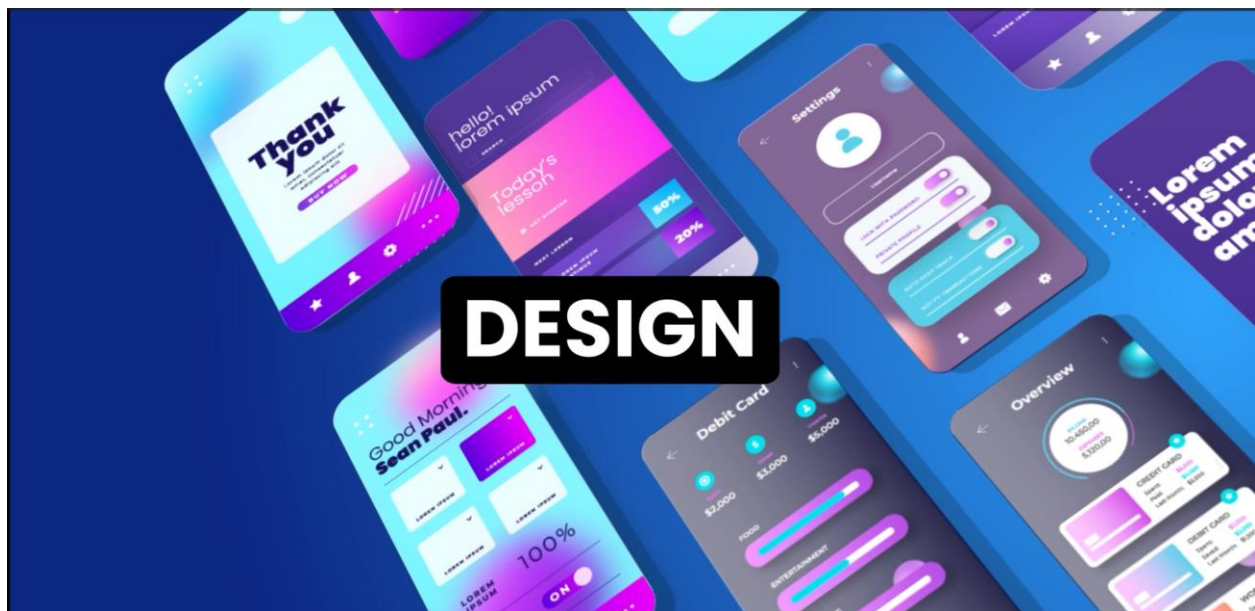


Figure 14 Video

## **10. Conclusion**

In conclusion, the motion graphic project for the digital marketing company underwent a thorough process of creation, evaluation, and decision-making. The creation of two distinct videos allowed for exploration of different visual styles and messaging approaches. Through user testing and feedback collection, insights were gained into the effectiveness of each video in engaging the target audience and conveying the desired message.

Ultimately, the decision to proceed with the second video was reached after careful analysis of the feedback received. This decision was likely based on factors such as clarity of messaging, viewer engagement, and alignment with the company's marketing objectives and brand identity.

By selecting the second video for implementation, the company can confidently move forward with a motion graphic asset that is optimized to resonate with their audience and drive desired outcomes. The iterative nature of this process highlights the importance of user feedback and data-driven decision-making in creating effective marketing content. Going forward, ongoing monitoring and optimization will ensure that the motion graphic project continues to deliver results and contribute to the company's overall digital marketing strategy.



## 11. References

Behance: <https://www.behance.net/>

YouTube Video: <https://www.youtube.com/watch?v=oSS7ORY01MU&list=PPSV>

Pinterest: <https://www.pinterest.com/>

YouTube: <https://www.youtube.com/watch?v=kaP50qSKmWE&list=PPSV>

YouTube: <https://www.youtube.com/watch?v=GLB8A-uCiEA>

## 12. Bibliography

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YouTube Video: <https://www.youtube.com/watch?v=oSS7ORY01MU&list=PPSV>

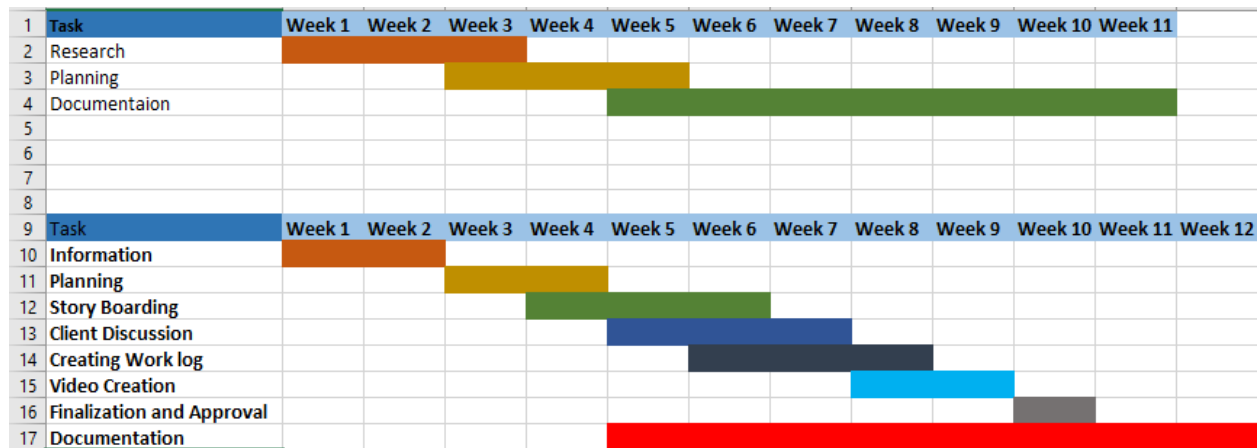
Pinterest: <https://www.pinterest.com/>

YouTube: <https://www.youtube.com/watch?v=kaP50qSKmWE&list=PPSV>

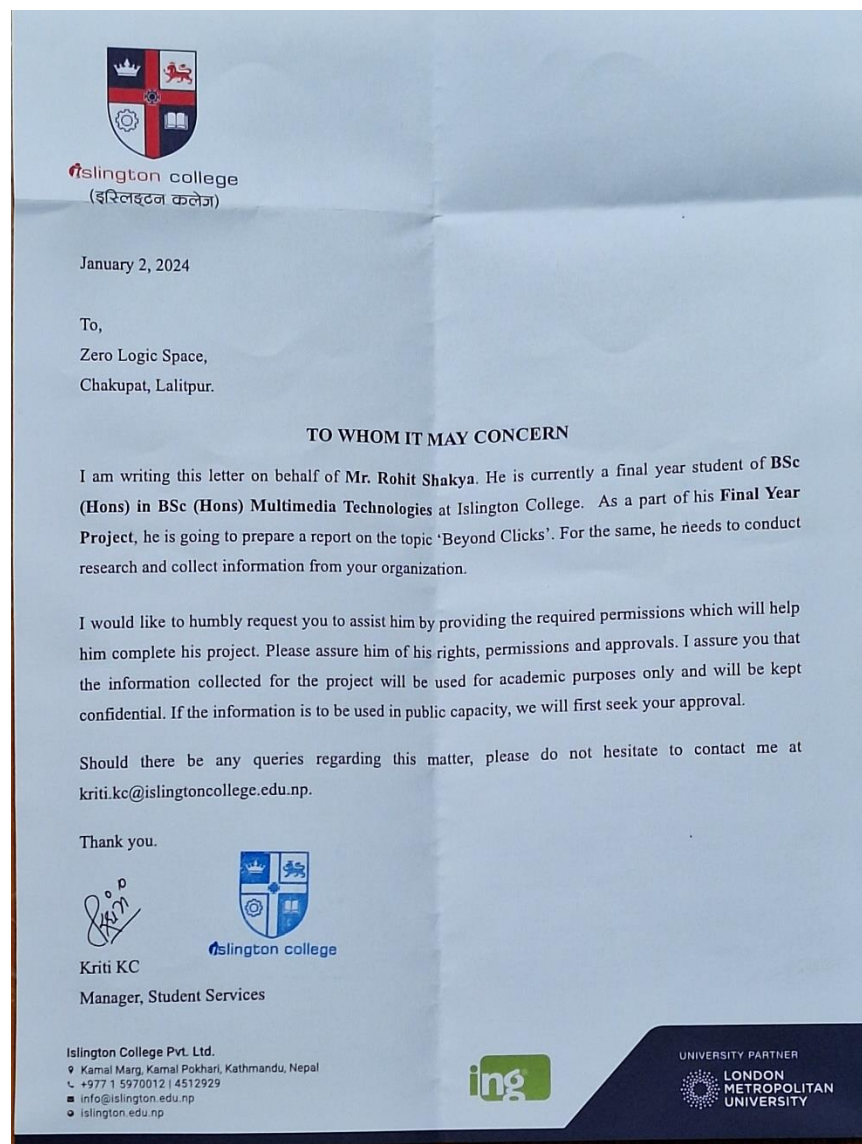
YouTube: <https://www.youtube.com/watch?v=GLB8A-uCiEA>

### 13. Appendix

#### Gant Chart



#### College approach letter



## Company Approval Letter

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January 2, 2024

To,  
Islington College  
Kamal Marg, KamalPokhari, Kathmandu, Nepal

**Subject: Project Approval Application for Student Involvement**

### TO WHOM IT MAY CONCERN

I am writing on behalf of Zero Logic Space. We approve for the involvement of one of your esteemed students, Mr. Rohit Shakya, in a project that we believe aligns with Islington's academic objectives and the student's educational pursuits.

Given their keen interest and demonstrated skills, we would like to invite Mr. Rohit Shakya to participate in a project titled **"Beyond Clicks."** The project involves collaborative ideation sessions to conceptualize creative ideas for motion graphics that align with contemporary digital marketing trends.

The main objectives of the project are as follows:

- Concept Development
- Storyboarding
- Motion Graphic Productions

We believe that Rohit will greatly benefit from this practical experience, allowing them to apply theoretical knowledge gained in the classroom to real-world scenarios. The project will also offer an opportunity for mentorship and hands-on learning within our organization, fostering personal and professional growth.

Furthermore, Zero Logic Space is committed to ensuring that Rohit receives guidance, support, and a safe working environment throughout their involvement in the project. We acknowledge our responsibility to adhere to any college guidelines or requirements regarding student participation in external projects.

Thank you for your attention to this matter. We look forward to the opportunity to collaborate with Islington College and support the educational endeavors of your students.

Warm regards,

**Ayush Rayamajhi**

Creative & Marketing Head

Zero Logic Space Pvt. Ltd

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