



SM6P07NI Digital Media Project

50% Project

2018-19 Autumn

Student Name: Rohit Shakya

London Met ID: 21049762

College ID: NP01MM4A210083

External Supervisor: Parbat Bhujel

Internal Supervisor Rupesh Dangol

Assignment Due Date: Tuesday, April 30, 2024

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Word Count: 2845

YouTu be Link	https://youtu.be/k_2_y3UvjN4
Githu b Link	https://github.com/RohitShk/Project-Files
Drive Link	https://drive.google.com/drive/folders/1ZXbb50OBNLsPzMTyqDpnEY8o6zYNeDUC?usp=sharing

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.

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INTRODUCTION

Half of the module grades are based on this documentation. We must complete the production and post-production phases of the project as specified in the FYP proposal in order to proceed with it. Here, we're supposed to apply all we've learned thus far to our college years.

This project puts our knowledge and areas of expertise to the test. The majority of this endeavor focuses on my actions and methods. We are given complete flexibility to apply our creativity in creating the video, along with the technical aspects of the subject matter. For my project, I decided to create a motion graphic video for a digital marketing company in Nepal.

Project Introduction

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.

Primary 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.

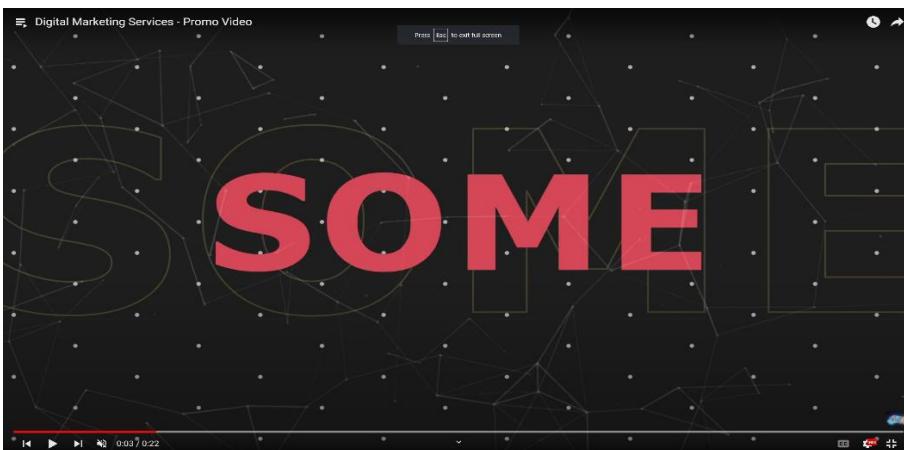


Figure 1 Screenshot 1

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 2 Screenshot 2

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

Clay Showreel

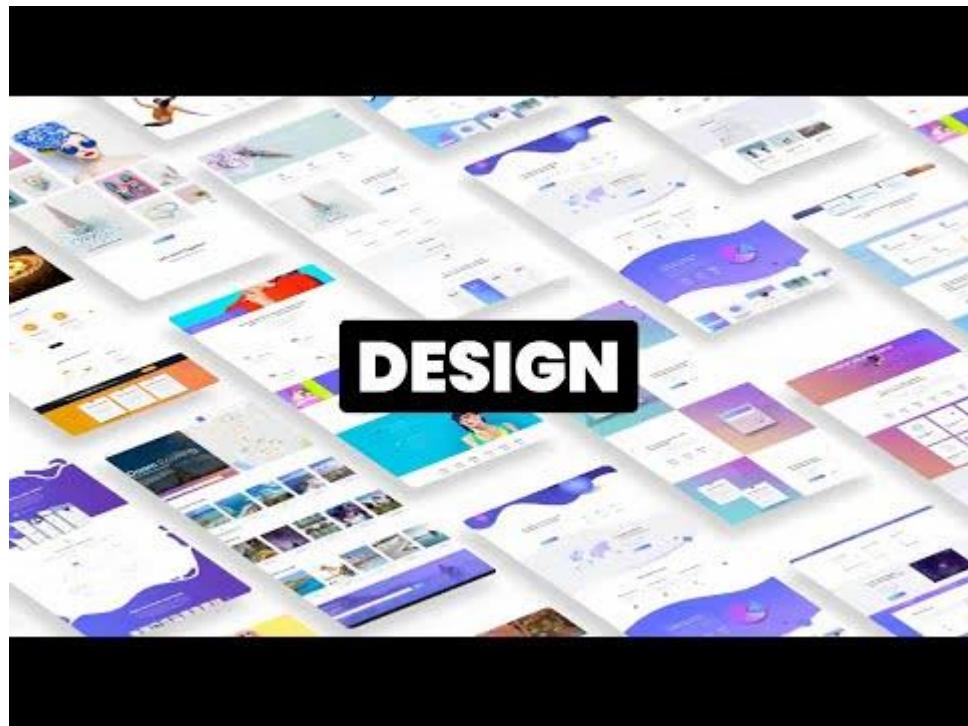
Clay is a UI/UX design and branding agency in San Francisco. This video is a portfolio showcase of Clay. This video has inspired us to create a similar effect for our motion graphics video.



Figure 3 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.

Final Video Researched



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.

Treatment

Project Title: Beyond Clicks

Genre: Motion Graphics Video

Duration: 1 min to 1:30 min

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.

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

Aim 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.

Used Software and hardware

After Effect

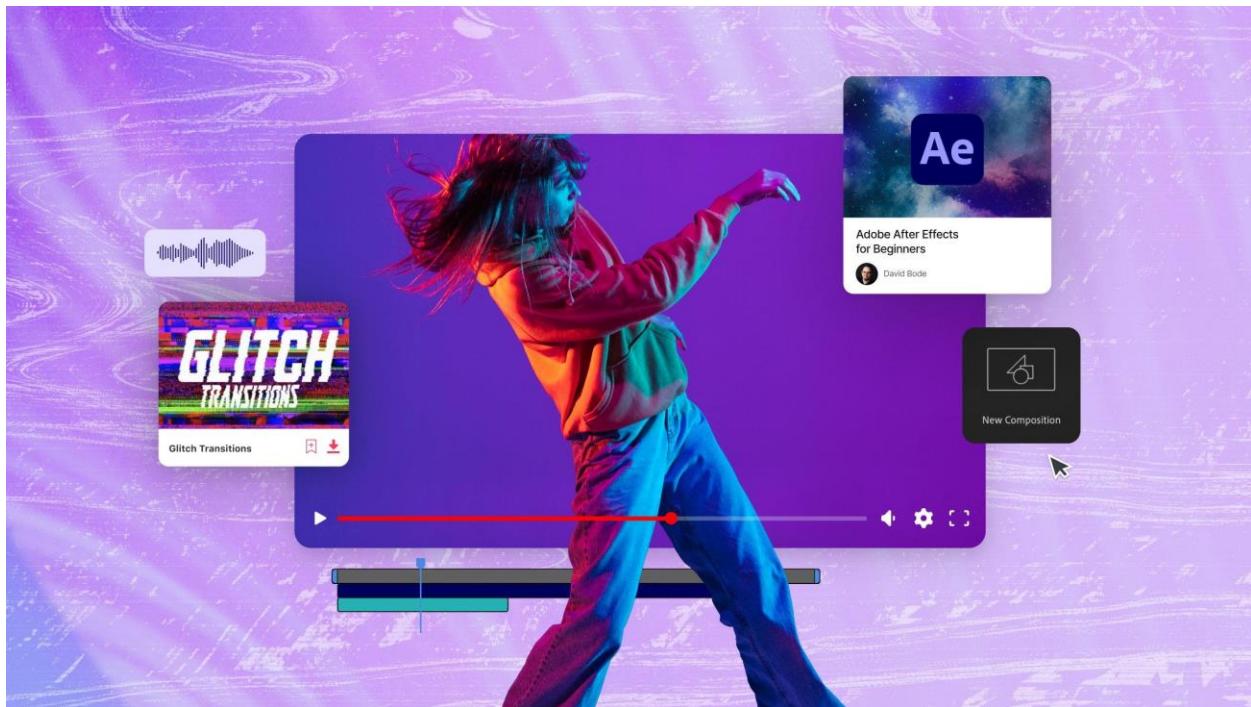


Figure 4 After effect

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.

Adobe Illustrator



Figure 5 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.

Media Encoder



Figure 6 Media Encoder

Media Encoder is a powerful tool used in video production workflows to encode, transcode, and compress audio and video files into various formats. It's often part of Adobe's Creative Cloud suite, making it widely accessible to professionals and hobbyists alike. With Media Encoder, users can optimize their media for different playback devices, streaming platforms, and distribution channels. It supports a wide range of codecs and formats, allowing for flexibility in handling different types of media. Additionally, Media Encoder often includes features for batch processing, which can streamline repetitive tasks and improve productivity in video production pipelines. Overall, Media Encoder is an essential tool for anyone working with digital media, providing the necessary tools to prepare their content for distribution while maintaining quality and efficiency.

Hardware used

Asus TUF A15

GPU: Nvidia RTX 3050 Laptop GPU

CPU: AMD Ryzen 7 4800H

RAM: 16GB DDR4

MONITOR: Kunyo Gaming Monitor 165HZ 120% sRGB.



Figure 7 Asus TUF A15

Development Phase

Pre-Production

Story Boarding



Figure 8 Story Board 1

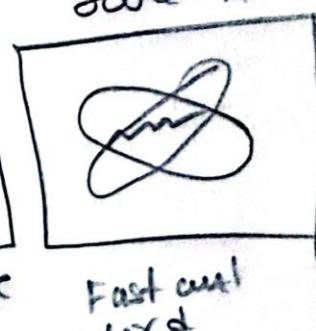
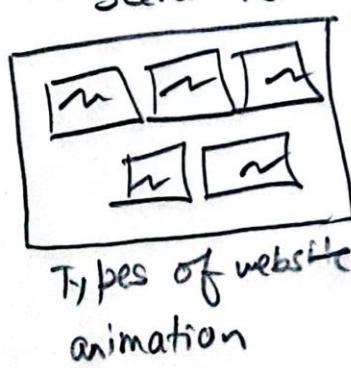
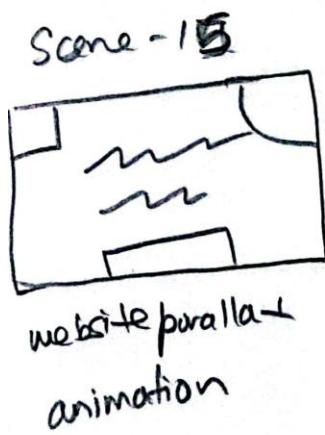
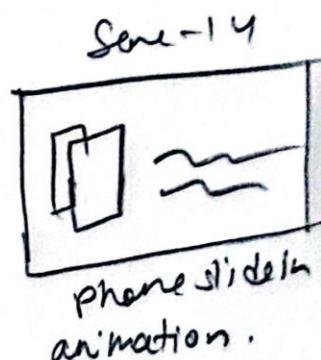
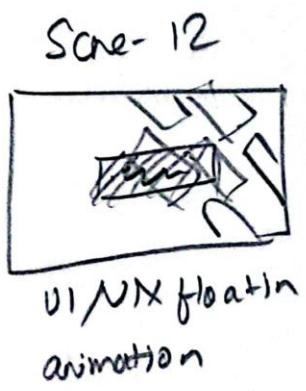
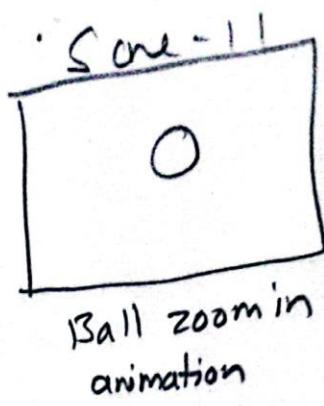
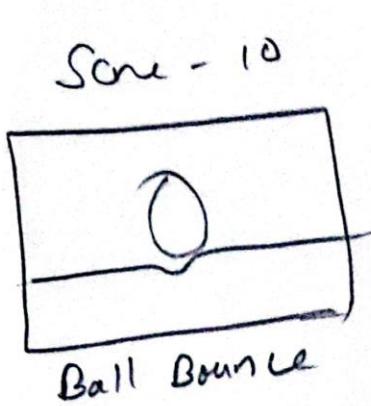
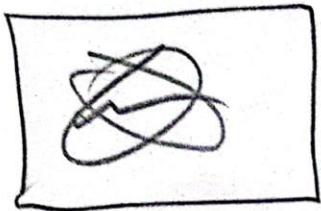


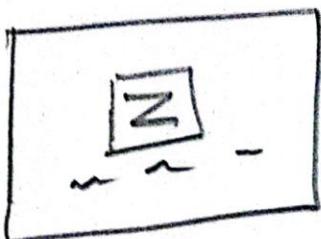
Figure 9 Story board 2

Scene-18



Fast cut
word .

Scene-19



Logo animation .

Figure 10 Story board 3

Post-Production

Adobe Illustrator Illustrations Process

In Adobe illustrator all the necessary assets like mobile device illustrations and Mobile device UI and some pc device illustrations were made to be later imported into after effect so they can be animated.

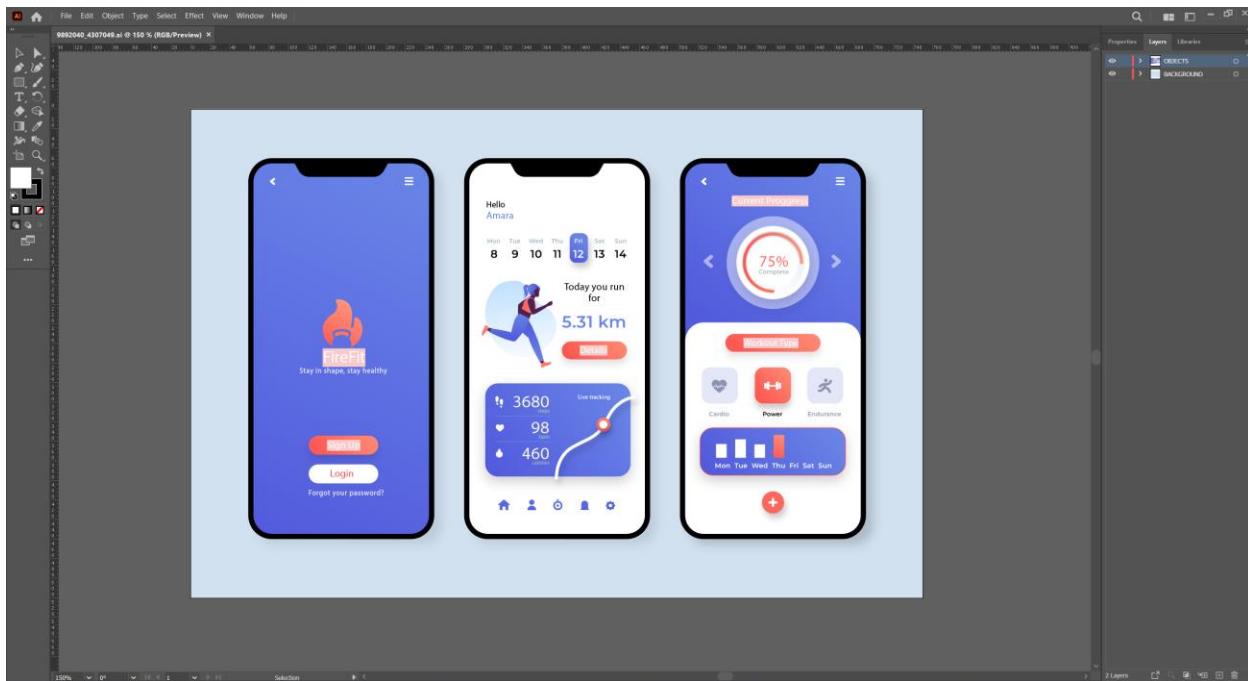


Figure 11 Illustration 1

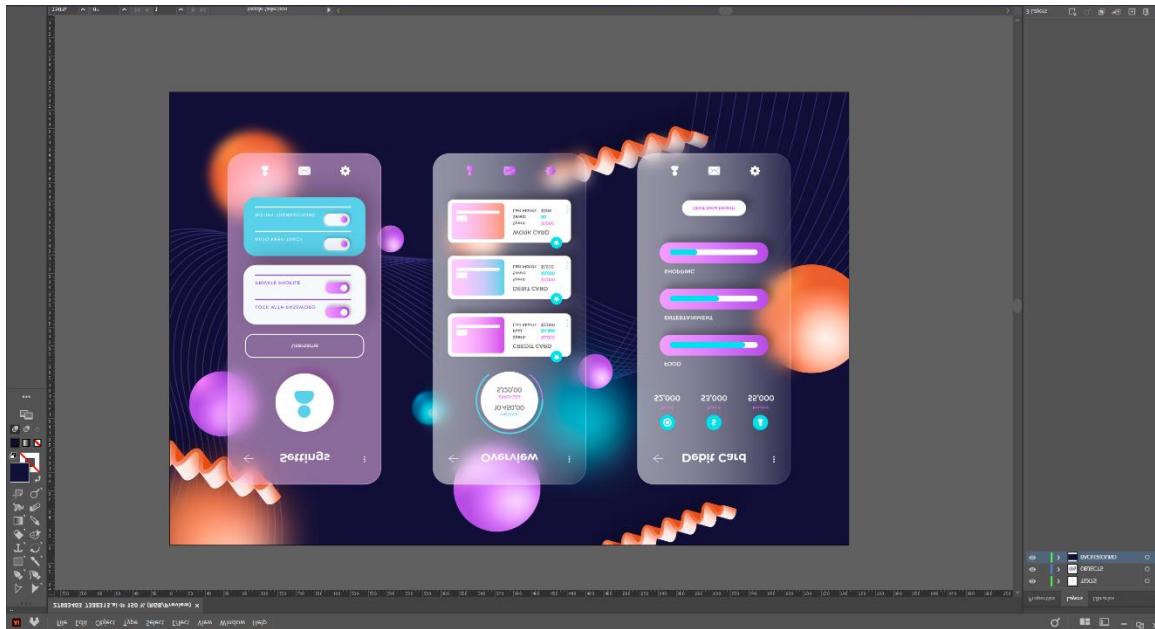


Figure 12 Illustration 2

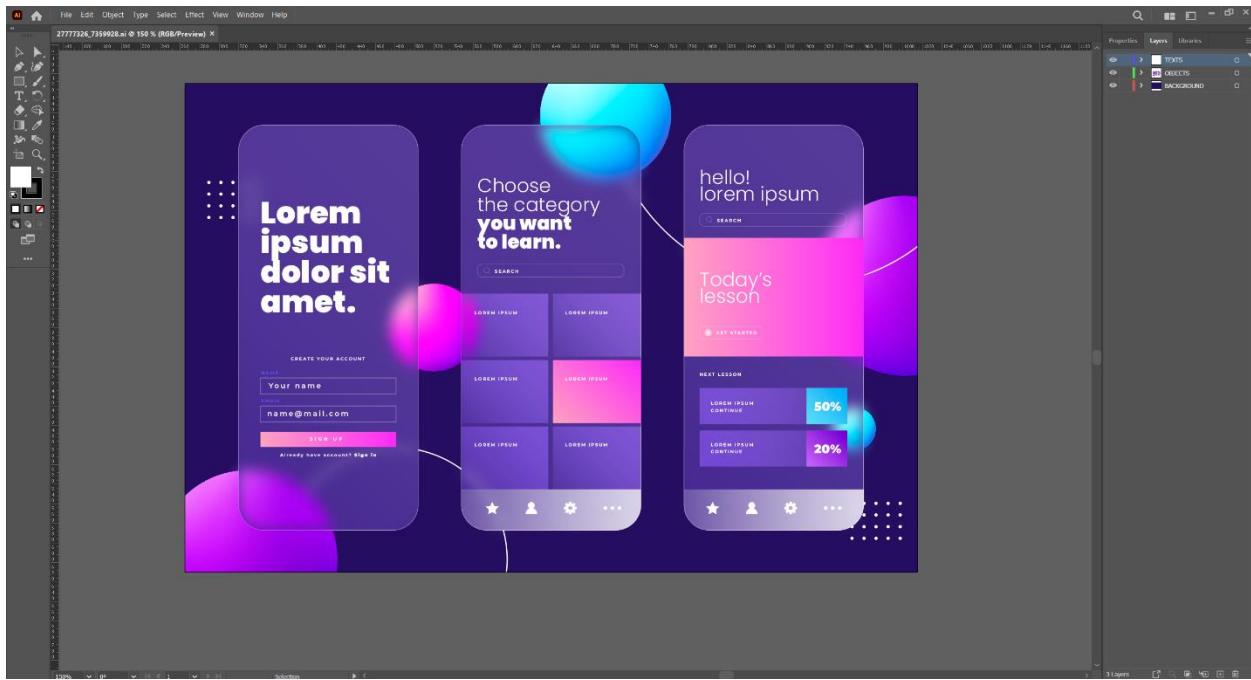


Figure 13 Illustration 3

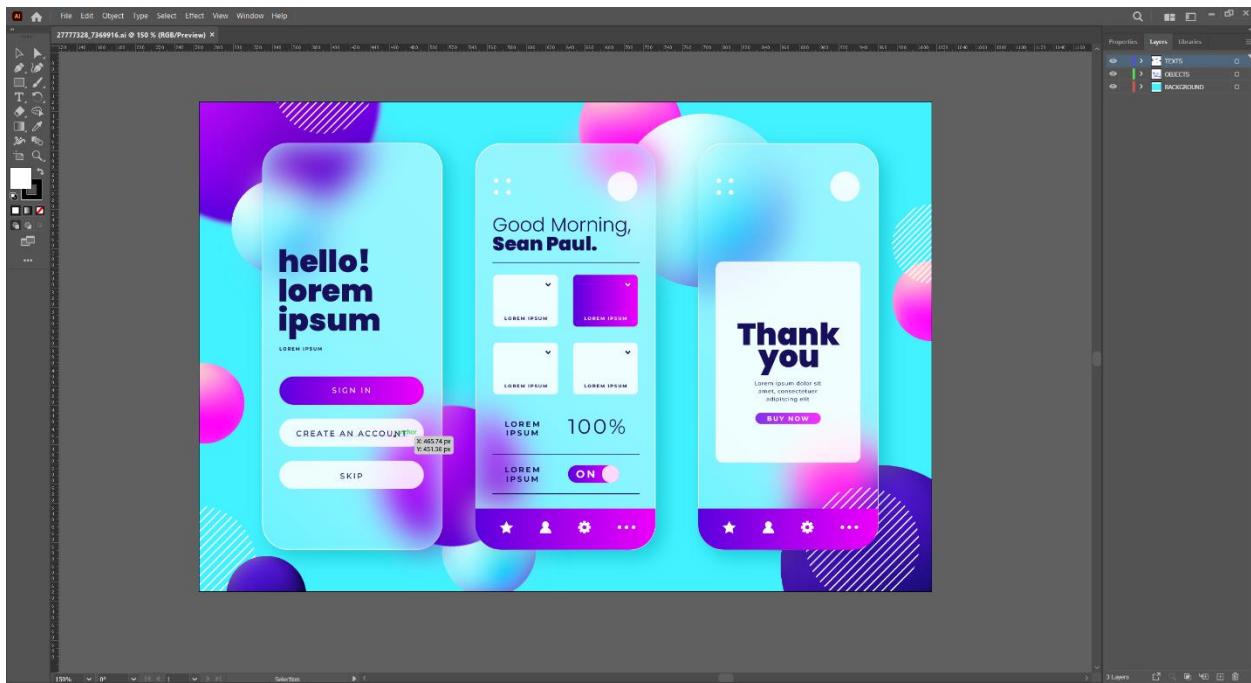


Figure 14 Illustration 4

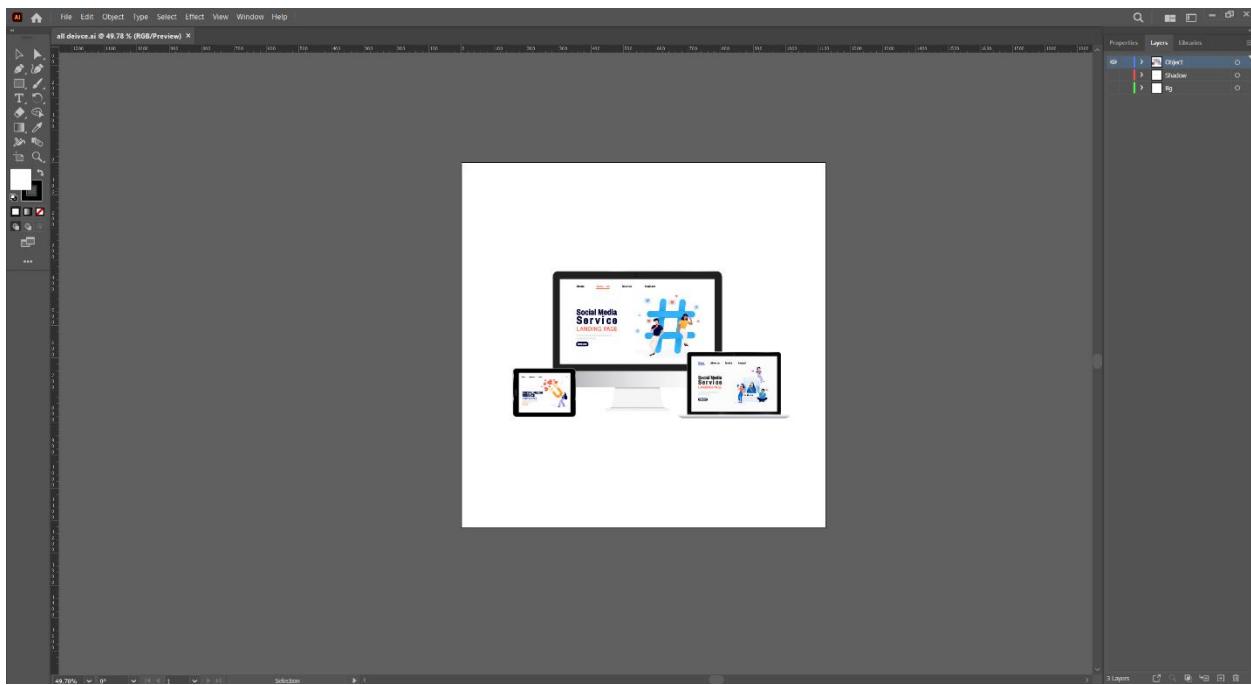


Figure 15 Illustration 5

After Effect animation Process

After all the illustrations were completely made in illustrator all the files were imported into adobe after effects to start animation the motion graphics video.

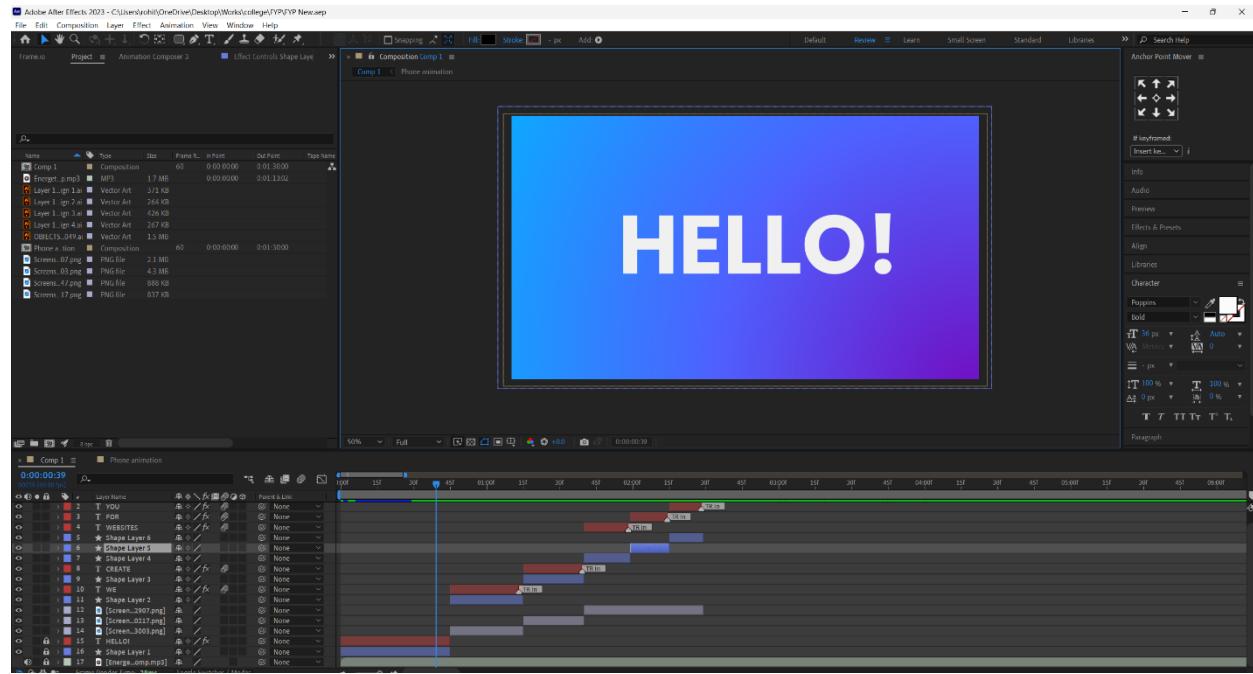


Figure 16 Animation process 1

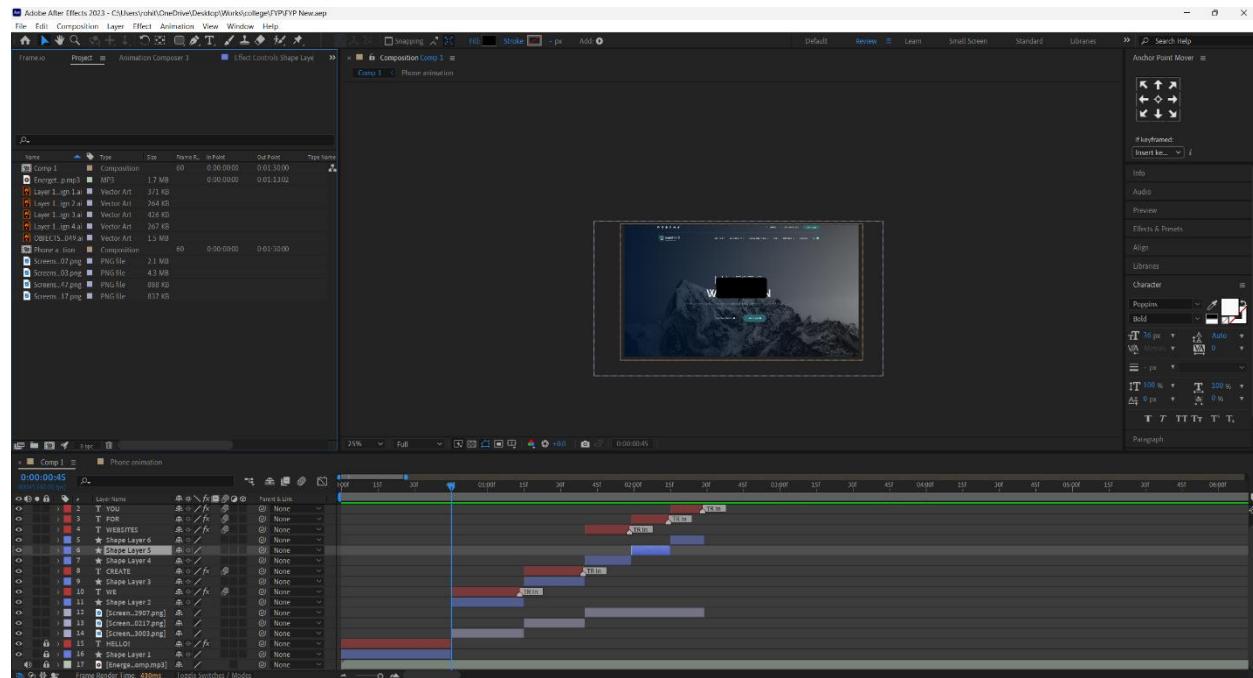


Figure 17 Animation process 2

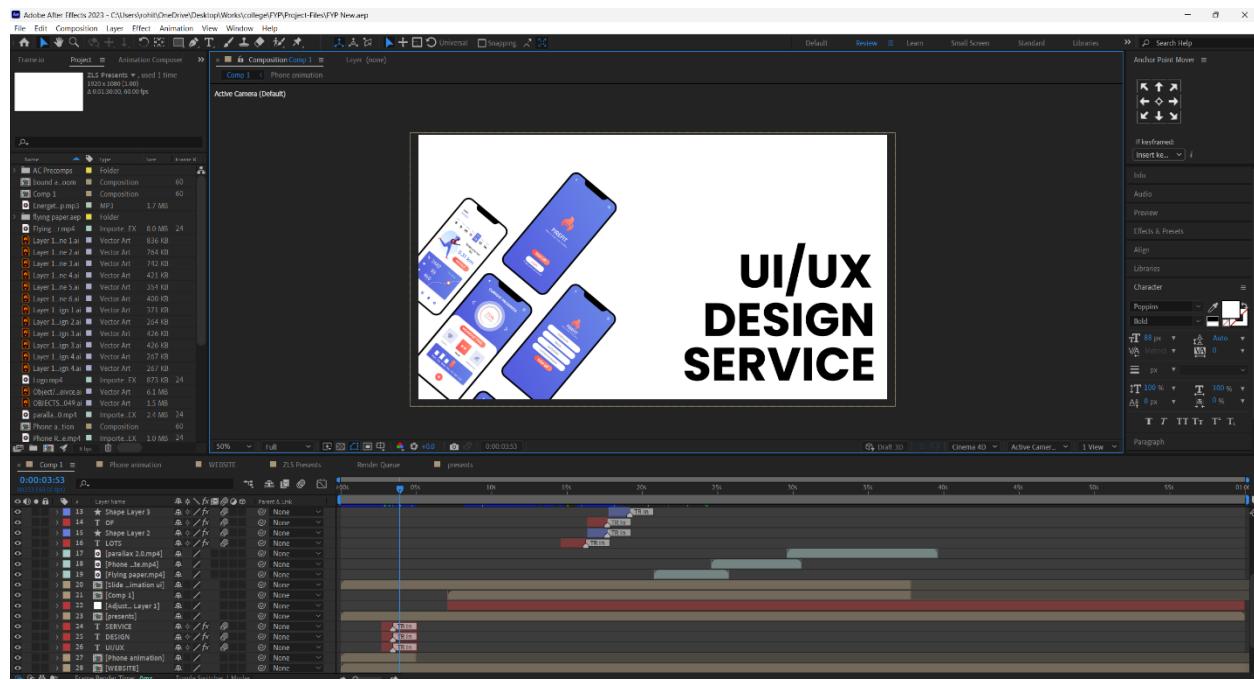


Figure 18 Animation Process 3

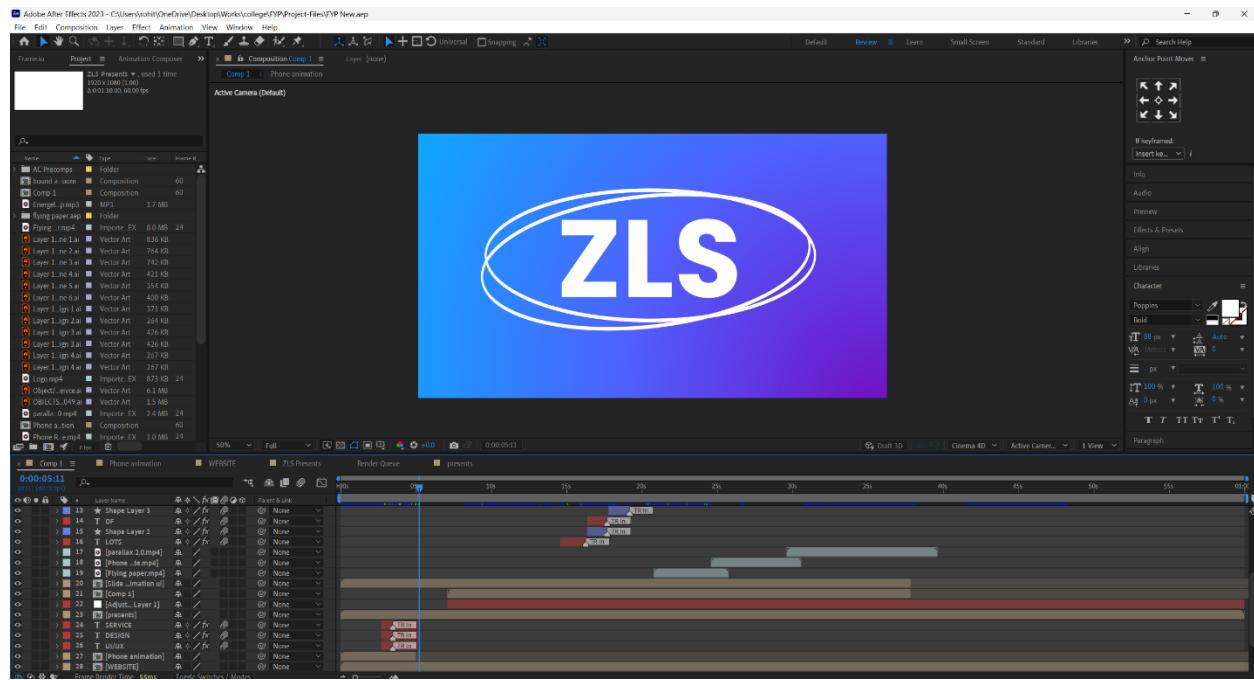


Figure 19 Animation Process 4

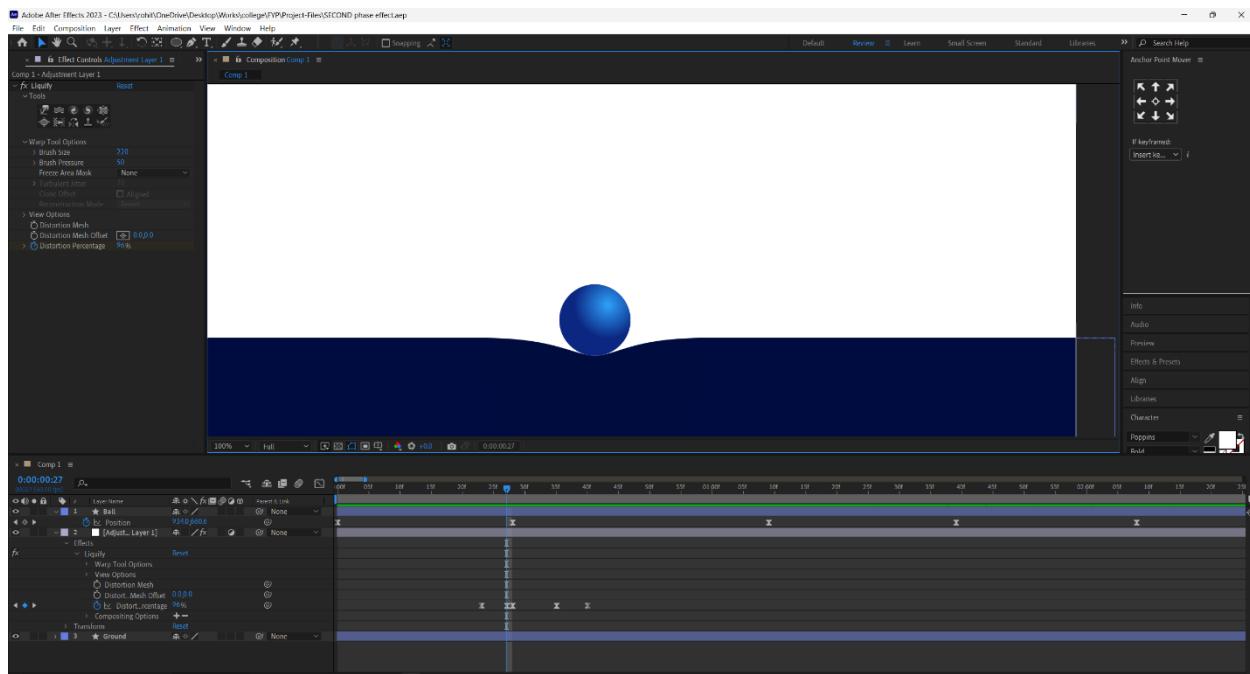


Figure 20 Animation Process 5

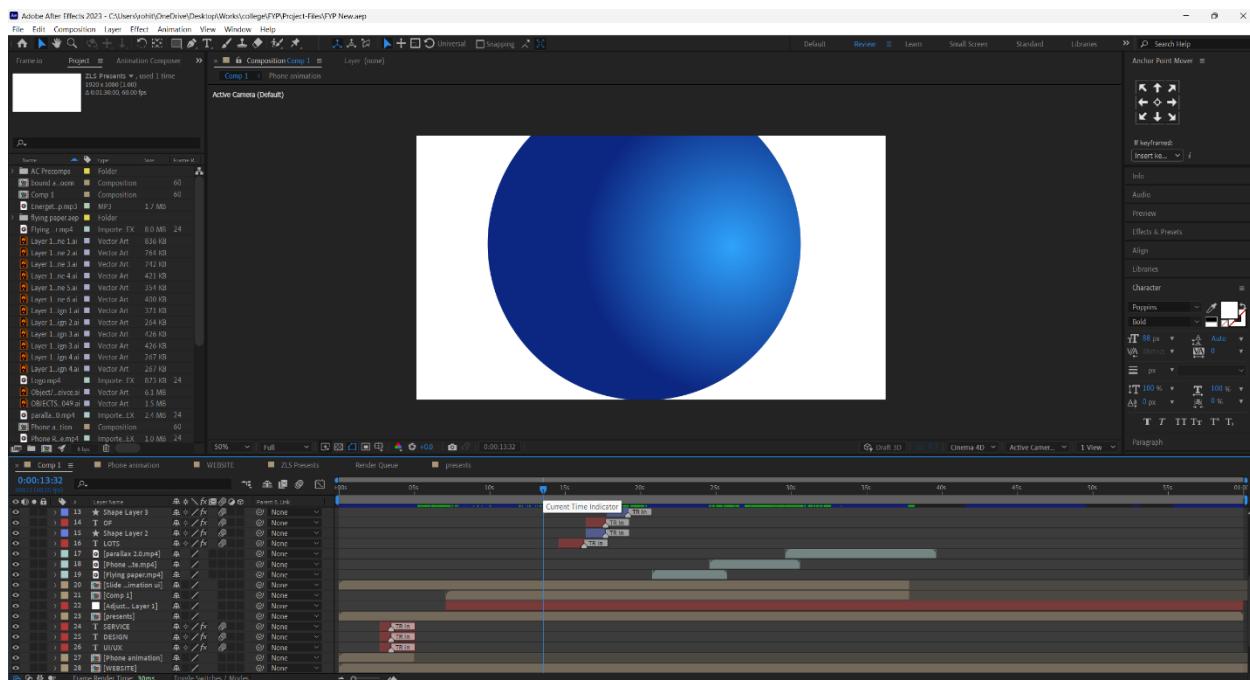


Figure 21 Animation Process 6

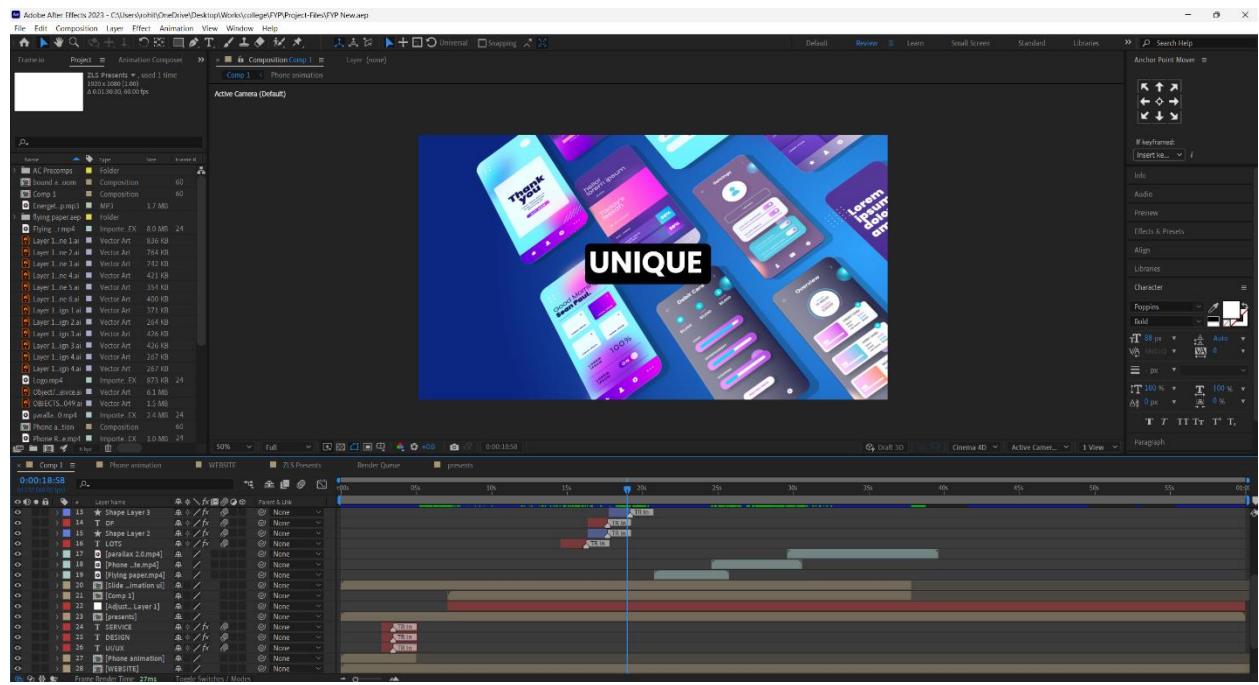


Figure 22 Animation Process 7

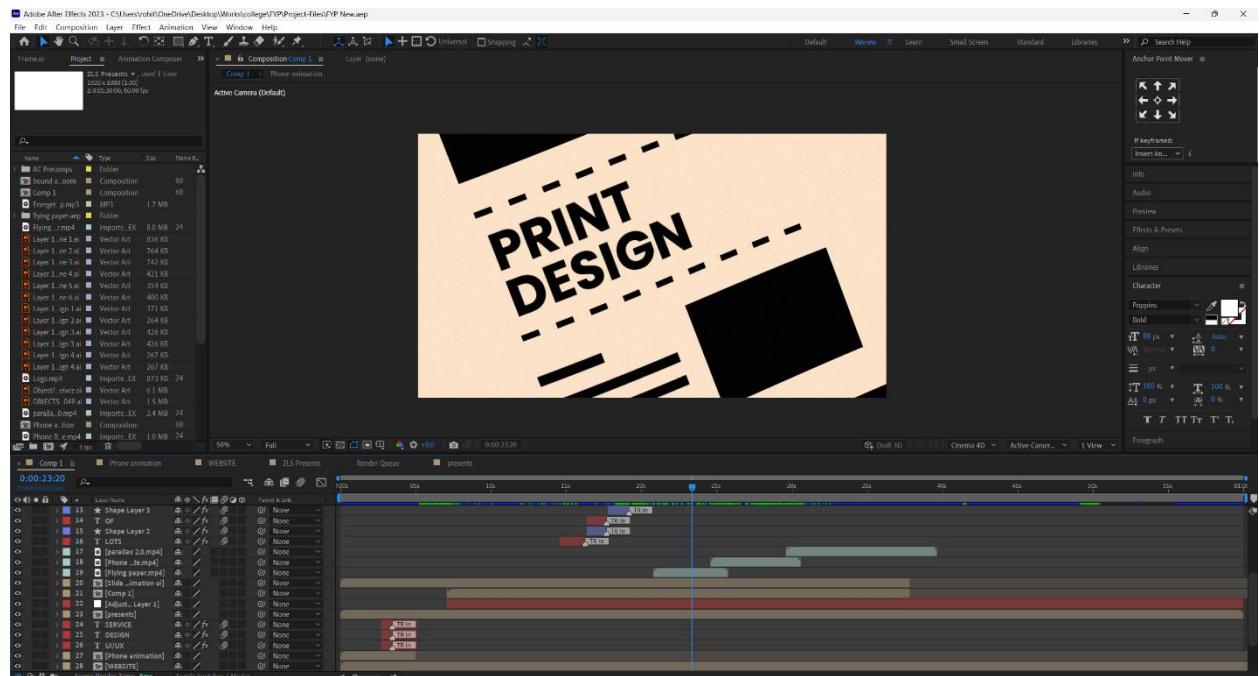


Figure 23 Animation Process 8

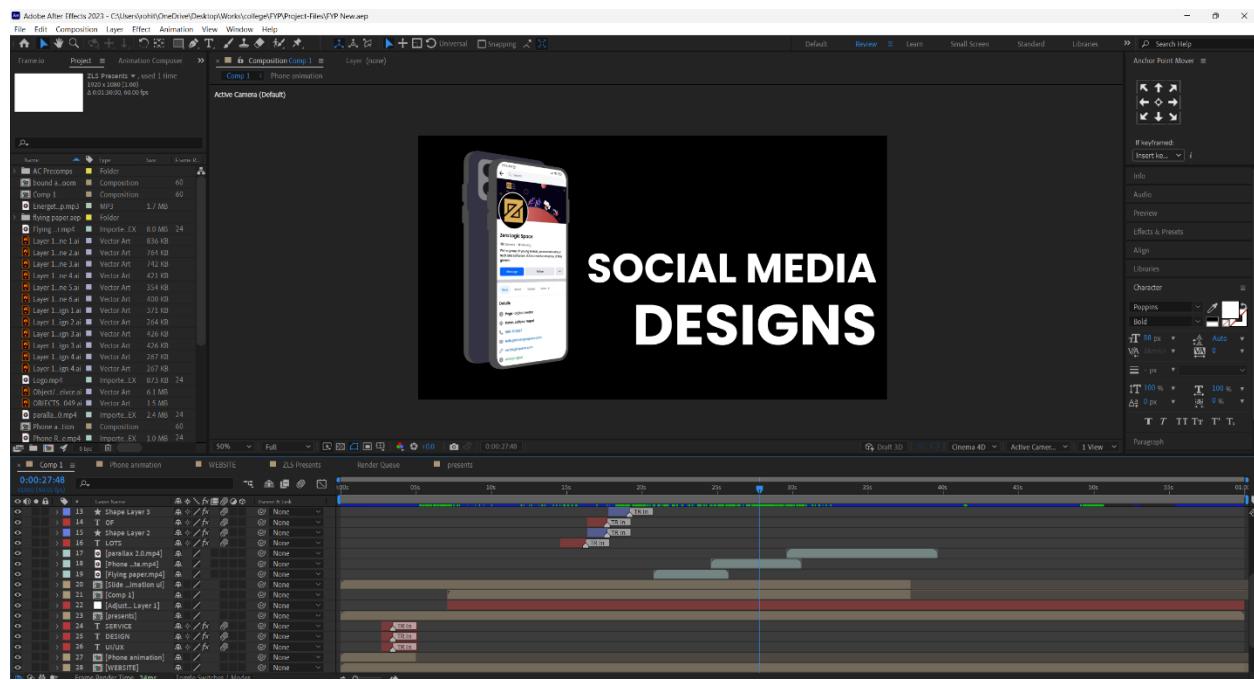


Figure 24 Animation Process 9

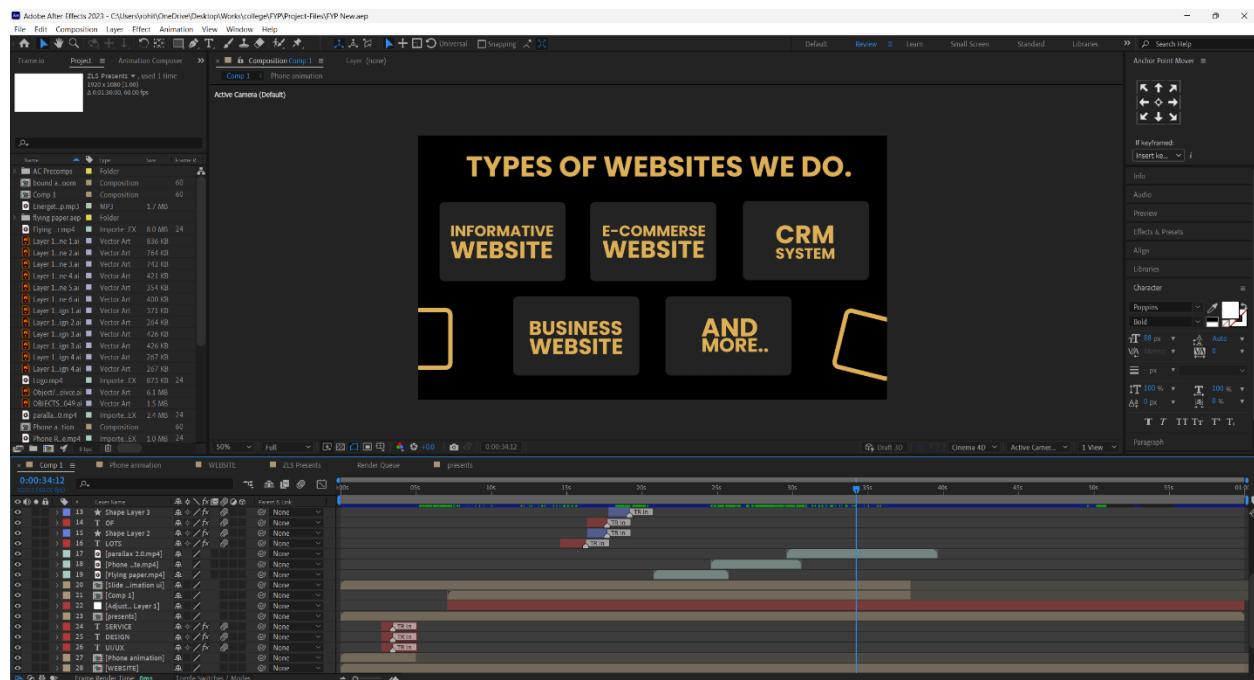


Figure 25 Animation Process 10

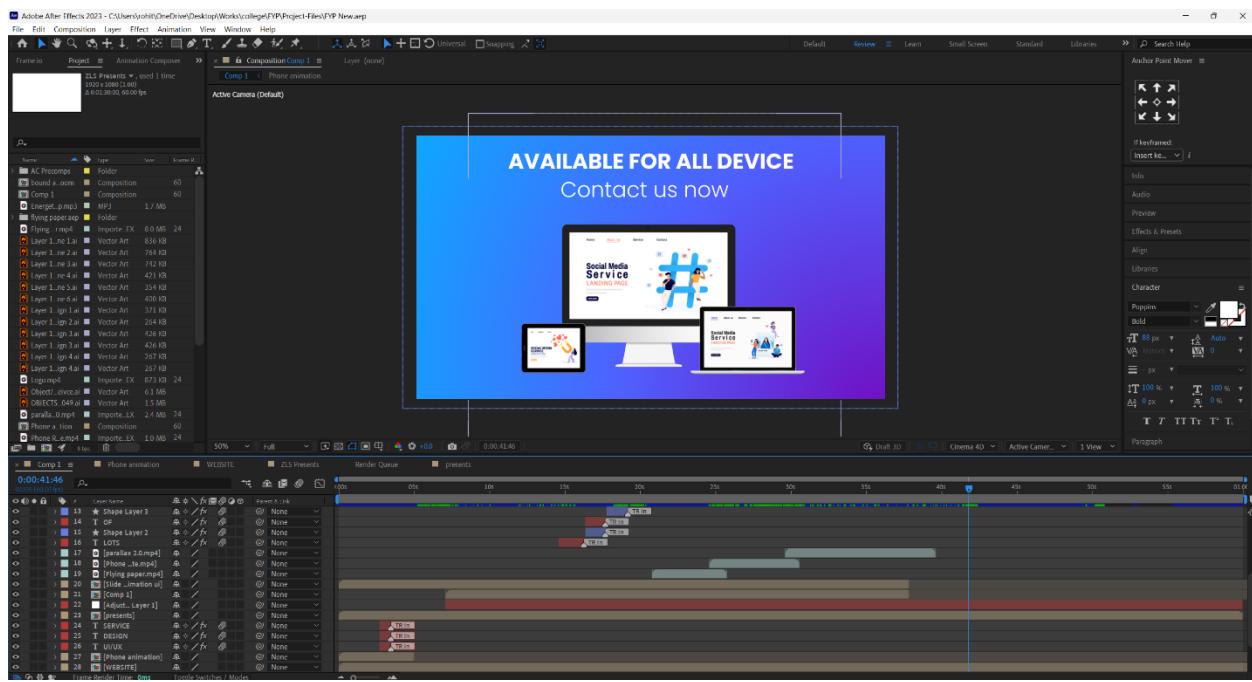


Figure 26 Animation Process 11

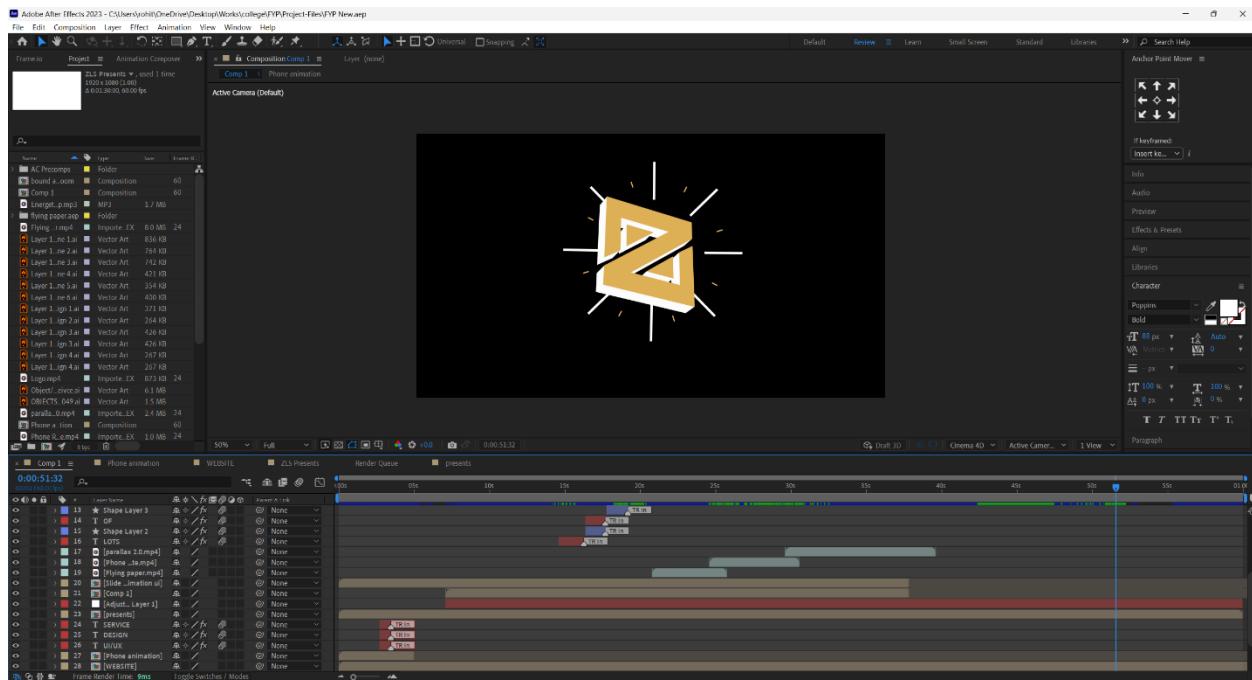


Figure 27 Animation Process 12

Final Production output

After all the animation were completed, the final video was exported using media encoder.

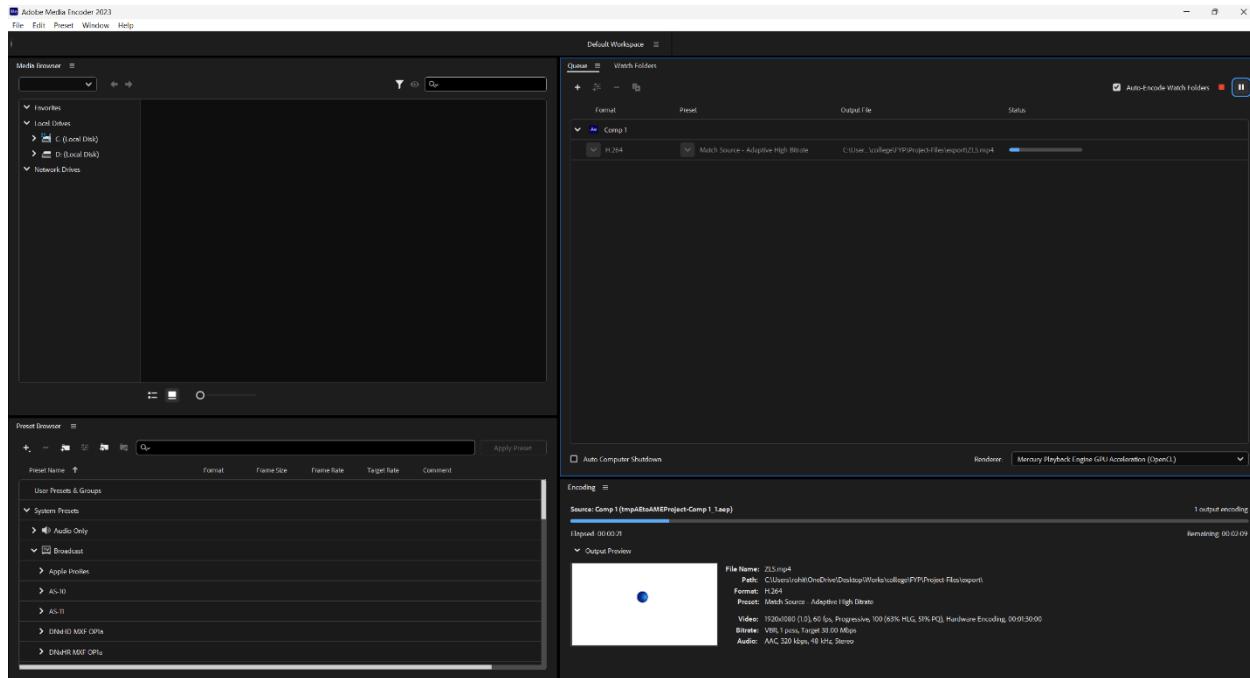


Figure 28 Exporting Final Video

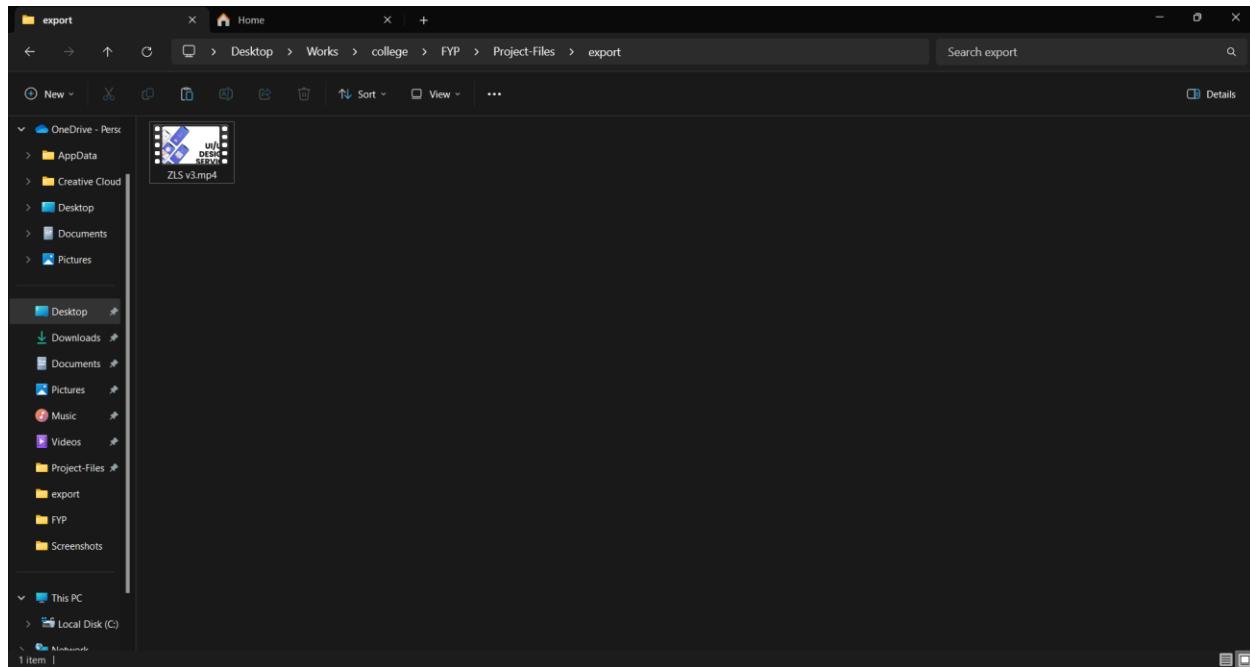


Figure 29 Exported Folder

Final Video Review Form

6 responses

 Link to Sheets



Accepting responses

Summary

Question

Individual

< 6 of 6 >



Responses cannot be edited

Motion Graphics review.

Thank you filling up the form to improve the Motion graphics video

[Beyond Clicks" Click here to Review the Video](#)

* Indicates required question

Beyond Clicks



Figure 30 Review Form 1

Your Name

7 responses

Rohit

Misty

Anupama bairacharya

Suhana Shrestha

Shashank maharjan

Ankit Gajurel

Nhunibha Shakya

Figure 31 Review Form 2

What do you think is necessary in a Digital marketing Ad video?

 Copy

6 responses

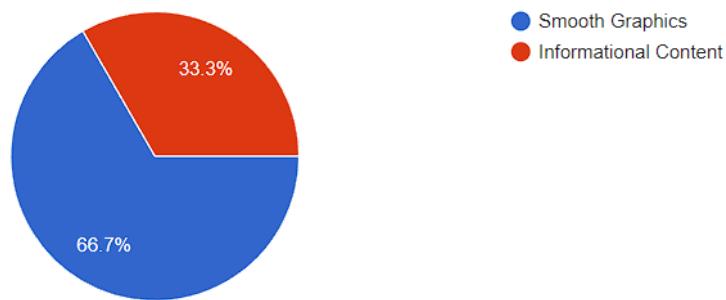
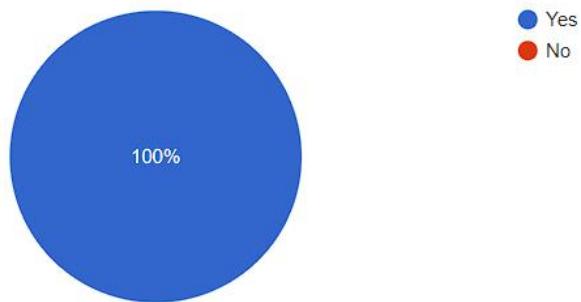


Figure 32 Review Form 3

Did the video meet your expectations?

 Copy

6 responses



What do u think can be improved?

5 responses

Some animations

Focus on creating valuable content that naturally attracts links and consider active link-building efforts to enhance visibility

May be more unique animations on text

No it's good

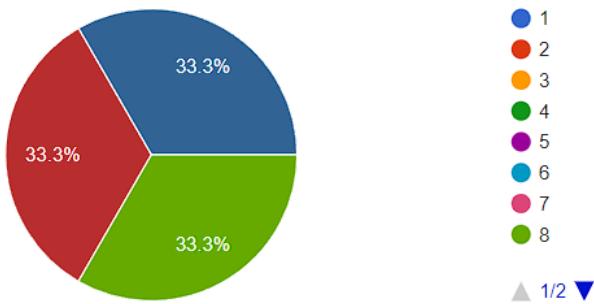
Improve ball bounce

Figure 33 Review Form 4

How visually attractive was the video?

 Copy

6 responses



Any area that can be improved in this video?

4 responses

Ball Bounce animation

engagement

No

audio in the video is a bit too loud

Figure 34 Review Form 5

Did the video provide need information for a Digital marketing agency?

 Copy

6 responses

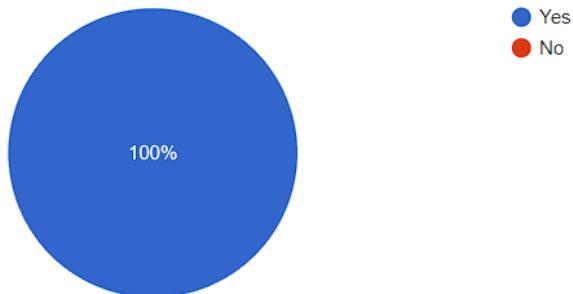


Figure 35 Review Form 6

By the overall review from some of the people the outcome was better then expected. All the people loved the video and suggest some of the improvements that can be made in the video overall.

Contribution of Others

Collaborative Contribution:

The success of the motion graphics video project for ZLS Company's digital marketing services is a testament to the collaborative efforts of a talented team. Working hand-in-hand with marketing strategists, content creators, and branding experts, the project thrived on a synergy of diverse skills. The marketing strategists provided invaluable insights into target audience preferences and key messaging, guiding the narrative direction. Content creators contributed compelling copy that seamlessly integrated with the visual elements, ensuring a cohesive and impactful storyline. Branding experts played a pivotal role in maintaining consistency with ZLS Company's brand aesthetics, reinforcing a strong and recognizable visual identity throughout the video. This collaborative approach not only enriched the project with varied perspectives but also ensured that each element contributed synergistically to the overall success of the motion graphics video.

My Role as a Motion Graphics Designer:

In my role as a motion graphics designer, I played a central part in bringing the vision of the motion graphics video to life. From conceptualizing the visual theme to crafting animations and selecting colour palettes, my focus was on creating a visually compelling and engaging experience. Collaborating closely with the team, I translated the key messaging and branding guidelines into dynamic visual elements that seamlessly complemented the narrative. Iterative feedback sessions and a commitment to precision allowed me to refine the graphics, ensuring that each frame not only conveyed information effectively but also contributed to the overall aesthetic appeal. The success of the motion graphics video is a testament to the synergy of creative collaboration, where my role as a motion graphics designer was integral in shaping an immersive and impactful visual narrative for ZLS Company's digital marketing services.

Conclusion

"In conclusion, our motion graphics video for Zero Logic Space has been a culmination of creativity, technical skill, and strategic thinking. Through compelling visuals and engaging animations, we've effectively communicated the diverse range of services and offers provided by Zero Logic Space. From SEO optimization to social media management and beyond, our video has effectively highlighted how Zero Logic Space can help businesses thrive in the digital landscape.

We've strived to capture the essence of Zero Logic Space's brand identity while ensuring clarity and impact in every frame. By leveraging motion graphics techniques, we've crafted a dynamic and memorable experience that resonates with the target audience, conveying the value proposition of Zero Logic Space's services.

Through collaboration, iteration, and attention to detail, we've successfully brought our vision to life, fulfilling the objectives outlined for this project. We believe that our motion graphics video not only showcases the capabilities of Zero Logic Space, but also serves as a testament to our dedication and proficiency in the field of motion graphics design.

As we conclude this project, we're proud of the results achieved and the skills honed throughout the process. We're confident that our video will serve as a valuable asset for Zero Logic Space, helping them attract and retain clients in an increasingly competitive digital market. Thank you to everyone involved in making this project a success, and we look forward to the continued evolution of our skills and creativity in future endeavours.".

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>

Freepik: <https://www.freepik.com/>

Bibliography

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>

Appendix

College Approach Letter

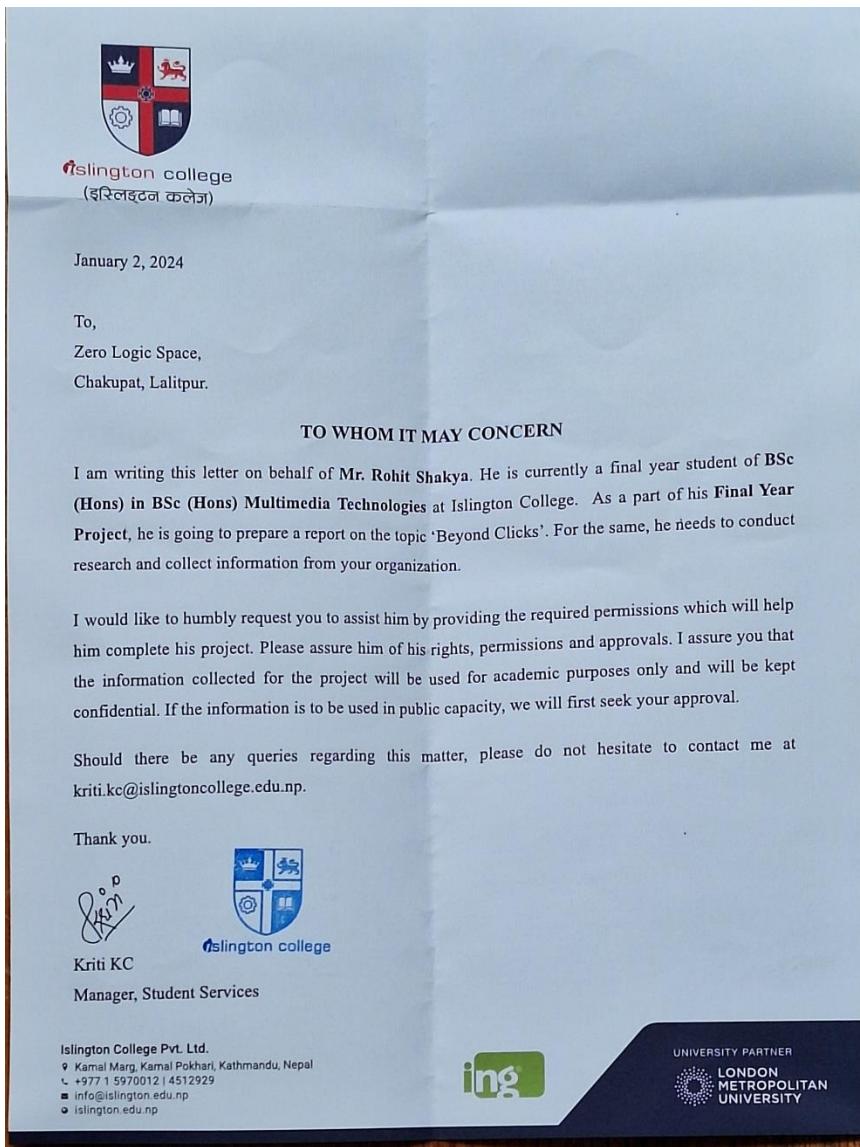


Figure 36 Approach letter

Client Approval Letter



January 2, 2024

To,
Islington College
Kamal Marg, Kamal Pokhari, 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
+977 984-9211094

Figure 37 Approval letter

College Log-sheet

Internal Supervisor - Logbook Entry Sheet

Use this form to record meetings with the supervisor. The completed form needs to be signed off by the student and the supervisor.

Logbook Entry Sheet

Meeting No: 01

Date: 2023-09-11

Start Time: 08:00

End Time: 10:00

Items Discussed:

- What are you planning to work on?
- Client Based Project
- Research Progress

Achievements:

- Project Requirement
- Better understanding of project

Problems (if any):

- None

Tasks for Next Meeting:

- More Research about graphic design
- Client finalize
- Graphic concept



Student Signature



External Supervisor
Nov 26

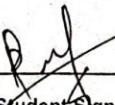


Internal Supervisor

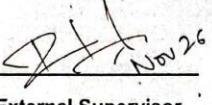
Internal Supervisor - Logbook Entry Sheet

Use this form to record meetings with the supervisor. The completed form needs to be signed off by the student and the supervisor.

Logbook Entry Sheet	
Meeting No: 02	Date: 18/08/2023
Start Time: 8:00	End Time: 10:00
Items Discussed: What type of project video are you about to do?	
Achievements: Motion Graphics project finalized for FYP.	
Problems (if any): -None	
Tasks for Next Meeting: Finalize project ideas for next class.	



Student Signature



External Supervisor



Internal Supervisor

Internal Supervisor - Logbook Entry Sheet

Use this form to record meetings with the supervisor. The completed form needs to be signed off by the student and the supervisor.

Logbook Entry Sheet

Meeting No: 43

Date:

Start Time: 8:00

End Time: 10:30

Items Discussed: Searching for client to prepare for final year project & client briefment for further works.

Achievements:

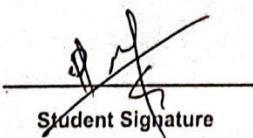
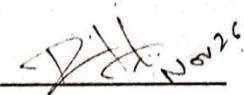
Cleorification on FYP requirements & effectiveness.

Problems (if any):

- none

Tasks for Next Meeting:

- Search for client of Research.


Student Signature
External Supervisor
Internal Supervisor

Internal Supervisor - Logbook Entry Sheet

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Logbook Entry Sheet

Meeting No: 003 4

Date:

Start Time: 8:00

End Time: 10:30

Items Discussed: AD video with client was discussed. What type of client are you searching for?

Achievements: what type of client I need to search for..

Problems (if any):

- None

Tasks for Next Meeting:

- Project research for next project.

Absent


Student Signature


External Supervisor


Internal Supervisor

FYP Logbook Entry Sheet

Meeting No: 05

Date: 10/08/2023

Start Time: 8:00

End Time: 10:00

Items Discussed:

- Finalizing client for project.
- what type of client to look for.

Achievements:

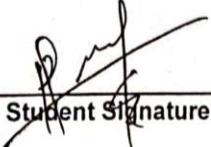
- Clarity in finding client for project.
- ~~test~~ clarity in what to work on for the project.

Problems (if any):

- None

Tasks for Next Meeting:

- Client finalization.
- Title


Student Signature


External Supervisor


Internal Supervisor

Internal Supervisor - Logbook Entry Sheet

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Logbook Entry Sheet

Meeting No: 6

Date: 11/26/2023

Start Time: 8:00

End Time: 10:30

Items Discussed:

Project finalization & effort for the final year project.

Achievements:

Propose client for better ideas for better results for FYP.

Problems (if any):

- Efforts need to seen in video.

Tasks for Next Meeting:

- Project finalization & client clarity.
- Research part complete.

~~Parik~~

Student Signature

~~D. T. 26/11/23~~

External Supervisor

~~Bu~~

Internal Supervisor

Internal Supervisor - Logbook Entry Sheet

Use this form to record meetings with the supervisor. The completed form needs to be signed off by the student and the supervisor.

Logbook Entry Sheet

Meeting No: 9

Date: Dec 17, 2023

Start Time: 8:00

End Time: 10:00

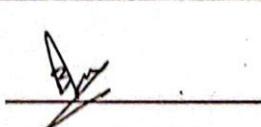
Items Discussed: Documentation report was discussed.
Research part of References were discussed.
Proper citations.

Achievements:

- Documentation correction & clarity on writing of contents for the documentation

Problems (if any):

Tasks for Next Meeting: Continue working on documentation and research part.


Student Signature
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Internal Supervisor

Logbook Entry Sheet

Meeting No: 10

Date: 2023/12/24

Start Time: 8:00

End Time: 10:00

Items Discussed: Documentation part - Research question
- Project title
- Video length

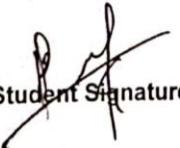
Achievements: Make more than one Motion graphics video
for client if the video is 30-40 seconds.
Write longer descriptions for researched part.

Problems (if any):

- None

Tasks for Next Meeting:

- Complete Documentation.
- Create or find more ideas for the project.


Student Signature


External Supervisor


Internal Supervisor

Internal Supervisor - Logbook Entry Sheet

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Logbook Entry Sheet

Meeting No: 11

Date: 3-17

Start Time: 8:00

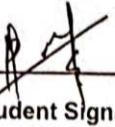
End Time: 10:00

Items Discussed: - Script, Story board idea discussion.
- Researched to videos.
- Contents for videos.

Achievements: - Extensions of plugins for animation
- Newton 4

Problems (if any): - Time Management

Tasks for Next Meeting: - Complete Story board, Script
- More research of similar product.
- Search Courses


Student Signature
External Supervisor
Internal Supervisor

Internal Supervisor - Logbook Entry Sheet

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Logbook Entry Sheet

Meeting No: 12

Date: 04/07/2029

Start Time: 8:00

End Time: 10:00

Items Discussed:

- Documentation
- 3D effects, reference video.
- Working file of video

Achievements:

- Documentation content
- Video ideas
- Video presets

Problems (if any): —

Tasks for Next Meeting:

- Start documentation
- Work on main video.


Student Signature
External Supervisor
Internal Supervisor