



UMS

UNIVERSITI MALAYSIA SABAH

GROUP ASSIGNMENT: 3D SHORT ANIMATION (ADVERTISEMENT)

ANIMATION

IM22203

SEMESTER 3 2024/2024

SUBMISSION DATE: 21 JANUARY 2025

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Report on Animation Project: "A Bite of Joy"

Title: A Bite of Joy

Duration: 1 Minute

Date: [26 January 2025]

1. ANIMATION CONCEPT

The animation titled "A Bite of Joy" aims to introduce Yum cookie in an engaging and fun manner. The project showcases the mascot's lively and playful character which seems can emphasize the irresistible nature of the product. The core idea behind the animation is to bring attention to the product's key selling points which is its crispy texture and creamy filling while adding a fun twist through dynamic interactions with the product and its flavors. The animation's overall tone is light-hearted, energetic and inviting and appealing to both children and adults.

The animation sequence will include the mascot interacting with various elements of the product including the biscuit itself, flavors itself and the product packaging. Each scene has been carefully crafted to highlight the joy and excitement. The animation's style is simple and captivating with vibrant visuals and a fun storyline that creates a memorable experience for the audience.

2. STORYBOARD

The storyboard outlines the sequence of events, actions and camera angles for each scene. The mascot's actions are coordinated with the camera movements to ensure a smooth and engaging flow throughout the animation.

Scene 1: Opening (0:00–0:14)

Visuals:

- The mascot jumps into the frame from the bottom and walks toward the camera.
- It smiles and waves as it approaches, with a minimalist, creamy background.

Camera Angle:

- Static camera, capturing the entire environment.

Scene 2: Biscuit Showcase (0:15–0:27)

Visuals:

- The mascot jumps from the bottom and then the large biscuit pops up beside it and swirling.
- The mascot points to the biscuit and a close-up shot shows the biscuit breaking open and revealing the filling inside.

Camera Angle:

- Static camera, focusing alternately on the biscuit and the mascot.

Scene 3: Fun Interaction (0:27–0:40)

Visuals:

- Three flavors of the cookie are aligned and close-up shot of camera shows each of the flavors

Actions:

- Each flavors have a splashing cream out of them.

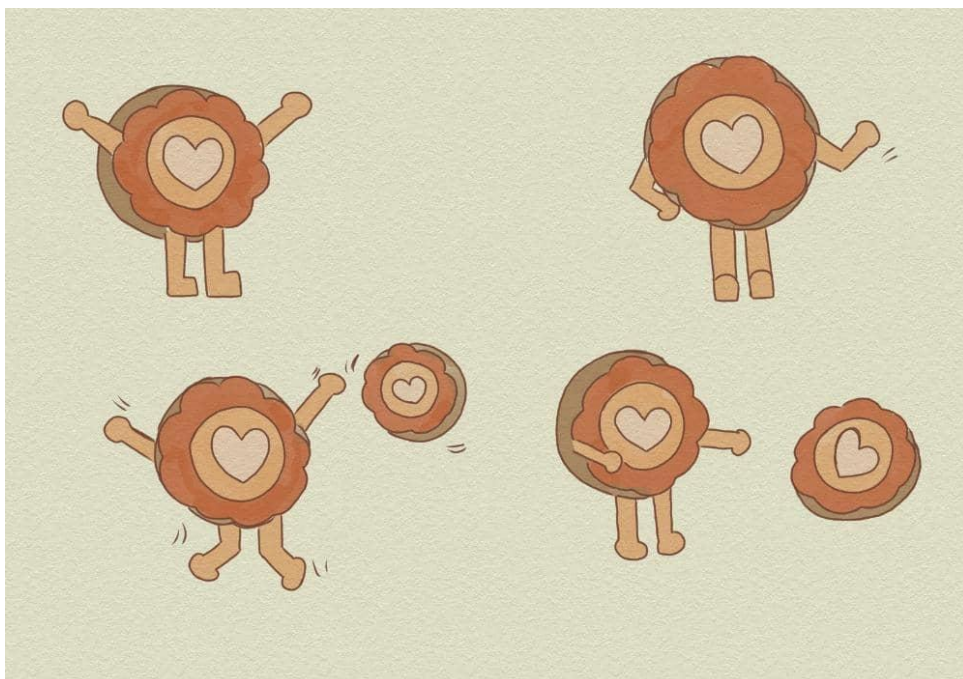
Scene 3: Closing (0:41-1:02)

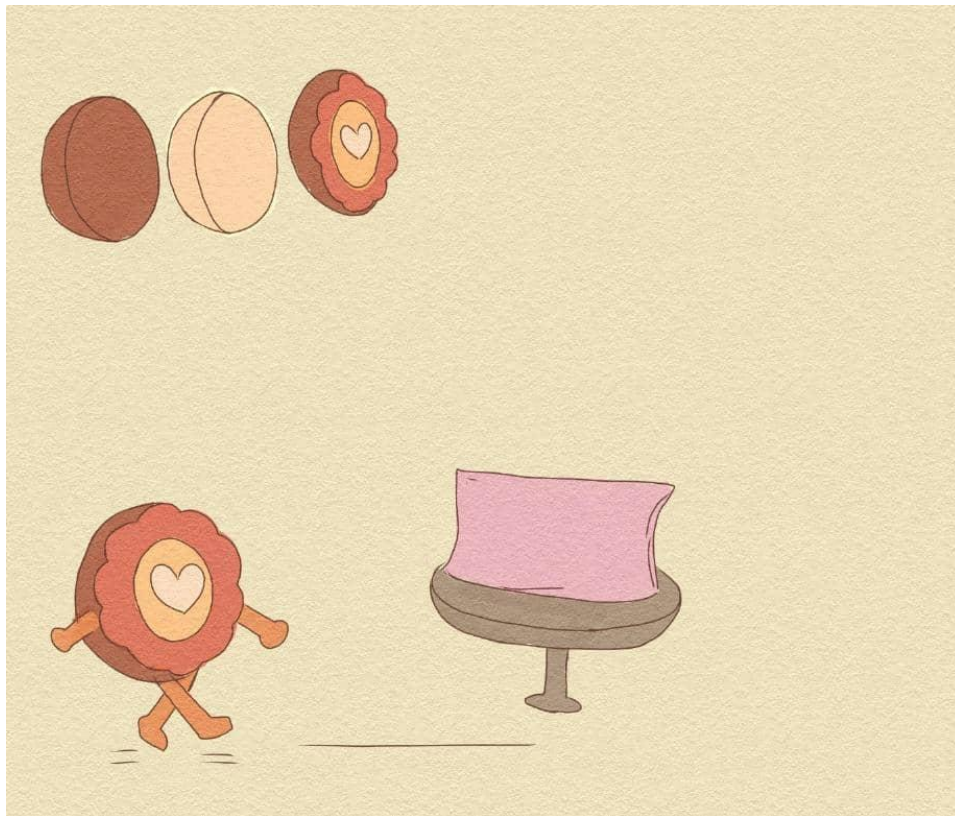
Visuals:

- The mascot skip-walks toward the packaging which is focused on in a close-up shot.

Camera Angle:

- Static camera, with a zoom-in on the packaging.





3. ENVIRONMENT DESIGN

The background used for the animation is a warm and inviting kitchen setting that complements the theme of "A Bite of Joy." Its design creates a cozy and natural aesthetic, with warm lighting and rustic elements such as the wooden table, jars and fruits which can evoke a homely and authentic feel. This aligns well with the wholesome and high-quality image of Yum biscuits. The blurred background adds depth to the scene to ensure that the focus remains on the mascot and product while maintaining a balanced and organized composition through the inclusion of elements like the window and shelves.

The lighting and colors further enhance the mood with soft and natural sunlight creating a cheerful and welcoming tone while the earthy tones of wood and neutral shades complemented by pops of red from the fruits, align with the natural and joyful theme. This background seems to be suitable for the animation as it highlights the product and mascot effectively while the kitchen setting evokes feelings of warmth, comfort and happiness that resonate with the brand's message. To seamlessly integrate this background in Blender, we tried to match the 3D lighting to the sun light, area light and point light to ensure realistic shadows and reflections on the wooden surface and maintain depth of field consistency with the blurred background. Overall, this background enhances the animation's tone and effectively brings focus to the Yum biscuits, creating a warm and engaging atmosphere.

4. CHARACTER DESIGN



The mascot is designed to be fun and approachable and can perfectly capturing the essence of Yum biscuits. The body is shaped like a biscuit with ridged edges and a hint of creamy filling on the sides which are immediately connecting it to the product. At the center, the mascot has a friendly face with a heart-shaped detail, expressive eyes and simple features that make it inviting and cheerful. The arms and legs are also simple with rounded shapes with hands and shoes which giving it a playful and cartoon-like appearance. The first thing is adding plane mesh, as the base. After that we added a cylinder mesh and set the vertices to 12, by using S I scale it down in Z axis. In edit mode I view the mesh in top view and select the top face and scale it uses I. After that I go back to object mode, I duplicate the cylinder and move it down to z axis by pressing G to make the cookie's third layer. To make the heart shape in the middle of the cookie, I enter edit mode and moved the first vertices of the cylinder mesh to the middle of the mesh, and scaled some of the vertices at the side using S. After that I entered object mode and shade smooth the first cylinder mesh that have heart shape on it and go back to edit mode and select the face of the heart shape and the face of the bottom of it to delete it using X. In object mode by selecting the same mesh I added a Boolean modifier to make the shape smoother and rounder. I also added a solidify modifier to the same mesh so the heart shape more visible with appropriate thickness and scale it down to make the shape thinner. Move on to the next mesh, I moved it to the top and scale it out to make it as the second layer to make the first mesh with heart shape on it appear in the middle of this second layer, but before that I wanted to make the cookie more attractive I select the edges and click ctrl+B to make a small dimension between it. Finished with it, I entered edit mode again and select the 12 faces on it and right click of my mouse and

choose the Extrude faces along normal to the Z axis. Continue I select the bottom faces of this mesh and delete it. After deleting it I select the middle edges of the mesh and scale it out with S to make the shape doesn't look flat at the surface and added a solidify modifier and moved on the top of the subdivision properties with 0.26 m thickness. Finished with it I shade smooth the second layer and moved the mesh with heart shape to the middle of it to make the cookies appearance. For the middle and bottom layer, I added another cylinder mesh with 12 vertices on it scale it down to the Z axis a little bit and duplicate it with shift D for the middle and bottom mesh of the cookie and manipulate its thickness by adding solidify modifier and its size with S to make it appear fitting for the top of the cookie.

About the color scheme, we are using warm golden-brown and white color scheme to reflect the actual biscuit while keeping the design visually comforting and appealing. The texture of the biscuit adds realism, while the smooth limbs balance simplicity, ensuring the character is not overly complicated. This mascot is designed to feel lively and full of energy making it ideal for drawing in the audience. The design is simple and expressive makes it easy to animate and giving it a lot of personality to bring the "A Bite of Joy" theme to life.

5. SHADING, LIGHTING SETUP AND CAMERA MOVEMENT

We applied shading on some objects which is the head of the mascot or more known as the cookie itself and the background mesh plane. We applied the cookie texture for first and second layer of the cookie and vanilla filling texture for the cream that is at the middle of the cookie. We also applied kitchen shading on the mesh plane to be used as background. For the other, we add material to apply colors to the face, leg and arm of the mascot and some background mesh plane. For the light, we use 3 types of light which is Area, Sun and Point light for every scene with different power and placement that can exactly align well with the camera movement when rendered. For all the light, we turn off the shadows so that the whole scene will not appear with shadows.

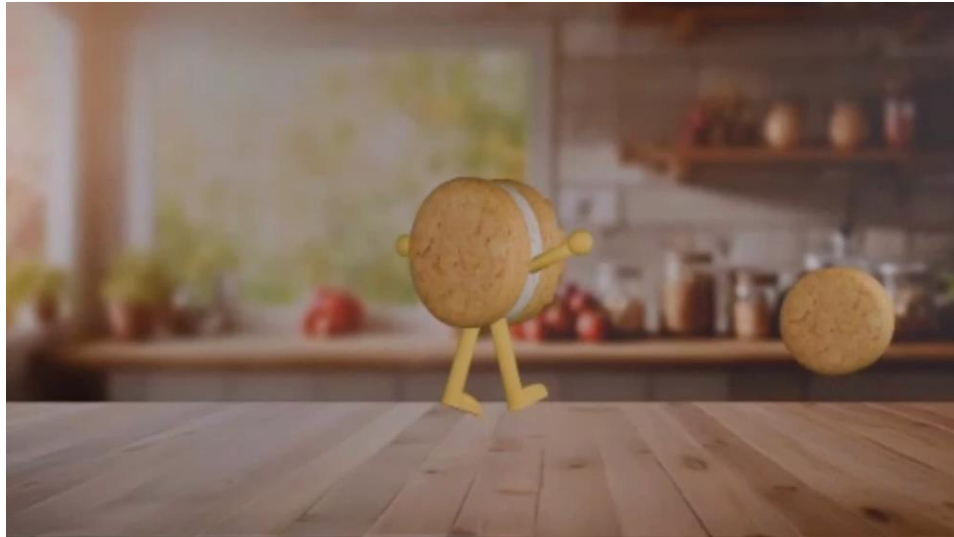
To shoot different angles in every scenes, we utilized the keyframe settings where scene 1, the camera was placed in front of the mascot and fit exactly the background kitchen behind the mascot and render the whole scene. For scene 2, there are 2 camera used where the first camera is placed in front of the mascot and capture the whole scene and second camera is used to capture close up of the cookie which is the animating guided/ anchored camera(circle). For this scene close up, we change the camera movement to add variation to the animation. Next, for scene 3, the camera was placed in front of the all flavors and zoom in/out for each flavors. Lastly, for scene 4, the camera was placed also in front of the mascot and tilted a bit. Then, the camera was set parent to the mascot so when mascot do skip walk, the camera also follow the mascot movement and bounce through the scene to add more variation to the animation.

6. 3 MAJOR MOVEMENT

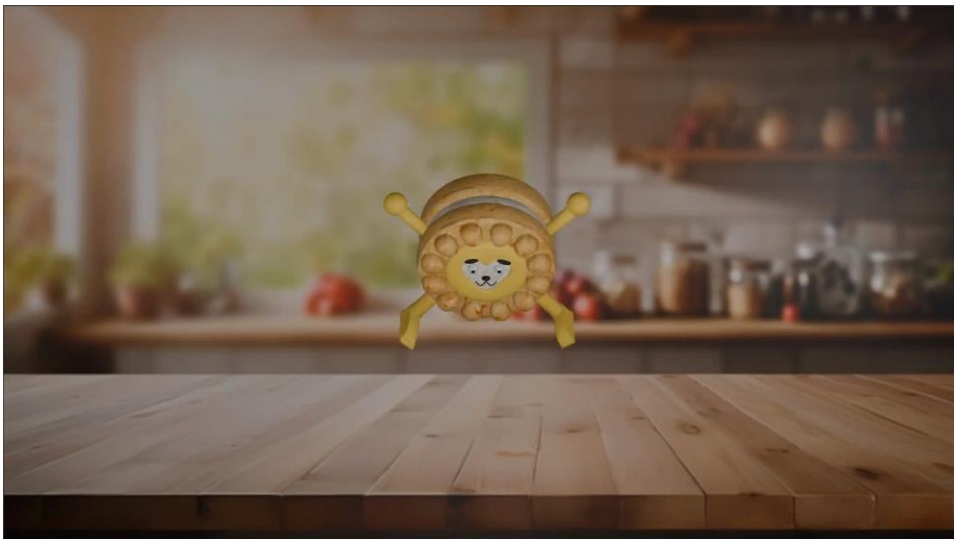
Three major movement used in this animation are skip walking, back flipping and spinning. For the skip walking movement, we combined the light and playful motion of skipping with a walking cycle that resulting in a smooth and rhythmic bounce. This happened when the leg movement was adjusted so that each foot comes off the ground higher than in the typical walking cycle and the mascot alternates between walking pose and skipping pose where one leg is lifted in front and the other leg is raised behind slightly. Meanwhile for the arm, it swing naturally with the mascot body to match the rhythm of the skip walking where it is slightly bend at the elbows. Next, for the spinning, it was designed to create dynamic and variation to the animation which can be seen from scene 2 where mascot jumping into the frame and spinning. The movement was controlled through the root bone of the mascot allowing its body to spin smoothly. Lastly, for the back flip movement, it starting with a jump and smoothly back flipping before landing naturally. The backflip was achieved when the mascot jumps into the frame and do the back flip by rotating backward in the air then land naturally on their feet. This can be seen from scene 1 the beginning of the animation.



SKIP WALKING



SPINNING



BACK FLIPPING

7. CONCLUSION

The animation "A Bite of Joy" is designed to be a fun, energetic, and memorable experience for the audience. The mascot's playful interactions with the product and flavors emphasize the quality and joy associated with Yum cookie. The combination of vibrant visuals, engaging dialogue, and dynamic actions creates a perfect introduction to the product. This animation will effectively communicate the brand's message and make Yum cookie an exciting choice for all consumers.

REFERENCES

<https://youtu.be/k4lpR1r5NGY?si=hfcAiVOXibKB9AGa> – Tutorial Cookie

<https://youtu.be/sozlex6OGRg?si=SiBmbm-cRkJTaNOU> – Tutorial Dynamic Cookie Swimming

https://youtu.be/soMNRO2_a4?si=mvpLJuz0Me_sRerb – Tutorial Splashing

Link Youtube

<https://youtu.be/ASBrqk9oipQ>

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