

Islamic University of Gaza

Faculty of Information Technology

Multimedia and Web Development Department



Advertising a product through 3D video

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**A Graduation Project Submitted to The Multimedia and web development
Department in Partial Fulfillment of the Requirement for the Degree of B.Sc.**

ABSTRACT:

And since we love shoes, we wanted this proposal to be about making a video

A product promotion, to further customize Nike's product offering and stand out from the crowd.

One of the competing companies and supported by evidence, statistics, and achievements, in a 3D presentation and montage of clips that show the parts of the product beautifully and a smooth and clear style that communicates the idea and the image is in the minds and eyes of the viewer, and it shows his distinction by achieving the highest sales, superiority, and creativity over other companies

The video shows all aspects and beautifies them beautifully, quickly, and in high quality

اهداء

مهجة القلب والعينين ومن كان العطاء منهم .الى والديّ الكريمين .
مبذولا والدعاء منهم مأمولا
من خففا ظهري من ثقل المحن واثقلاه بقناطر الحب والمنن .
ادام الله ظلّهما وختم بالصالحات اعمارهما
الى اخوتي واخواتي
الى اصدقائي الاعزاء
الى وطني المجروح فلسطين

ACKNOWLEDGMENT

I would like to express my appreciation to my supervisor Dr. Ashraf Y. Maghari who has cheerfully answered my queries, provided me with materials checked my examples, assisted me in myriad ways with writing, and helpfully commented on earlier of this project.

I'm also very grateful to my family for their good humor and support throughout the production of this project

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Tags table

Word	definition
Motion Graphic	Computer graphics that use video and animation to display a motion scene False or altered appearance.

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List of Abbreviations

Chapter1

Introduction

Recently, there has been an increase in the rate of watching movies and their spread significantly on the Internet.

TV channels and social media, and among these films, promotional films that have emerged a great need

Companies and institutions of all kinds have to make these films to publish their work and produce propaganda clips and

Professionally advertising brochures on the basis and methods of montage using the best international programs

sophisticated.

The year 1949 was considered the year in which the documentary vibe spread widely and the documentary film began to take over its dimensions as an independent science, and its creators became an art. Since then, it has become a certainty that the promotional videos are. It has a great factor in explaining and presenting services, whether for companies and their products or educational institutions of all kinds. And so on, but with the development of technology, video content has become not only what attracts the viewer, but how it produces the video and the techniques made from it to make the viewer complete watching without getting bored.

Promotional videos are no longer limited to traditionally depicting a company or organization, but it became possible to. It also presents facts and statistics with infographic technology and new presentation methods. Attractive to the eye.

A promotional video is a short video clip to promote a movie, program, product or organization, by indirect contact with customers to promote a specific idea or product, and the duration of the promotional video ranges between 3 minutes to 11 minutes, to ensure that more people can watch it without getting bored at length.

The duration of the video ensures enjoyment and interest in what you want to promote and achieve your desire. In this project, we propose to create a promotional video for **Nike**.

Problem Description:

Many people are aware of the disparity in the extent of development and success between Nike and its competitors in terms of shoe production and the extent of their excellence and efficiency in line with the requirements of customers and the ability to sweep competing companies and commercial markets to achieve profits and gain customer satisfaction.

For a Nike product, which is a medical sports shoe characterized by the highest specifications that meet the user's need and distinguish it from the rest of the shoes as it has

With advantages that are not found in other companies and, it is one of the company's secrets.

The proposed video will contribute to increasing the company's sales.

Objectives:

- **The Main Objective**

Production of a short promotional video detailing Nike shoes

- **Sub-Objectives**

- 1- Increase product sales.
- 2- Attract viewers on the latest product releases.
- 3- Educate customers about product details.
- 4- Introduce the customer to the product components and details in a realistic manner.

The importance of the project

- 1- Attracting a lot of customers who want to buy shoes from Nike.
- 2- Increasing the number of people, especially athletes, to buy Nike's medical shoes.
- 3- High striving to sweep the special shoe market around the world.
- 4- Draw the attention of other companies on how to manufacture shoes and raise the spirit of competition strongly.

Scope and limitations of the project

- **Scope**

The range is Nike shoes

The target group is people who love shoes and Nike's customers in particular.

The duration of this video is between 1 to 3 minutes at most.

This video is a promotional film for the shoe only and is not for other purposes.

- **Limitations**

1. Extensive 3D experience, which requires a lot of learning, research, and practice.
2. Computers with high specifications for export and rendering.
3. The need for a private place and fast internet.
4. Need to get custom shoes

Methodology:

1- Pre-Production

One of the most important stages that the production stage goes through, and here is the search and scrutiny of the basic idea that The project revolves around it and extracts it carefully after a great effort because all the following stages are based on this stage,

It is necessary here to write an introduction about the work to get an initial picture in the mind that is translated into a script and a graphic story about this film.

Determine the product to be modeled.

Providing the hardware and installing the necessary software for work.

Gathering the necessary information for this work as some of the previous activities of the company.

2- Production

Here begins the executive work of the idea to be embodied and the beginning of choosing the company, choosing the product and the necessary effects, and starting to create 3D

3- Post-Production

At this stage, the project has entered the final stage and, before it is properly exported, it is necessary to

Some of the procedures, including:

- Compose the clips and combine them with the sound correctly.
- Introducing some necessary modifications.
- Add background music to the project.
 - Add video effects and transition effects.
 - Adding an introductory banner for colleges and facilities.
 - Add titles and texts for some scenes.

Tools, techniques and capabilities in implementation:

Used Tools:

Tools	The Use
Personal computers (laptops)	are the basis on which all programs and tools will be running
Processor cor i7	3D requires a fast processor for capability
Hard Disk && USB Flash memory	Transfer files between team members easily and ensures their preservation

Used Programs:

Programs	The Use
Blender	Creating the modeling, make materials for it, move it, make lighting, etc.
Adobe Premiere Pro cc 2020	are the basis on which all programs and tools will be running
Adobe After Effect cc 2020	Motion graphic Intro
Adobe Audition pro cc 2020	Transfer files between team members easily and ensures their preservation
Microsoft Project 2018	Create project schedule
Windows 10	Previous programs have been installed on it to ensure efficient operation and speed.
Microsoft Word 2018	Writing a graduation research report
Google Chrome	For research, analysis, and knowledge

Impedimenta and solutions:

Following are the main obstacles that we encountered during the implementation of the project:

Impedimenta	solutions
Blackouts	Postponing business sessions for another day

The need for experience in the field of montage	Education and knowledge increase through research Locations
Frequent internet failure	Postponing and waiting for the fix
Software Download	Frequent attempts and updated versions

Team roles:

Khaled Madani:

Bachelor's degree student at the Islamic University, fourth level, majoring in multimedia technology and web development.

Tasks:

- Writing a project proposal
- Script writing
- Audio Editing
- Storyboard

- Animation
- Lighting
- Rendering
- Compositing

Shaaban Abo Laban:

Bachelor's degree student at the Islamic University, fourth level, majoring in multimedia technology and web development.

Tasks:

- Writing a project proposal
- Script writing
- Audio Editing
- Design
- 2D VFX / Motion Graphic
- Color Correction
- Rendering

Mohammed Shraim:

Bachelor's degree student at the Islamic University, fourth level, majoring in multimedia technology and web development.

Tasks:

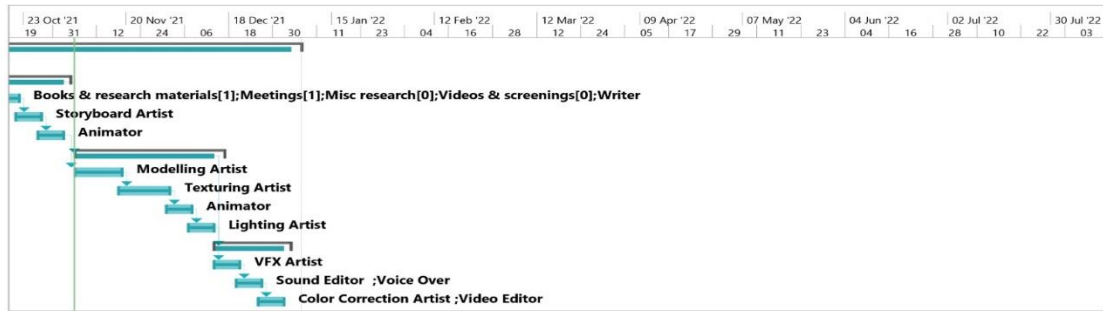
- Writing a project proposal
- Script writing
- Audio Editing
- Video Editing
- Modeling

- Texturing
- Rendering

Project schedule

To create the movie, we will follow the timeline as shown in the figure below through which

We will show the film production line in all its stages, which will start from October 2021 until January 2022.



Project: 3D Promotional Video for a Product Date: Sat 06/11/21	Task		Inactive Summary		External Tasks	
	Split		Manual Task		External Milestone	
	Milestone		Duration-only		Deadline	
	Summary		Manual Summary Rollup		Critical	
	Project Summary		Manual Summary		Critical Split	
	Inactive Task		Start-only		Progress	
	Inactive Milestone		Finish-only		Manual Progress	

Page 1

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names	Actual Cost	25 Sep '21	07
1		3D Promotional Video for a Product	72 days	Sat 16/10/21	Thu 06/01/22			\$49,258.00		
2		Pre-Production	18 days	Sat 16/10/21	Thu 04/11/21		TRAVEL EXPENSES[1]	\$4,935.00		
3		Concept/Idea	6 days	Sat 16/10/21	Thu 21/10/21		Books & research mater	\$1,060.00		
4		Storyboards	6 days	Thu 21/10/21	Wed 27/10/21		Storyboard Artist	\$375.00		
5		Animatic	6 days	Wed 27/10/21	Tue 02/11/21		Animator	\$750.00		
6		Production	36 days	Sat 06/11/21	Thu 16/12/21		Producer ;CAMERAS[9]	\$37,618.00		
7		3D Modeling	12 days	Sat 06/11/21	Thu 18/11/21		Modelling Artist	\$1,750.00		
8		Texturing	12 days	Thu 18/11/21	Wed 01/12/21		Texturing Artist	\$1,120.00		
9		Animation	6 days	Wed 01/12/21	Tue 07/12/21		Animator	\$750.00		
10		Lighting & Camera Setting	6 days	Tue 07/12/21	Mon 13/12/21		Lighting Artist	\$200.00		
11		Post-Production	18 days	Tue 14/12/21	Mon 03/01/22		Other costs	\$6,705.00		
12		Compositing & Special VFX	6 days	Tue 14/12/21	Mon 20/12/21		VFX Artist	\$1,500.00		
13		Music & Foley	6 days	Mon 20/12/21	Sun 26/12/21		Sound Editor ;Voice Over	\$550.00		
14		Editing & Final Output	6 days	Sun 26/12/21	Sat 01/01/22		Color Correction Artist ;	\$655.00		

Project: 3D Promotional Video for a Product Date: Sat 06/11/21	Task		Inactive Summary		External Tasks	
	Split		Manual Task		External Milestone	
	Milestone		Duration-only		Deadline	
	Summary		Manual Summary Rollup		Critical	
	Project Summary		Manual Summary		Critical Split	
	Inactive Task		Start-only		Progress	
	Inactive Milestone		Finish-only		Manual Progress	

Page 1

Chapter2

Literature review:

1. Nike: Air VaporMax Flyknit:

NIKE's athletic footwear products are designed primarily for specific athletic use, although a large percentage of the products are worn for casual or leisure purposes.

The new Nike Air VaporMax offers you an incredibly light and flexible feeling.



Existing problems:

- Didn't attract customers well
- lighting problem
- Camera movement problem
- Doesn't display product details well
- The colors are uncomfortable to the eyes and inappropriate

2. Nike: Photosynthesis Pack:

This shoe has been designed to suit all age groups and different genders with the application of the highest quality standards and obtaining people's testimonials with a good rating.



Existing problems:

- black background
- Reflects an unwanted image of customers
- Unrealistic appearance of the product to customers
- Product details not completely clear

3. Nike Running Jungle Pack:

It is a shoe designed by Nike for the spring season It has flexibility and was decorated with flowers and coordinated in a way that suits the weather in terms of the existing materials It is completely different from winter and summer shoes.



Existing problems:

- The designer focused on design in advertising more than highlighting the product.
- Product details not featured
- The environment is not suitable for advertising a shoe product.
- The colors of the environment are not suitable with the colors of the shoes.

Optimizations Projects:

- Color enhancements are made to contrast with the environment.
- Camera motion and scene tracking are professionally optimized.
- Scene lighting has been improved to make details well-clear.
- Strive to reach the largest audience.
- An improvement has been made to the output and display of the scene in proportion to the product.

Chapter3

Post Production:

1. Idea:

To innovate, we must choose an idea that is popular with us and close to our inclinations as well, so the trend was to produce a three-dimensional promotional advertisement for a product to introduce customers to the product in all its details as if it seemed realistic and to achieve the large number of accesses to users in conjunction with profit-making and competing with major companies.

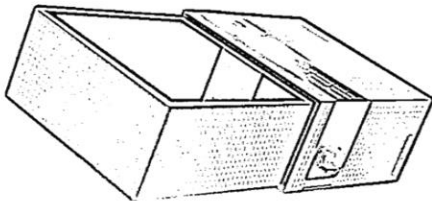
2. Scenario

Number	Scene	Text	Location	Picture	Sound	Notes
1	The appearance of the Nike box and showing the shoes	Show Nike's rights	Snapshots inside the Blender program	A camera that tracks the appearance of the product (shoe) from different angles	Music	
2	The shoes come out of the box and then appear to the camera	Show Nike's rights	Snapshots inside the Blender program	The camera follows the scene	Music	
3	The camera reviews the product from all sides, front, back, side, top and base as well	-	Snapshots inside the Blender program	The camera follows the scene	Music	
4	Review the product (shoe) details so that the product is	-	Snapshots inside the Blender program	The camera follows the scene	Music	

	disassembled into parts					
5	Review the assembly of the product again with the drawstring overlap in the holes designed for it	-	Snapshots inside the Blender program	The camera follows the scene	Music	
6	Browse the styles of the product and the colors designed for this product	-	Snapshots inside the Blender program	The camera follows the scene	Music	
7	Return the shoe to the box as it was at the beginning	-	Snapshots inside the Blender program	The camera follows the scene	Music	
8	Displaying the Nike logo in a dynamic manner consistent with the scene	-	The Islamic University of Gaza	Design	Music	
9	The video ends and the names of the students participating in the completion of the work are displayed, in addition to displaying the university logo	biblical text	The Islamic University of Gaza	Still image and university logo	Music	

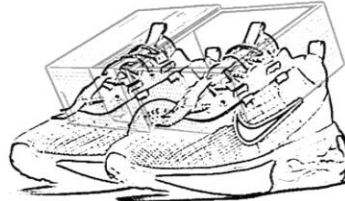
3. Storyboard:

Shot Number 1



First, the Nike box appears in a professional way that attracts people's eyes to follow what's inside the box .

Shot Number 2



Second, the shoe appears outside the box so that it appears completely without showing the internal details .

Shot Number 3



Third, the shoe appears from a side angle so that the viewer sees the shoe from one side .

Shot Number 4



Fourth... After performing a movement similar to turning around the center point, the shoe appears from the backside so that It is completely visible to people from the outside .

Shot Number [5]



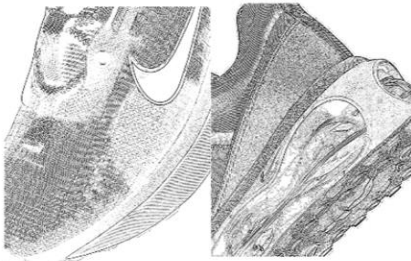
Fifth / After a certain movement is made, the camera angle is moved to the top so that the shoe appears from the top .

Shot Number [6]



Sixth / The camera angle is also moved so that the shoe appears from two sides as a three-dimensional perspective.

Shot Number [7]



Seventh, the camera is brought closer to the shoe to show the details more than the sides .

Shot Number [8]



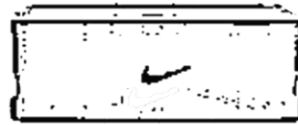
Eighth / The shoes are cut and the inner layers of the shoe are shown to people so that they appear in a way that attracts people to buy them after. Identify the layers that make up the shoe .

Shot Number 9



Ninth / The shoes are returned inside the Nike box in a way that attracts people. To launch and display it in the market.....

Shot Number 10



Tenth / The box is closed with a rotation movement and returns as it was before opening it and ending the scene.....

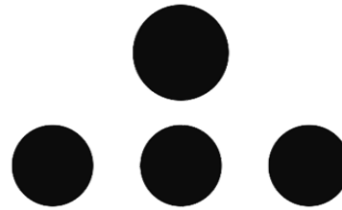
Shot Number 11



The appearance of the Nike logo with a distinctive movement.....

Shot Number 12

Team members & supervisor



Final titers appear, including team members and project supervisor.....

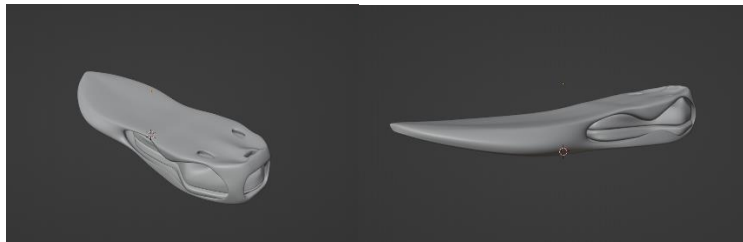
Chapter4

Production:

1. Modeling:

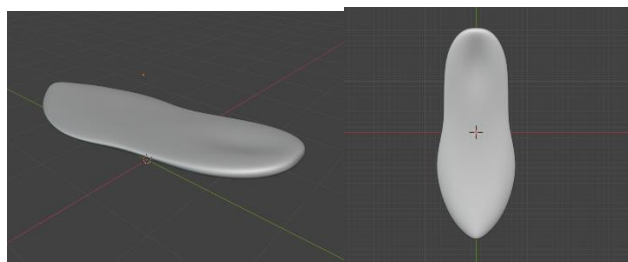
Step 1:

The shoe floor is designed according to the pre-reference image of the product



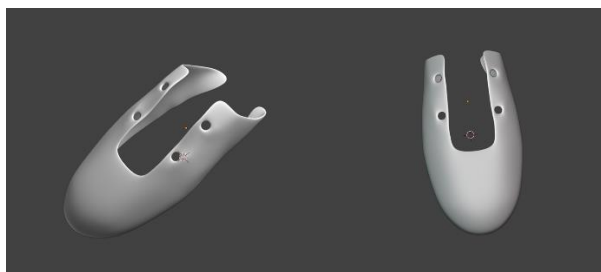
Step 2:

The shoe base is designed according to the reference picture



Step 3:

The shoe frame is designed according to the reference picture



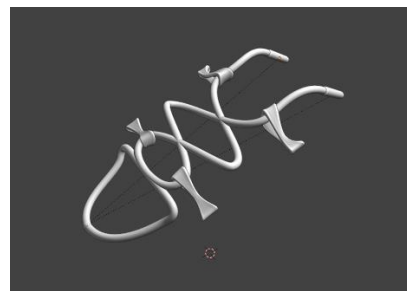
Step 4:

The entrances to the ties are designed according to the reference picture



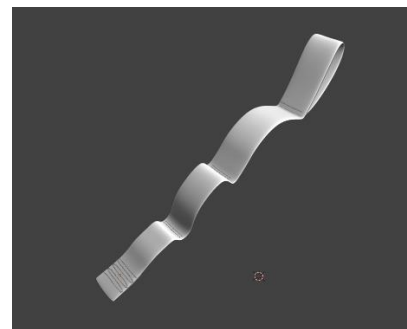
Step 5:

The ties are designed according to the reference picture



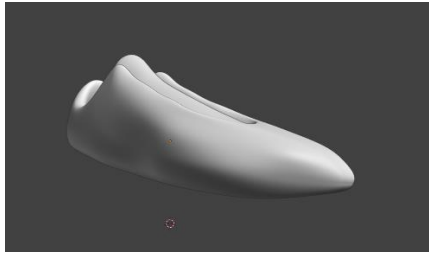
Step 6:

The adhesive that connects the upper surface of the shoe to the base is designed according to the reference image



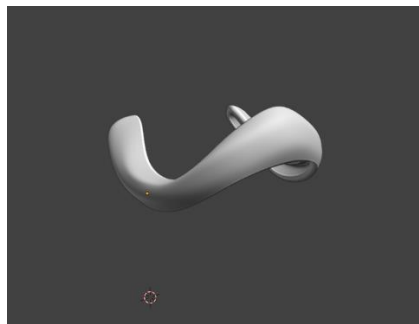
Step 7:

The shoe frame is designed according to the reference picture



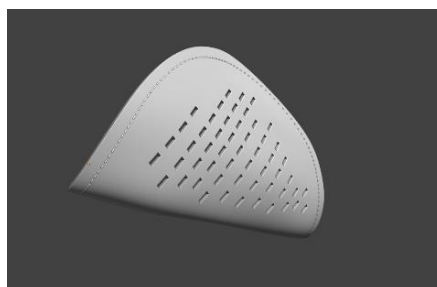
Step 8:

The back of the shoe is designed



Step 9:

The bottom of the shoe is designed



Step 10:

The final image of the product from **the (top – bottom – right – left)**



top view



bottom view



right view



left view

2. Texturing:

The materials were applied to all the pieces that were designed in the modeling stage as appropriate and according to the product reference image.



3. Animation:

The product (shoe) has been moved according to the scenario followed from the beginning, and the product will be moved using the Blender and Adobe After Effects program with dynamic movements that correspond to the smooth appearance of the product and highlight the details, so that the idea is clearly communicated to the audience.

4. Lighting:

Special lighting was created for each scene to clearly show the product and its contrast and highlight the details as if it were realistic.

5. Rendering:

A rendering of the viewer will be made in proportion to the scenario set before, where the output will be of a very high quality (cycle) to attract more users and obtain the largest percentage of profits.

Chapter4

Post-Production:

1. Composition

The scenes that were output in mp4 format will be compiled using the Adobe Premiere program and the music will be inserted according to the scenario and aesthetic effects will be created in conjunction with the music.

2. Motion graphic

Create custom animations to display the product, use some scripts, create an introductory banner for Nike, and create end titers that include the names of the team and admin using Adobe After Effects.

3. color correction

The final video colors will be modified to increase the contrast, clarity and aesthetics of the advertisement permanently.

4. Final Output

Output the final video (advertisement) in mp4 format, which will be ready for publication across all platforms and reach the largest percentage of users to achieve the project goals.

Reference's

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