

UNIVERSITY OF MORATUWA
Faculty of Information Technology
Bachelor of Information Technology (BIT)

ITE 2732 - Multimedia Development – Mini Project

Mini Project Title:

Create an Interactive 2D or 3D Animated Video on Sustainable Tourism in Sri Lanka.

Assignment Objective:

This project is designed to utilize your animation skills to promote sustainable tourism practices in Sri Lanka. The aim is to educate viewers about the importance of environmental preservation and cultural respect in tourism.

Assignment Task:

Create a 5-minute 2D or 3D animation that illustrates the benefits of sustainable tourism and its impact on both the environment and local communities. The animation should inspire viewers to consider sustainable practices when traveling. Include demonstrations of good vs. poor tourism practices using creative visual storytelling. Ensure your name and student ID are displayed in the last 5 seconds of the animation.

You can use any Adobe software for your creation, such as Photoshop, Illustrator for design, After Effects, Premiere, 3D Max, or Blender. Since you're creating educational content, you may use the trial versions or free versions of these tools.

Submission Requirements:

- **Video Submission:** Export your animation into MP4 or AVI format at a resolution of 720×576 pixels. Include the source file.
- **Document Submission:** Describe the software and techniques used, including a storyboard and a concept board, and add a reflection on your creative and technical choices.

Create a folder named with your index number and include both the Video Submission and Document Submission requirements inside the folder. Compress (zip) the folder and submit it on Moodle. *If the file size is too large, you may send it through a Google Drive link. Provide the link in a separate document, and make sure the link is accessible.*

Assignment Development Suggestions:

- Conduct thorough research on sustainable tourism practices.
- Develop a clear narrative that contrasts sustainable and unsustainable tourism behaviors.
- Design characters that are diverse and relatable, and environments that highlight the beauty of Sri Lankan tourism sites.
- Utilize color theory and the 12 principles of animation to create engaging and realistic motion.
- Incorporate suitable background music and sound effects that complement the theme.
- Obtain feedback on your animation draft and refine it accordingly.
- Enjoy the process and submit your final work.

Marks Allocation:

- Organization of Ideas and **Document Submission Requirements**: 20%
- Understanding & use of multimedia Techniques: 20%
- Technical Applications and Design: 20%
- Creative Ability, uniqueness: 20%
- Final Animation Finishing (video output): 15%
- Submission of Required Materials: 5%

Keep in mind:

- **Plagiarism** - Refrain from using any videos from the internet as if they are your own work, as this will lead to a score of zero. be original. Only utilize copyright-free audio for music, sound effects, or background elements.
- If you incorporate any materials such as audio for music, sound effects, or background elements, be sure to credit the original creators at the end of your video. Always ensure that you are using only copyright-free content.
- **Academic Integrity** - Uphold principles of academic integrity and honesty. Ensure all work submitted is your original creation and properly acknowledge any sources used such as audio and background elements. Avoid plagiarism by directly copying content from external sources or peers. **Do not copy any kind of animation or videos; ensure your work is original. You are not allowed to use any generative AI tools to create your animation.**

Before submitting for grading, double-check whether you have met all the submission requirements.

Please note that if you have not fulfilled the submission requirements, you will not receive any marks.