



SM6907NI Digital Media Project

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1. Abstract

This documentation explores how 3D advertising brings ideas to life and connects with audiences on a deeper level. It focuses on how elements like 3D modeling, color, and compositing work together with human psychology to create ads that not only look stunning but also resonate emotionally. The research dives into principles like the AIDA model, and the role of sound design and voiceovers in capturing audience attention. This documentation acts as research guidelines that goes into the processes that make 3D advertising look powerful tool for connecting with audiences.

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Section I: Research

1. Introduction

This is a client-based 3D animated advertisement project for the company called 'Griptz Tech'. This project is being made to promote their business and communicate to viewers about what they do which are web designing, mobile app development, marketing survey and software maintenance.

This animation will take viewers to an interesting journey of 3D animation scenes, each one showing the service they offer. From website wireframes transforming into vibrant, user-friendly design to holographic charts representing data analytics. The advertisement will take place in an office like room that symbolizes professionalism and innovation.

The main goal is to make an interesting and visually engaging advertisement that not only informs about the services but also inspires other businesses/clients to work with the company. By clearly demonstrating the company strengths. This 3D animation will also help bring in new clients, improve the brand identity, and establish the company as leader in tech industry.

2. Literature Review

To make this project successful there are lot of theories that goes into detail. For the advertisement of this company, theories should align with technical innovation, trustworthiness while appealing to target audience such as businesses, tech-savvy individuals, or entrepreneurs.

2.1 Emphasis in 3D Advertisements: Role of Modelling, Colour Theory and Compositing

The use of 3D in advertising has revolutionized how brands communicate with their audience, offering realistic visuals and dynamic storytelling that captivate viewers. By integrating techniques such as modelling, colour theory, and compositing, 3D advertisements make experiences that are visually stunning and remembered, which helps them stand out in crowded markets. (Nair, 2023)

Modeling plays a foundational role in 3D advertising by creating three-dimensional representations of objects, characters, and environments. Clean topology is essential for achieving smoother animations and realistic visuals. Techniques like edge loops, proper polygon distribution, and UV unwrapping ensure high-quality rendering and seamless movement, which are particularly important in detailed and dynamic animations. (FutureLearn, 2022). (McCallum, 2024).

Color theory gives ads more emotional depth and better visual balance. As a blend of art and science, it provides guidelines for selecting and combining colors to evoke specific feelings and draw attention. Color palettes not only enhance the overall aesthetic but also strengthen brand identity and create a polished, professional look. (Clem, 2024).

Texturing and Lighting further enhance the realism and mood of 3D advertisements. Texturing adds surface details like patterns, colors, and material properties, while lighting simulates natural light interactions, highlighting key features and setting the tone. Together, these elements create depth, atmosphere, and visual appeal, making the advertisement more engaging and impactful. (Shahbazi, 2024). (Katatikarn, 2023).

By using all of these methods together, 3D advertising not only gets people's attention but also leaves a lasting impression on viewers. This creative method helps brands communicate their message effectively, creating a powerful connection with potential customers.

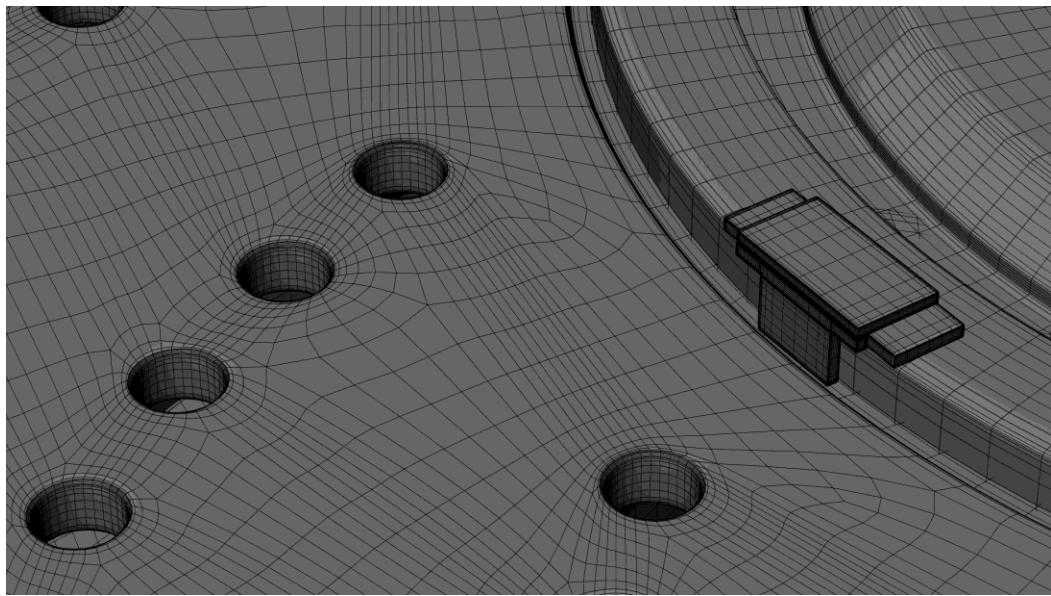


Figure 1: Reference image of Topology. (topologyguides, 2019)

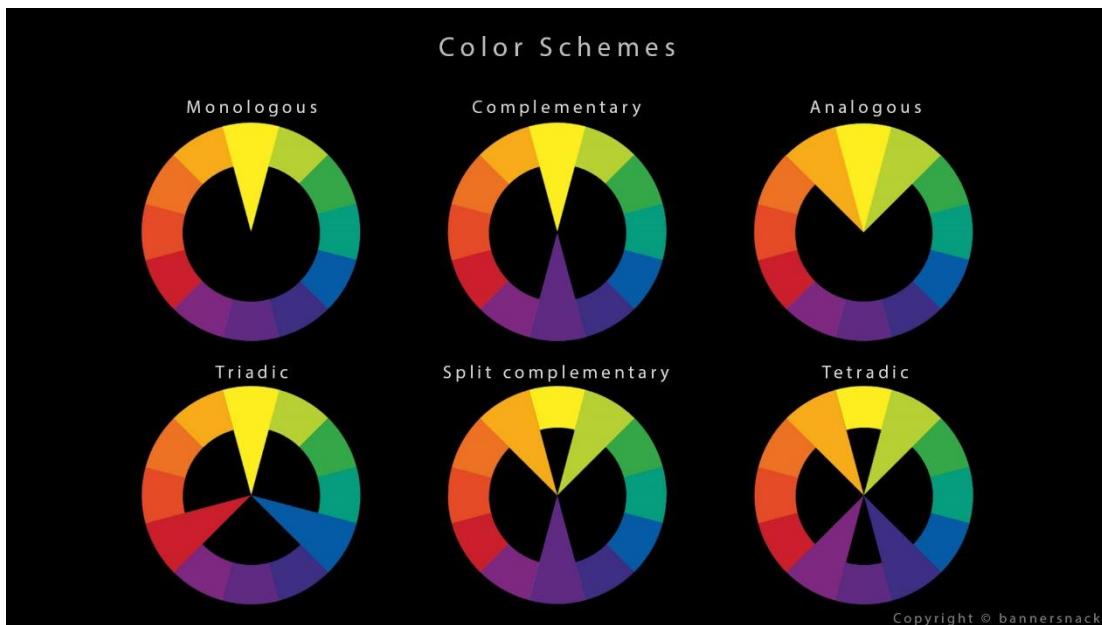


Figure 2: Reference Image of Color Theory. (Brejon, 2020).



Figure 3: Reference Image of Texturing and Lighting. (Figueroa, 2023).

2.2 AIDA Model (Attention, Interest, Desire, Action)

THE AIDA MODEL

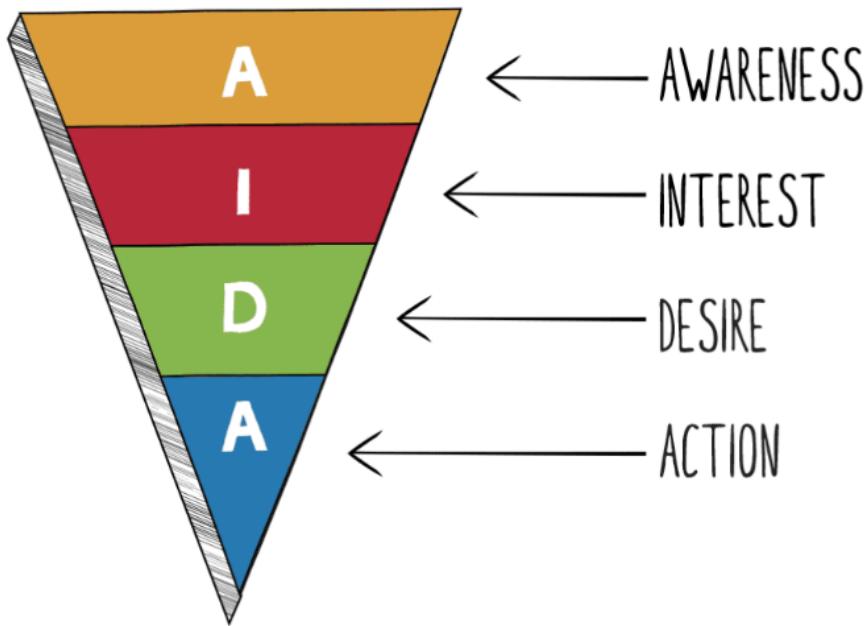


Figure 4: AIDA Model. (Hanlon, 2023)

AIDA model is a framework for converting strangers into customers. It outlines the steps process of the customer decision-making process which are Attention, Interest, Desire Action.

Attention: Like any pickup line, the content needs to start with something interesting. Considering what your audience or customers care about and will grab their attention immediately. By knowing about their background, business problems, goals to find out what they want to hear from you. (Tallent, 2024)

Interest: Once you have their attention, you build interest by explaining what the product or service is and how it addresses the viewer's needs. By finding out answers to these questions like Why do they want to keep watching the video? What is that about voice or animation that makes viewers not skip it? This might involve showing the product's features in a unique way that meets viewers' needs. (Tallent, 2024)

Desire: Now that your audience is interested and hooked, next is changing their interest into desire. By giving them something that they really want. Making an offer and explaining how it will help them and its benefits. (Tallent, 2024)

Action: Finally, making the viewers take immediate action, whether it's contacting a company, signing up for a service, or exploring their website. The action button must be simple otherwise it will confuse viewers to take action because of too many options.

(Tallent, 2024).

2.3 Sound Design and Voiceover

Businesses can connect with customers on an emotional level by using music, voiceover and sound effects. These can evoke feelings that are stronger than those caused by visual or written elements alone. Sound also helps brands stand out by giving them a unique voice that strengthens their identity and makes them more recognizable, setting them apart from rivals. This makes it a more natural and interesting way to get people's attention. There are different ways for businesses to use sound and voiceover, based on what they want to do, like increase sales, build a brand, reach their target customers, or achieve other goals. (D'Angelo, 2024).



Figure 5: Coca-Cola Ad. (*campaigns of the world*, 2019).

2.4 Human Psychology in Advertising

Human Psychology is a very important part of advertising because it affects how people see, understand, and react to words. To connect with people more deeply, advertisements use psychological techniques like emotional connections, visual assumption, and social proof. Colours play a big role on how human brain thinks about colours, red can spark excitement or urgency, while blue builds trust and calmness. Adding small things like showing limited time offers, makes people feel like they need to act immediately. (Ryan, 2024).

As David Ogilvy, the "Father of Advertising," said, on his book *Confessions of an Advertising Man* (1963), "If it doesn't sell, it isn't creative." (Ogilvy, 1963).

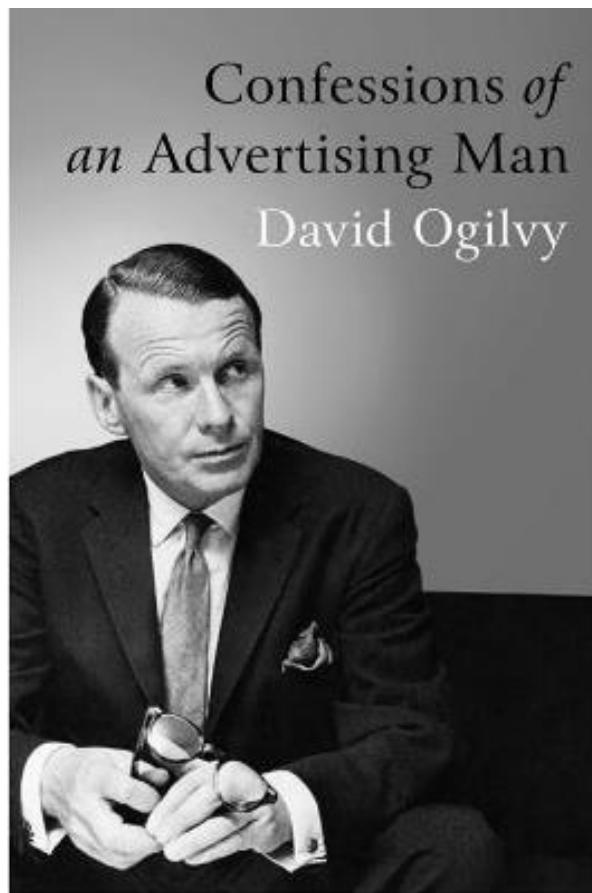


Figure 6: Book Cover of Confession of an Advertising Man. (Ogilvy, 1963).

3. Product Review

3.1 Smart Monitor M8 | Advertisement



Figure 7: Reference image of Ad.

Video Link: https://www.youtube.com/watch?v=6yBa_nrHFVc

The Smart Monitor M8 ad does a good job of showing off the product's stylish look and wide range of uses. It does this by combining style and function with smooth changes that show off its features in real-life situations like streaming and work. Its bright colors and simple movements make it look better and make it easier for people to use. But the ad doesn't tell a story, has images that repeat, and uses text instead of voiceovers. Its clear images and creative transitions gave ideas for the advertisement of the company, which focused on interesting animations and smooth scene changes to show off their services well.

3.2 3D Explainer Video Animation

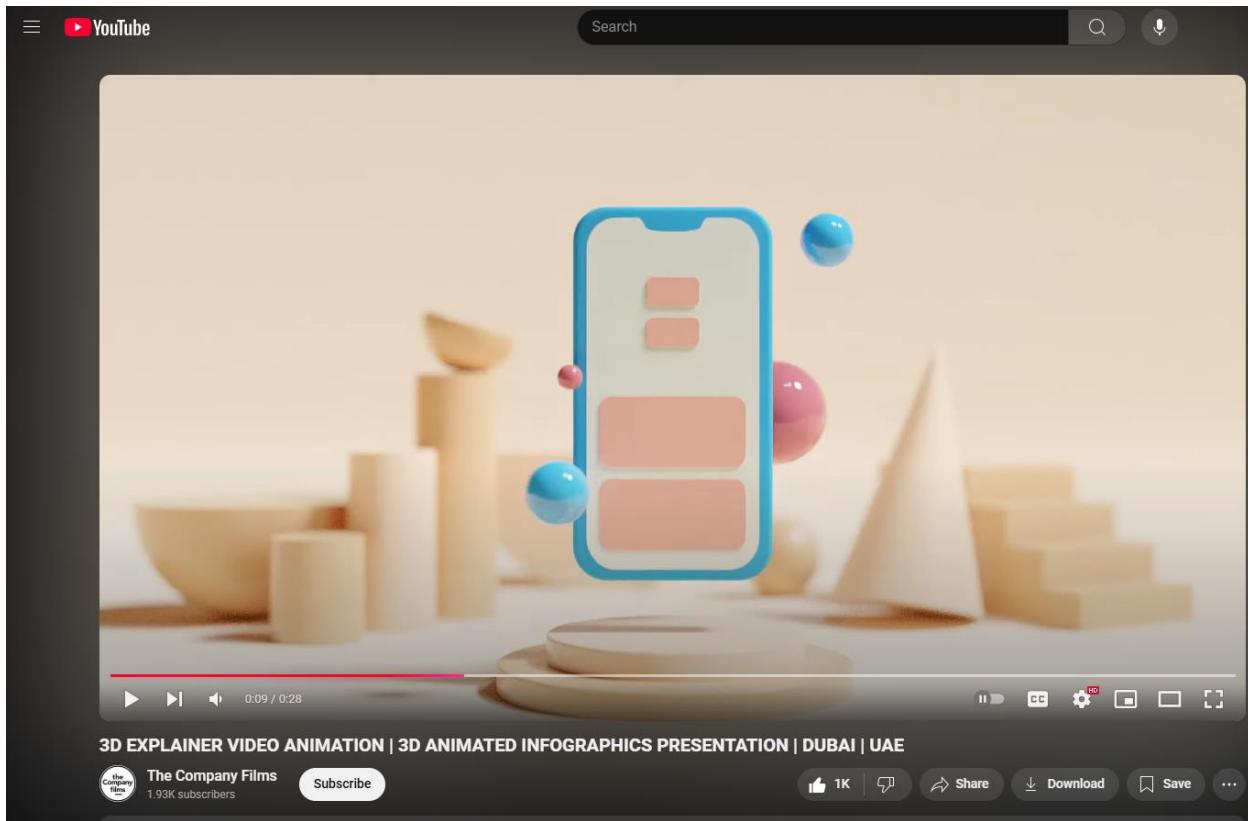


Figure 8: Reference Image of Video.

Video Link: <https://www.youtube.com/watch?v=ZUXNCY2R5Wo>

The video looks great with its smooth transitions, clear voiceover, and enjoyable background music that sets a calm and professional mood. But its low-poly design doesn't go with the realistic look of the company's idea. The slower pace and lack of interesting graphics also make it less exciting and dynamic. Even though the video has some problems, it is still inspiring because it shows how a simple approach and smooth transitions can successfully communicate a message while maintaining visual consistency. This is an idea that can be applied to the company's services in a more interesting and realistic way.

3.3 SmartBug: Web Design and Development Service

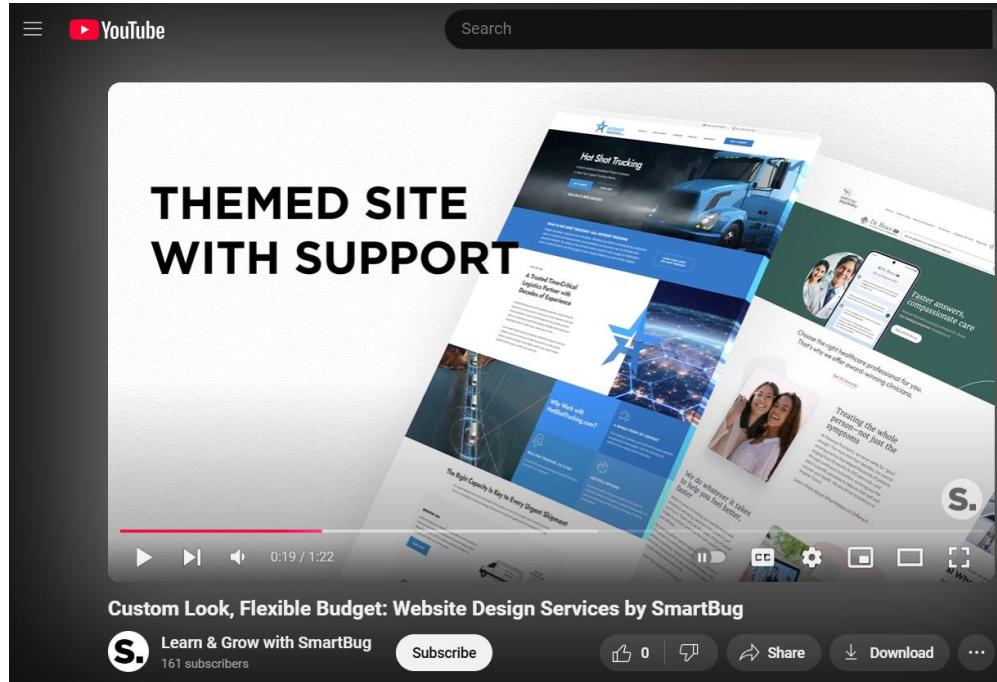


Figure 9: Reference Image of a video.

Video Link: <https://www.youtube.com/watch?v=kSPKLJyspc>

This advertisement for SmartBug's custom website design services used clean visuals and narration which shows professionalism and also engage viewers with the help of voiceover. It highlights flexibility and cost-effectiveness, aligning with their brand's messaging. However, the video overuses the simple type of 3D animations style to display webpages, and also repeating the same style throughout the video, which makes it feel monotonous. Additionally, the advertisement is too lengthy which could cause viewers to lose interest. Taking Inspired from its clean design and voiceover, adding different types of engaging animations and keeping the length short would engage viewers while still showing Griptz's services.

4. Summary and Conclusions

The research process for creating the 3D advertisement for the company has been both insightful and helpful. By exploring elements like environment storytelling, motion graphics, and the rules of design, it made a foundation for crafting visually appealing and professional looking ad. The reviews of existing ads gave a valuable lesson about working with transitions, making clear visuals, and clear ways of delivering meaningful message.

This research makes sure that the final advertisement for the company will use new methods and interesting stories to make an ad that not only shows off the company's services but also conveys messages to the audience.

Section B: Project Proposal

5. Project Title

Working Title: Griptz Tech Advertisement

A 3D animated advertisement that shows the digital services offered by the company. The ad shows their skills at developing websites, mobile app, data analytics/market surveys and software maintenance. The 3D animated advertisement will show the company's dedication to providing brands with cutting-edge digital solutions that will help them reach new customers.

6. Research Question

How can 3D animation creatively represent the services of a tech company while ensuring the advertisement is engaging and meets client expectations?

The project is all about using 3D animation to showcase a tech company's services by combining dynamic visuals, smooth transitions, and stylized design. This approach highlights unique elements, such as modern workflows and innovative storytelling, to make the company's services stand out. Company's services, like web development, mobile app solutions, and software maintenance, will be represented using stylized or realistic 3D elements. By using feedback from professionals and people and research animation methods will make the final result not only meets the client's goals but also connects with the target audience.

7. Treatment

7.1 Title

Griptz Tech Advertisement

7.2 Tagline

Your partner in the digital age.

7.3 Genres

Tech Advertising, Corporate, 3D Animation

7.4 Storyline

Showing different types of services that the company provides through 3D animations. It starts with web and mobile app development, followed by a market survey and data analytics. The advertisement concludes with software maintenance service and a final logo animation, showing how innovative and effective the company's services are.

7.5 Target Audience

- **Industry type:** Startups, E-commerce, Healthcare, Education, Hospitality, Retail, Manufacturing, and Non-Profits.
- **Business Stage:** Growing Company, scaling or undergoing digital transformation.
- **Location:** Global.
- **People:** Decision-Makers like CEOs, CTOs, IT Managers, and Marketing Heads.
- **Revenue Status:** \$10K+ for larger enterprises.
- **Needs:** Digital services through websites, mobile apps, and IT solutions.
- **Tech Adoption:** Companies open to adopting digital services.

7.6 Experience

8. Resources

For making this advertisement, it requires few software, tools, assets and system requirement to make sure that all the process goes smoothly. Here is a list of those things required to complete the advertisement.

8.1 Software Overview

- **Autodesk Maya:** Used for creating 3D models, texturing, animation, lighting, and rendering.
- **Adobe Photoshop & Adobe Substance Painter:** Essential for detailed texturing of 3D models.
- **Adobe After Effects:** Applied for green screen tracking and motion graphics.
- **Microsoft Clipchamp:** Utilized to generate voiceovers.
- **Celtx:** Facilitates efficient scriptwriting.
- **Figma:** Used to design the website homepage for animation integration.
- **Adobe Premiere Pro:** Compiles rendered footage, soundtracks, and transitions to produce the final advertisement.

8.2 Hardware Requirements

- **Personal Computer:** Acer Nitro 5
- **Operating System:** Windows 11
- **Graphics Card:** Nvidia GeForce RTX 4060
- **Processor:** Intel Core i5 12th Gen
- **RAM:** 32 GB

8.3 Skills Required

- Motion Graphics
- Storyboarding
- 3D Modelling
- Storytelling
- Animating
- Texturing
- Scripting
- Lighting
- Editing
- Sound

8.4 Assets

- Realistic textures for models from Poly Haven or any other websites.
- Background music from Non copyright Sounds or other royalty free sound providing websites.
- Icons or PNG from icons8 or other websites.

9. Contribution of Others

9.1 Client

The client has contributed on the following things:

- **Concept Development**

The client played an active role in shaping the initial idea for the advertisement. They provided input on how the company's services should be presented to ensure the concept aligned with their vision and goals.

- **Design assets**

To maintain a consistent brand identity, the client shared key design elements such as their logo and few designs of websites. These assets helped give the advertisement a professional and cohesive look.

- **Feedback and Evaluation**

The client checked in on the project's progress at different points in its growth. Their comments and ideas helped refine the advertisement to better meet their standards and needs.

- **Insights into the target audience**

The client provided useful data and information about their audience, like what they like, what problems they're having, and what they expect. This information was very helpful in making the ad more appealing to potential clients.

- **Brand Guidelines**

The client provided clear instructions on how to incorporate their brand's tone, style, and message. to make sure that the advertisement reflects the company's identity. These guidelines made sure that the final result fit with the company's established image.

10. Evaluation and Testing

This advertisement will be presented to a targeted audience, particularly those interested in tech services. Along with the video, a Google Forms survey will be provided to collect feedback on the advertisement. Feedback will also be gathered from teachers to gain professional insights and ensure the project meets academic standards. Any necessary changes will be guided by the audience and teachers' feedback, guaranteeing that the finished advertisement conveys the company's services. The video will be improved through this feedback-driven process to meet the expectations of the client.

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Appendix

Gnatt Chart/Timeline

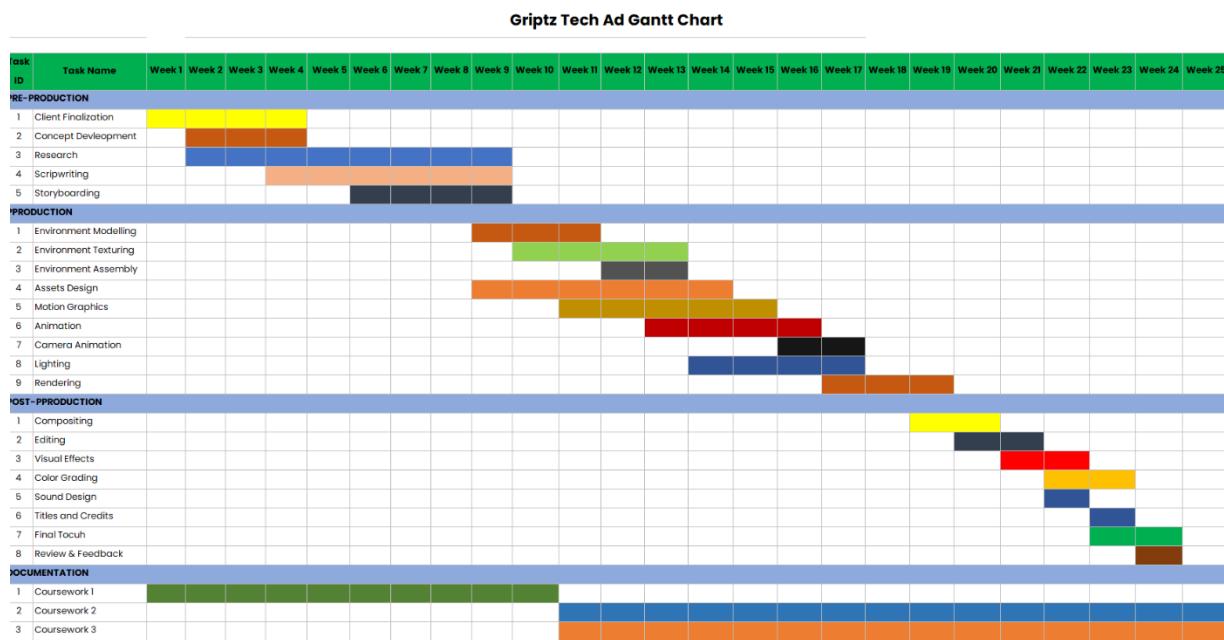


Figure 10: Gantt Chart

The Gantt Chart shows how the project is planned over 25 weeks, with stages for Pre-Production, Production, and Post-Production. During the first seven weeks, pre-production includes finalizing the client, coming up with ideas, doing research, writing scripts, and making storyboards. Production starts in Week 8 and goes on through Week 18. It focuses on designing objects, animating, lighting, rendering, and texturing. From Week 19 to Week 24, editing, visual effects, color grading, sound design, and finishing touches are done during post-production. This timeline makes sure that the task is delivered in a planned and organized way.

Script

Screenplay

SCENE 1 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE CAMERA SLOWLY ZOOMS IN TO PC SCREEN AS IT POWERS ON.

CONTINUE

SCENE 2 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE BROWSER OPENS, AND WIREFRAME OF A WEBSITE IS SHOWN AND ALSO, THE ENVIRONMENT BECOMES WIREFRAME THEN IT TRANSITIONS INTO A FULLY DESIGNED WEBSITE FOLLOWING WITH ENVIRONMENT.

"EVERY GREAT WEBSITE BEGINS AS AN IDEA..."

CONTINUE

SCENE 3 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE TRANSITION INCLUDES 3D ELEMENTS LIKE BUTTONS POPPING OUT, SLIDERS ANIMATING, IMAGES ZOOMING INTO PLACE.

"...AND TRANSFORMS INTO A DESIGN THAT TELLS YOUR STORY."

CONTINUE

SCENE 4 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE FIVE DIFFERENT FULLY DESIGNED WEBSITE IS SHOWN, ONE AFTER ANOTHER.

"SEE YOUR IDEAS COME TO LIFE—FUNCTIONAL, DYNAMIC, AND READY FOR THE WORLD."

CONTINUE

SCENE 5 - INDOOR - NIGHT

ZOOMING OUT:

THEN THE CAMERA ZOOMS OUT SLOWLY THEN, THE 'WEB DEVELOPMENT' APPEARS AS GLOWING NEON TEXT ON THE WALL BEHIND THE MONITOR.

CONTINUE

SCENE 6 - INDOOR - NIGHT

PANNING SHOT:

THE CAMERA FOCUSES ON A SMARTPHONE PLACED ON A DESK NEXT TO PC. THE PHONE BEGINS TO RISE UP AND COMES TO THE CENTER.

"FROM YOUR PALM TO THE WORLD—APPS DESIGNED TO TRANSFORM EXPERIENCES."

CONTINUE

SCENE 7 - INDOOR - NIGHT

ZOOMING IN:

THE PHONE SCREEN LIGHTS UP AND A LANDING PAGE OF AN APP IS SHOWN IN THE PHONE WHILE OTHERS ROTATE AROUND IT.

CONTINUE

SCENE 8 - INDOOR - NIGHT

ZOOMING OUT:

THEN THE CAMERA ZOOMS OUT SLOWLY THEN, THE 'MOBILE APP DEVELOPMENT' APPEARS AS GLOWING NEON TEXT ON THE WALL BEHIND THE MONITOR.

CONTINUE

SCENE 9 - INDOOR - NIGHT

PANNING SHOT:

THE CAMERA FOCUSES ON ANOTHER SIDE OF THE DESK AND THERE IS A TABLET LYING FLAT ON THE DESK.

CONTINUE

SCENE 10 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE TABLET LIGHTS UP AND HOLOGRAPHIC CHARTS AND DATA PROJECT OUT OF THE SCREEN.

"DATA THAT SPEAKS. INSIGHTS THAT MATTER. YOUR GROWTH, VISUALIZED."

CONTINUE

SCENE 11 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THEN THE CAMERA FLY THROUGH A 3D BAR GRAPH WITH BARS RISE UP WITH A AN ARROW SHOWING THE DIRECTION.

CONTINUE

SCENE 12 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

WHEN THE CAMERA REACHES THE TOP OF GRAPH THE TEXT 'MARKET SURVEY' IS WRITTEN THERE.

CONTINUE

SCENE 13 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE CAMERA MOVES BACK TO THE MONITOR, AN ALERT
NOTIFICATION ABOUT SOFTWARE MAINTENANCE POPS UP ON THE
MONITOR.

"WE KEEP YOUR SYSTEMS RUNNING
SMOOTHLY..."

CONTINUE

SCENE 14 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE ALERT TRANSITIONS INTO A CODING PROGRAM WHERE THE
SYSTEM IS BEING FIXED.

"...SO, YOU CAN KEEP MOVING
FORWARD."

CONTINUE

SCENE 15 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE CODE TRANSITIONS INTO A GLOWING NOTIFICATION "SYSTEM
UPDATED", AND THE TITLE "SOFTWARE MAINTENANCE" APPEARS ON
THE TOP OF THE DESK.

CONTINUE

SCENE 16 - INDOOR - NIGHT

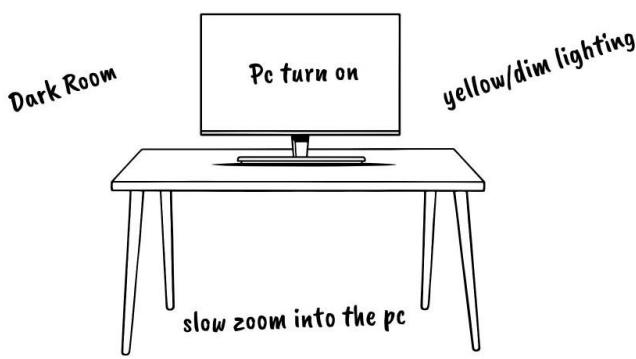
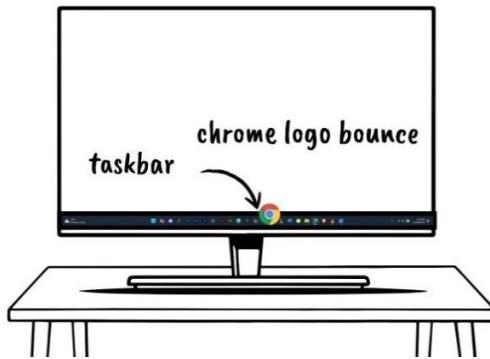
LOGO ANIMATION:

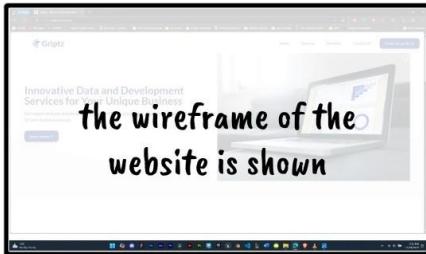
LOGO ANIMATION

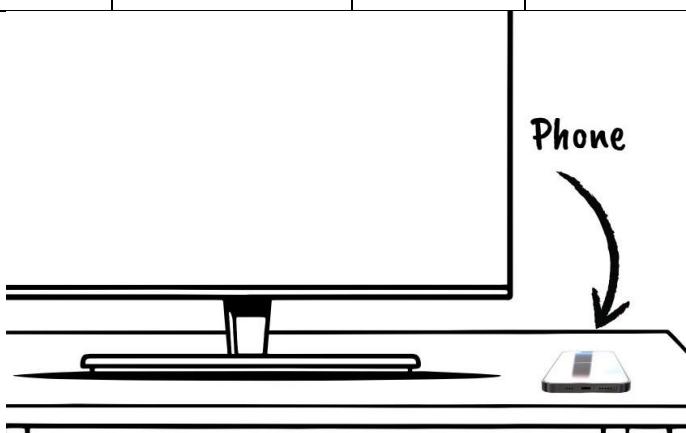
INNOVATING FOR TOMORROW, EMPOWERING YOUR TODAY.
GRIPTZ—YOUR PARTNER IN THE DIGITAL AGE.

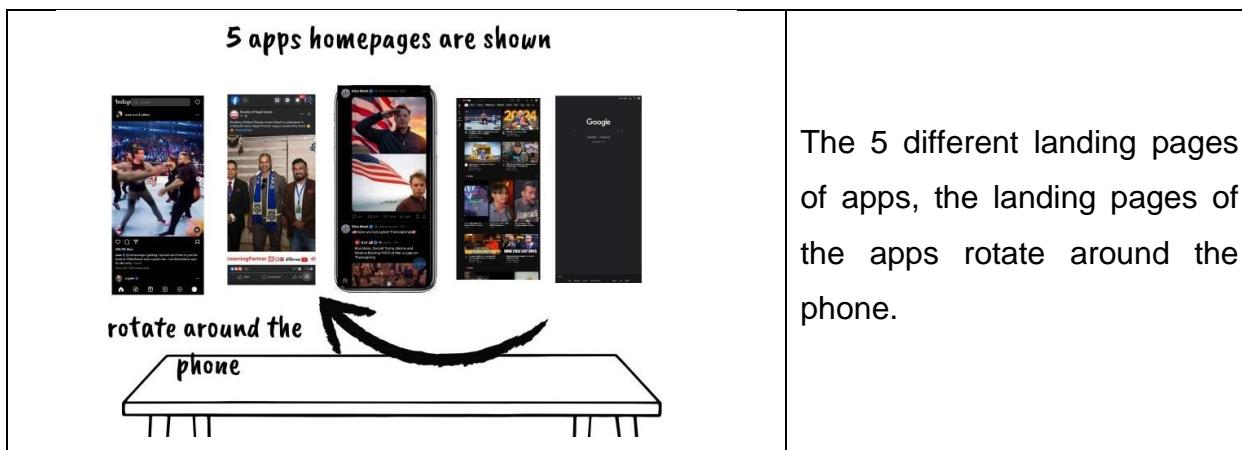
CONTINUE

Storyboard

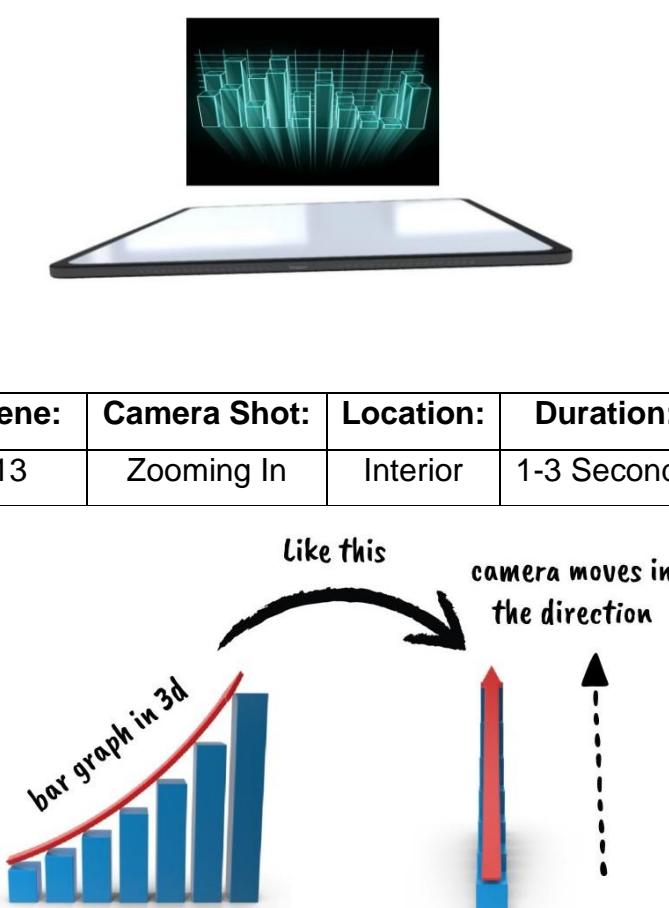
Scene:	Camera Shot:	Location:	Duration:	Description
1	Zooming in	Interior	1-3 Seconds	
				 <p>The camera slowly zooms in to the PC screen as it powers on.</p>
Scene:	Camera Shot:	Location:	Duration:	Description
2	Close up	Interior	1-3 Seconds	
				 <p>The browser logo bounces up and down and opens.</p>
Scene:	Camera Shot:	Location:	Duration:	Description
3	Close up	Interior	1-3 Seconds	

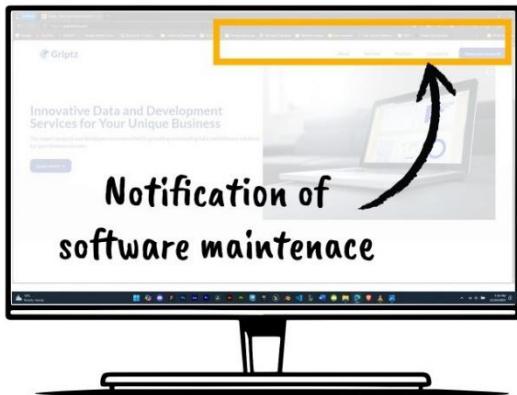
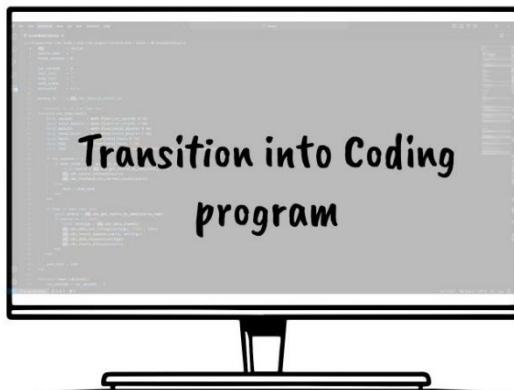
<p><i>the environment is wireframe as well</i></p> 				<p>Wireframe of a website is shown as well as the environment around it is wireframe as well</p>
<p>Scene: 4 Camera Shot: Close up Location: Interior Duration: 1-3 Seconds</p>				<p>Description</p>
<p><i>environment transition as well.</i></p> 				<p>The website transition into fully designed website with buttons popping up, slider animates as well as the environment also turns from wireframe to design.</p>
<p>Scene: 5 Camera Shot: Close up Location: Interior Duration: 1-3 Seconds</p>				<p>Description</p>
				<p>The five different fully designed website is shown on the screen of the monitor one after another.</p>
<p>Scene: 6 Camera Shot: Zooming Out Location: Interior Duration: 1-3 Seconds</p>				<p>Description</p>

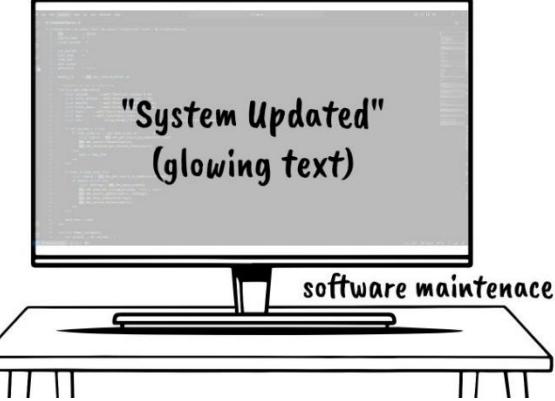
<h1>"web development"</h1> 				
				The camera zooms out and the text 'Web Development' is written on wall.
Scene:	Camera Shot:	Location:	Duration:	Description
7	Panning Shot	Interior	1-3 Seconds	
				Then, the camera shows that there is phone on the table.
Scene:	Camera Shot:	Location:	Duration:	Description
8	Medium	Interior	1-3 Seconds	
<p>phone rises up and comes to center of the screen</p> 				The phone rises and comes to centre of the screen and an app opens.
Scene:	Camera Shot:	Location:	Duration:	Description
9	Medium	Interior	1-3 Seconds	



Scene:	Camera Shot:	Location:	Duration:	Description
10	Zooming Out	Interior	1-3 Seconds	
"Mobile App Development"				Then the camera zooms out and there is text 'Mobile App Development' written on the wall.
Scene:	Camera Shot:	Location:	Duration:	Description
11	Panning Shot	Interior	1-3 Seconds	
				Then the camera shows that there is tablet on another side of desk.
Scene:	Camera Shot:	Location:	Duration:	Description

12	Medium	Interior	1-3 Seconds	
Tablet lights up holographic charts				the tablet lights up and shows holographic charts.
13	Zooming In	Interior	1-3 Seconds	<p>Description</p>  <p>The camera moves above the growing bar graph.</p>
(written at top of graph)				
"market survey"				When the camera reaches the top it shows 'Market Survey' written on the wall.
14	Zooming Out	Interior	1-3 Seconds	
Scenes:	Camera Shot:	Location:	Duration:	Description

15	Medium	Interior	1-3 Seconds	
				Then a notification is shown on the screen about the software maintenance.
Scene:	Camera Shot:	Location:	Duration:	Description
16	Close up	Interior	1-3 Seconds	
				Then the coding program opens and codes starts writing on the program.
Scene:	Camera Shot:	Location:	Duration:	Description
17	Close up	Interior	1-3 Seconds	
				After the codes complete it says, 'System Updated'.
Scene:	Camera Shot:	Location:	Duration:	Description

18	Zooming Out	Interior	1-3 Seconds	
				Then the camera zooms out and there is text 'Software Maintenance' written on the top of the desk.

Scene:	Camera Shot:	Location:	Duration:	Description
19		Interior	1-3 Seconds	
		[Logo Animation]		The logo animation of the company.

Voiceover

Voiceover were generated using AI from Microsoft Clipchamp.

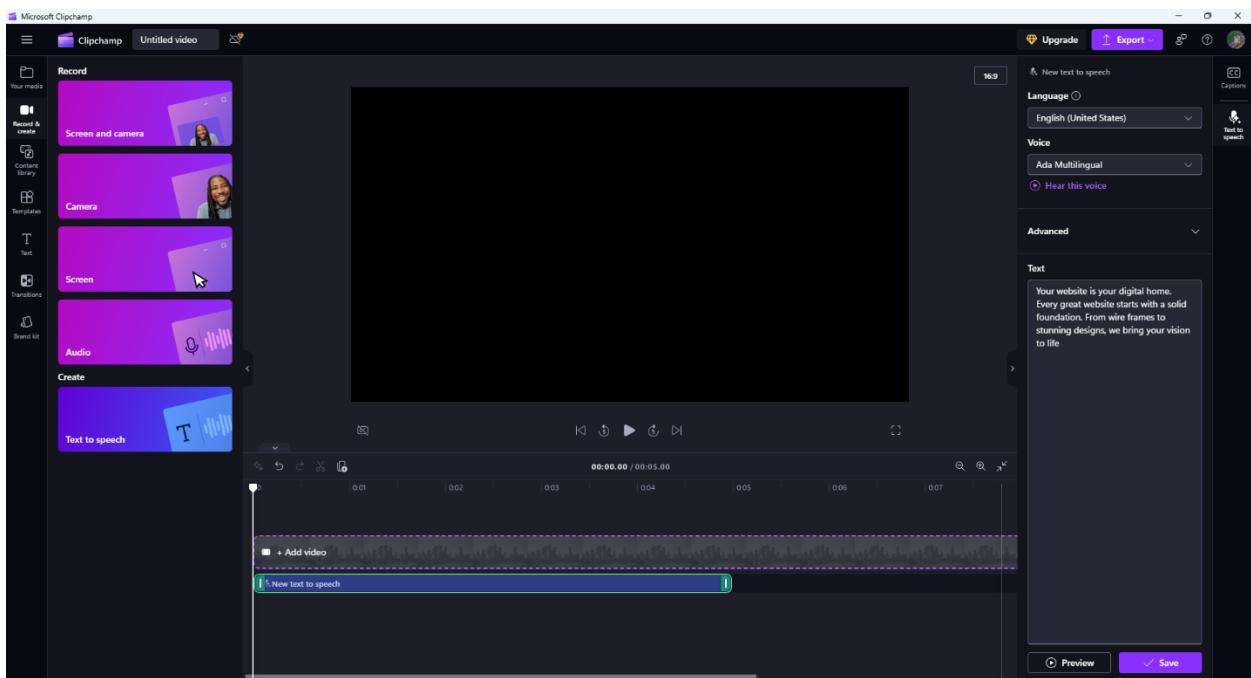


Figure 11: Voiceover Generated using Clipchamp.

The total length of all the voiceovers is 24 seconds.

Name	Date	Type	Size	Length
Voice 1	12/2/2024 7:42 PM	MP4 Video File (VL...)	83 KB	00:00:02
Voice 2	12/2/2024 7:43 PM	MP4 Video File (VL...)	97 KB	00:00:03
Voice 3	12/2/2024 7:44 PM	MP4 Video File (VL...)	125 KB	00:00:04
Voice 4	12/2/2024 7:45 PM	MP4 Video File (VL...)	117 KB	00:00:04
Voice 5	12/2/2024 7:46 PM	MP4 Video File (VL...)	136 KB	00:00:05
Voice 6	12/2/2024 7:47 PM	MP4 Video File (VL...)	76 KB	00:00:02
Voice 7	12/2/2024 7:48 PM	MP4 Video File (VL...)	65 KB	00:00:02
Voice 8	12/2/2024 7:50 PM	MP4 Video File (VL...)	184 KB	00:00:06

Figure 12: Voiceover Files.

Mail Exchanges with Client

Formal Script for the Advertisement ➔ Inbox ×



Manjit Baral <manjit.baral@gmail.com>

to griptztech ▾

Dear Griptz,

Please find the attached script for the 3D animation advertisement. Kindly review it and share your feedback. Let me know if any adjustments are needed.

Best regards,
Manjit Baral

One attachment • Scanned by Gmail ⓘ



Griptz Tech
to me ▾

I'd love to have some tweaks and improvements for Scene 11 to make it fit better with our overall vision.

...

I think it's perfect!

Thanks, I'll take a look.

Sure!

Figure 13: The script was sent to client.

Refined Script and Storyboard ➤ [Inbox](#) [x](#)

 **Manjit Baral** <manjit.baral@gmail.com>
to griptztech ▾

Dear Griptz,

Thank you for your feedback on the initial script. I've refined the script based on your inputs and designed the storyboard accordingly. Both documents are attached for your review.

Please let me know if there are any further adjustments or approvals required. Looking forward to your thoughts.

Best regards,
Manjit Baral

2 Attachments • Scanned by Gmail ⓘ

 **PDF**
 **DMP Storyboard....**

 **Griptz Tech**
to me ▾

Approved. Well done.

Figure 14: The Storyboard and script got approved by client.

Meeting Minutes

MEETING MINUTES

DATE: NOVEMBER 22, 2024

Agenda:

- Project Introduction and Overview.
- Understanding client expectations and vision for the advertisement.

Key Points Discussed:

- Discuss about creating a 3D animation advertisement for the company's services.
- Client shared an overview of their service and target audience.
- Initial brainstorming of creative ideas.

Action Items:

- Finalize the project plan and script.

Figure 15: Meeting Minutes 1

MEETING MINUTES

DATE: DECEMBER 13, 2024

Agenda:

- Review initial project plan, script, and storyboard.
- Discuss client feedback on the creative direction.
- Finalize the concept, timeline, and deliverables.

Key Points Discussed:

- Review of the initial script, storyboard and project plan.
- Client feedback on the animation style, pacing, and key visual elements.
- Agreement on finalizing the animation sequences and key scenes for each service.
- Discussion on timeline adjustments according to college deadlines.
- Client agreed to provide necessary branding materials.

Action Items:

- Revise script, storyboard, and make adjustments based on client feedback.

Figure 16: Meeting Minutes 2

Memorandum of Understanding

Memorandum of Understanding

Between Manjit Baral and Griptz Tech

Purpose

This MoU outlines the agreement between the Service Provider and the Client for the creation of a 3D animation advertisement showcasing the Client's services.

Scope of Work

The Service Provider will:

1. Create a 3D animation advertisement highlighting the Client's services.
2. Incorporate Client feedback during the project.
3. Follow the Client's brand guidelines for consistency.

The Client will:

1. Provide necessary assets.
2. Share target audience insights.
3. Review work at milestones and give timely feedback.

Timeline

The project will align with college deadlines.

Confidentiality

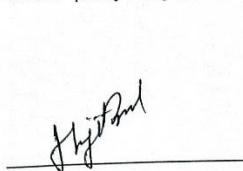
Both parties will maintain confidentiality of shared sensitive information.

Dispute Resolution

Disputes will be resolved through mutual discussion.

Termination

Either party may terminate this MoU with 14 days' notice, fulfilling prior obligations.



Manjit Baral



Griptz Tech

Figure 17: Memorandum of Understanding

DMP Letter Provided by College



December 23, 2024

To,

Mr. Manish Baral,

Griptz Tech,

Kathmandu, Nepal.

TO WHOM IT MAY CONCERN

I am writing this letter on behalf of **Mr. Manish Baral**. He is currently a final year student of **BSc (Hons) Multimedia Technologies** at Islington College. As a part of his **Digital Media Project**, he is going to prepare a 3D advertisement. For the same, he needs to conduct research and collect information from your organization.

I would like to humbly request you to assist him by providing the required permissions which will help him complete his project. Please assure him of his rights, permissions and approvals. I assure you that the information collected for the project will be used for academic purposes only and will be kept confidential. If the information is to be used in public capacity, we will first seek your approval.

Should there be any queries regarding this matter, please do not hesitate to contact me at sauharda.thapa@islingtoncollege.edu.np.

Thank you.

Sauharda Thapa



Manager, Student Services

Islington College Pvt. Ltd.
📍 Kamal Marg, Kamal Pokhari, Kathmandu, Nepal
📞 +977 1 5970012 | 4512929
✉️ info@islington.edu.np
🌐 islington.edu.np



UNIVERSITY PARTNER
LONDON METROPOLITAN UNIVERSITY

Figure 18: DMP Letter provided by College.

Weekly Meeting Log

Logbook Entry Sheet			
Meeting No:	1	Date:	12 th September
Start Time:		End Time:	
Items Discussed: About the Client based project. 3D Ad animation concept.			
Achievements: Learn how to approach client. Clear vision about 3D AD Animation.			
Problems (if any): 			
Tasks for Next Meeting: Approach a client. Research references. Write script about the ad.			



Student Signature



External Supervisor



Internal Supervisor

Logbook Entry Sheet

Meeting No: 2

Date: 19th September

Start Time:

End Time:

Items Discussed:

- Learn about what kind of ad Client wants.
- Learn about different style of ad
- Timing and Duration of ad.
- Voice over for ad.

Achievements:

Clear out the client requirements first.

- ④ Finds out the styling of ad.

Clear Vision about the duration and time of ad.

Problems (if any):

Tasks for Next Meeting:

Discuss everything about the ad with client.
Research references about the ad.
Write a formal script.

Hajibrahim

Student Signature

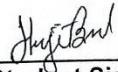


External Supervisor



Internal Supervisor

Logbook Entry Sheet			
Meeting No: 3	Date: 26 th September		
Start Time: 8:30	End Time:		
Items Discussed:			
Ads for Social media, TV, etc. Divide the ad into parts. What things to show and what not to			
Achievements:			
Learn about the ads in Social media Timing and duration of different parts of ads. Learn about the target audience of ad.			
Problems (if any):			
Tasks for Next Meeting:			
Write Script with different camera scenes and voice over. Meeting with Client and gather more information about the ad.			



Student Signature

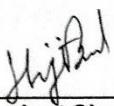


External Supervisor



Internal Supervisor

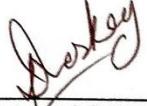
Logbook Entry Sheet	
Meeting No: 4	Date: October 2, 2024
Start Time:	End Time:
Items Discussed: Duration of Every Scene. Finalize voice over for ad. Discuss about Script and Storyboard.	
Achievements: Discuss more about the ad with client.	
Problems (if any):	
Tasks for Next Meeting: Finalize duration of Every scene Meeting with Client regarding the ad.	



Student Signature

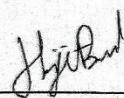


External Supervisor

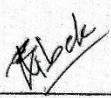


Internal Supervisor

Logbook Entry Sheet	
Meeting No: 5	Date: November 14, 2024
Start Time: 10:00 AM	End Time: 11:30 AM
Items Discussed: About the proposal. Make the Client to discuss further about complex animation. Gather at least 3 video reference.	
Achievements: Learn about the Client requirement and coursework requirement. Start writing formal script.	
Problems (if any):	
Tasks for Next Meeting: Start writing proposal Meeting with Client. Complete reference gathering.	



Student Signature



External Supervisor



Internal Supervisor

Logbook Entry Sheet

Meeting No: 6

Date: November 21, 2024

Start Time: 10:00 AM

End Time: 11:00 AM

Items Discussed:

Transition in different scenes.

Voiceover duration in every scenes.

Camera tracking in Maya.

Achievements:

Voiceover is requirement.

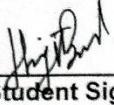
Transition only needed for some scenes.

Problems (if any):

Tasks for Next Meeting:

Make portion of storyboard.

Write voiceover and its duration.


Student Signature


External Supervisor


Internal Supervisor

Logbook Entry Sheet			
Meeting No:	7	Date:	November 28, 2024
Start Time:	10:00 am	End Time:	11:00 am
Items Discussed: Final Script, voiceover, duration, Research part until next week.			
Achievements: Finish and enhance Script, Voiceover, duration, Research part.			
Problems (if any):			
Tasks for Next Meeting: Complete Everything of Script, Voiceover, Duration, Research part, and Start Documentation			

Student Signature

External Supervisor

Internal Supervisor

Logbook Entry Sheet			
Meeting No: 8	Date: 5 th December, 2024		
Start Time: 10:00 am	End Time: 11:00 AM		
Items Discussed: Find product review about service ad. change bullet points into paragraph in documentation. write research question.			
Achievements: proper ad ad for product review.			
Problems (if any):			
Tasks for Next Meeting: Complete the section I part of documentation.			



Student Signature



External Supervisor



Internal Supervisor

Logbook Entry Sheet

Meeting No: 9

Date: December 12, 2024

Start Time: 10:00 am

End Time: 11:00 am

Items Discussed:

re-write the Abstract part.

improve literature review

find more possible product review videos.

Achievements: Write Research Question

Gained knowledge about writing Abstract.

Learned about theories to apply in literature review.

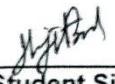
find the new website for searching product review.

Problems (if any):

Abstract portion in documentation.

Tasks for Next Meeting:

Write Abstract, literature review, product review, research question.


Student Signature


External Supervisor


Internal Supervisor

Logbook Entry Sheet			
Meeting No: 10	Date: December 19, 2024		
Start Time: 10:00am	End Time: 11:00am		
Items Discussed: Updating literature review. Impacts of product review.			
Achievements: Learned about proper way of writing literature review. Impacts refers to marketshare of the product for the product review.			
Problems (if any):			
Tasks for Next Meeting: Write literature review Write Impacts of product review.			



Student Signature

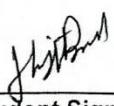


External Supervisor



Internal Supervisor

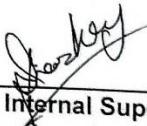
Logbook Entry Sheet			
Meeting No: 11	Date: December 26, 2024		
Start Time: 10:00 AM	End Time: 11:00 AM		
Items Discussed: The whole documentation. To refine Literature Review. To refine Abstract			
Achievements: Learned about the correct way of writing literature review, abstract.			
Problems (if any):			
Tasks for Next Meeting: Refine and complete the whole documentation.			



Student Signature

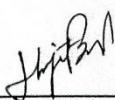


External Supervisor



Internal Supervisor

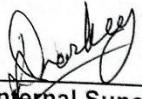
Logbook Entry Sheet			
Meeting No: 12	Date: January 2, 2025		
Start Time: 10:00 am	End Time: 11:00 am		
Items Discussed:			
Literature review. Abstract Formatting of word document. References and bibliography.			
Achievements:			
Learned about formatting style of documentation Learned about reference and bibliography Proper way of citation.			
Problems (if any):			
Tasks for Next Meeting:			
Submit the documentation before deadline.			



Student Signature



External Supervisor



Internal Supervisor