



## SM6907NI Digital Media Project

### 20% Individual Coursework

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YouTube Link:	
Google Drive Link:	

*I confirm that I understand my coursework needs to be submitted online via MySecondTeacher 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.*

## **1. Abstract**

This Digital Media Project mainly focuses on 3D animation, where students aim to explore any concept related to 3D design. For the project, a 3D advertisement will be made for Griptz, which is a company that develops website and programs. The goal is to showcase what Griptz does in a unique way to grab attention of clients. It will be achieved through 3D animation which will show different services of Griptz offer. Along with voiceover narration to help viewers easily understand what they do and to communicate with viewers emotionally as well.

# **Section I: Research**

## **1. Introduction**

This is a 3D animation advertisement, client-based project for the company Griptz. 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 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 Griptz. By clearly demonstrating the company strengths. This 3D animation will also help bring in new clients, improve the brand identity, and establish Griptz Tech 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 Impact of Advertising in Marketing

Advertising has a powerful impact on marketing, as it helps shape how people see and feel about a brand. It's how a brand gets known, makes an impact that lasts, and stands out in a crowded market. Ads that are good can get people's attention, make them feel something, and build trust, which can turn possible customers into loyal ones. Advertising helps a brand stay noticeable and important in a world that changes quickly by reaching people on TV, social media, and websites. It doesn't just bring in sales quickly; it also helps companies grow over time by understanding what customers really care about and keeping up with new trends. (Nancholas, 2024).



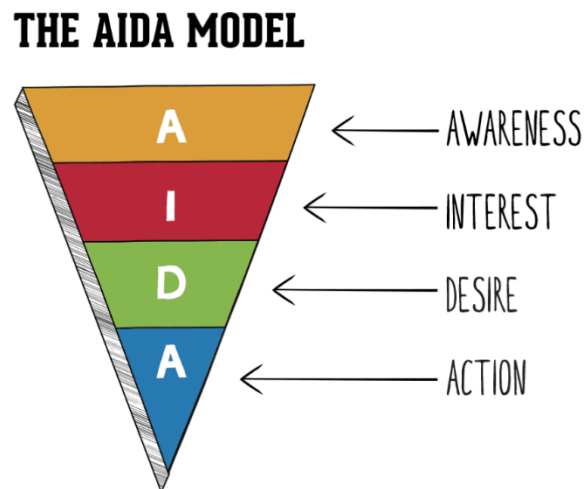
*Figure 1: Business and Marketing. (saber, 2019).*

## **2.2 Role of 3D in Advertising**

The propose of using 3D in advertising is to enhance the brand communication, reaching new heights and make it more realistic and it can also be used to make a simulation that gives viewers a better idea of what it is.

3D advertising is a new innovative way to show off products or services because it combines realistic visuals with dynamic storytelling. 3D ads help brands stand out in crowded markets by using realistic textures, animations that look like real life, and camera views that change over time. This method not only gets people's attention, but it also makes the viewing experience memorable, which has a strong impact on possible customers. (Sharma, n.d.).

## 2.3 AIDA Model (Attention, Interest, Desire, Action)



*Figure 2: 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 to take immediate action, whether it's contacting 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).

## 2.4 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 3: Coca-Cola Ad. (campaignsoftheworld, 2019).



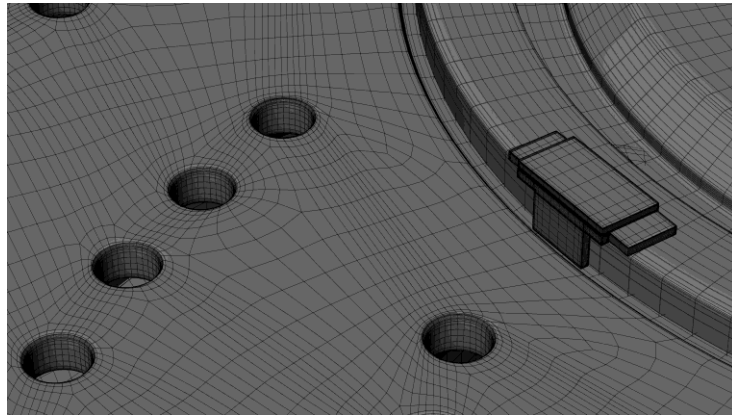
## **2.5 Human Psychology in Advertising**

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).

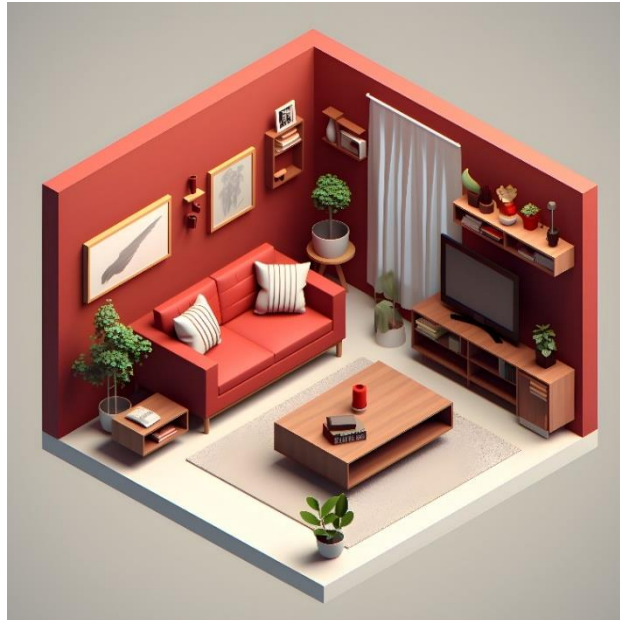
As David Ogilvy, the "Father of Advertising," said, on his book *Confessions of an Advertising Man* (1963), "If it doesn't sell, it isn't creative." (Ogilvy, 1963).

## 2.6 Modelling & Topology

3D modelling is the process of creating three-dimensional models of objects or surfaces. It is essential for designing characters, environments, and props, with clean topology playing a vital role in ensuring smoother animation and look realistic. Techniques such as edge loops, proper polygon distribution, and UV unwrapping optimize assets for high-quality rendering. Using the right topology to keep the model's structure is very important, especially for animations with a lot of detail and movement. (FutureLearn, 2022). (McCallum, 2024).



*Figure 4: Reference image of Topology. (topologyguides, 2019).*



*Figure 5: Reference Image of 3D Modelling*

## 2.7 Color Theory

Color theory helps us figure out what colors go well with each other. It is a mix of art and science. It includes a set of rules for how to use colors to make refined visuals that get people's attention. It's helpful to know the basics of color theory because it can help to choose and use color palettes more carefully and make people feel things. For Griptz Tech's by following this technique it will help to enhance the style that stands out and give the design a polished, interesting look. (Kozik, n.d.).

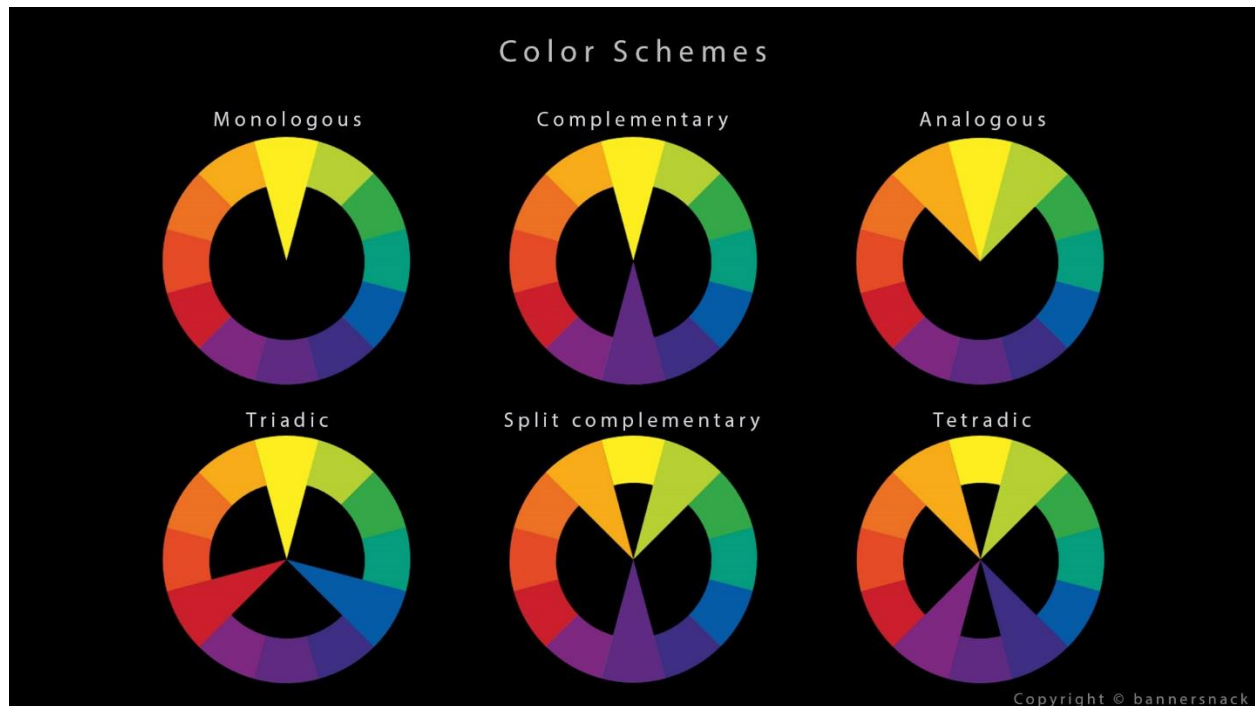


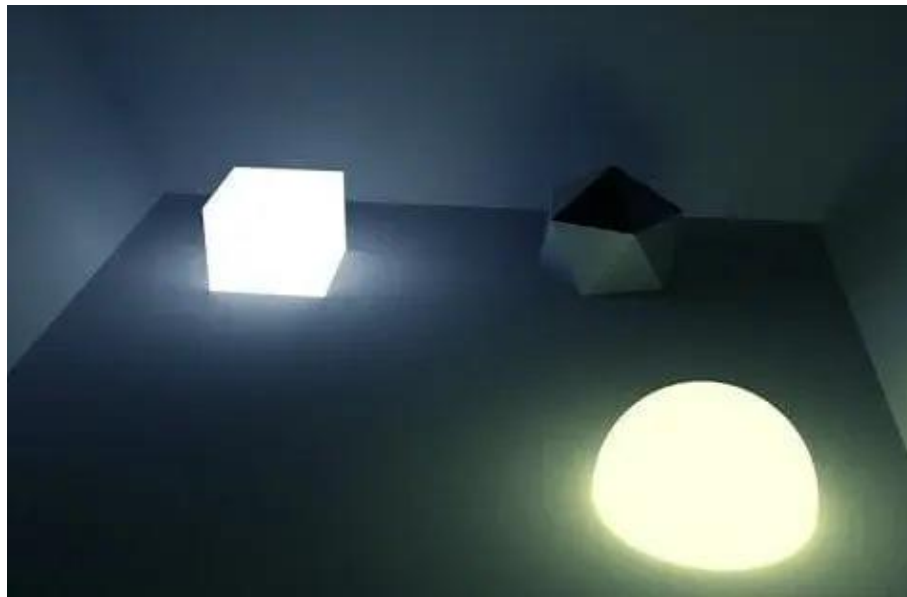
Figure 6: Reference Image of Color Theory. (Brejon, 2020).

## 2.8 Texturing & Lighting

Texturing and lighting are important for making scenes look real and creating mood. Texturing changes the way things look by adding surface features like color, pattern, and material properties. Lighting simulates how light moves on these surfaces, setting the tone and drawing attention to important parts. Together, they enhance depth and visual appeal by blending detailed textures with dynamic light and shadows. (Shahbazi, 2024). (Katatikarn, 2023).



*Figure 7: Reference Image of Texturing and Lighting. (Figuerola, 2023).*



*Figure 8: Reference Image of Texturing and Lighting. (Shahbazi, 2024).*

### 3. Product Review

#### 3.1 Smart Monitor M8 | Advertisement



Figure 9: Reference image of Ad.

Video Link: [https://www.youtube.com/watch?v=6yBa\\_nrHFVc](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 Griptz Tech ideas for their own ad, which focused on interesting animations and smooth scene changes to show off their services well.

### 3.2 3D Explainer Video Animation

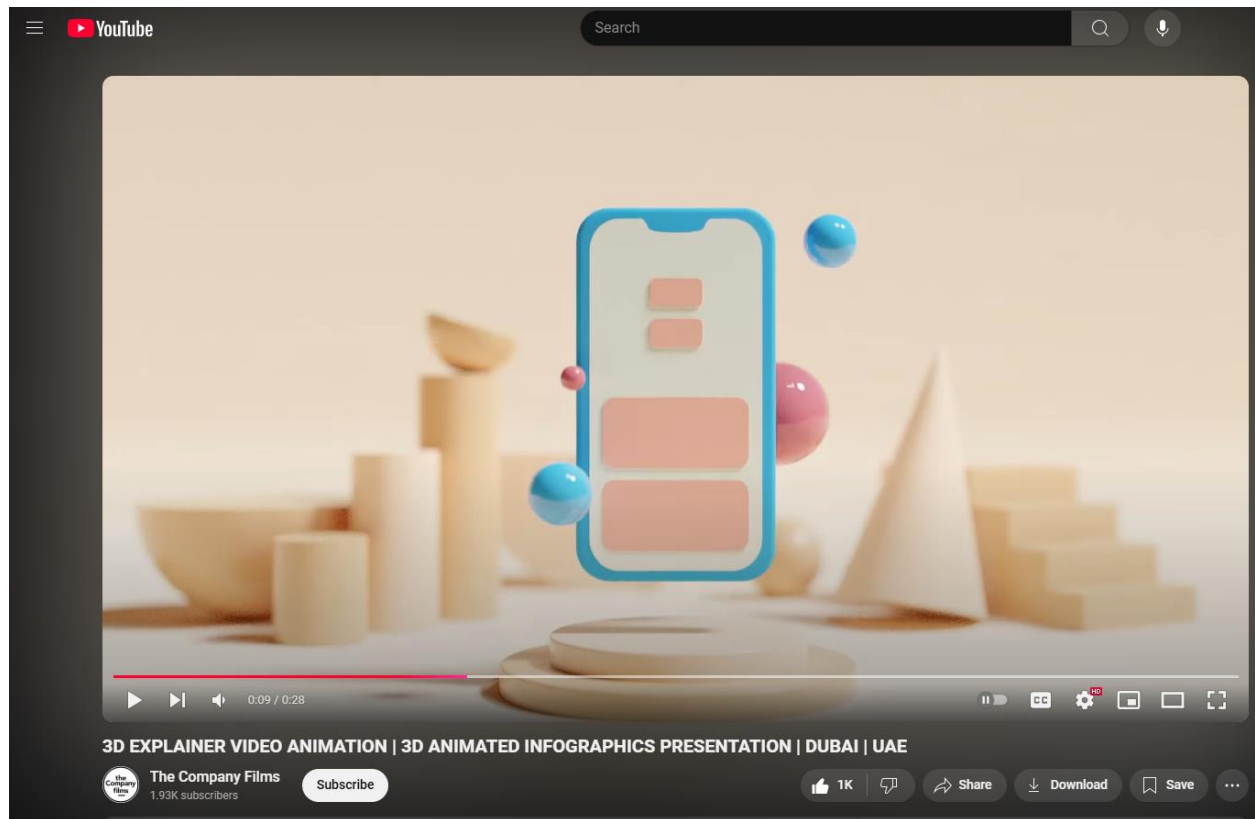


Figure 10: Reference Image of Video.

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 Griptz 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 Griptz's services in a more interesting and realistic way.



### 3.3 SmartBug: Web Design and Development Service

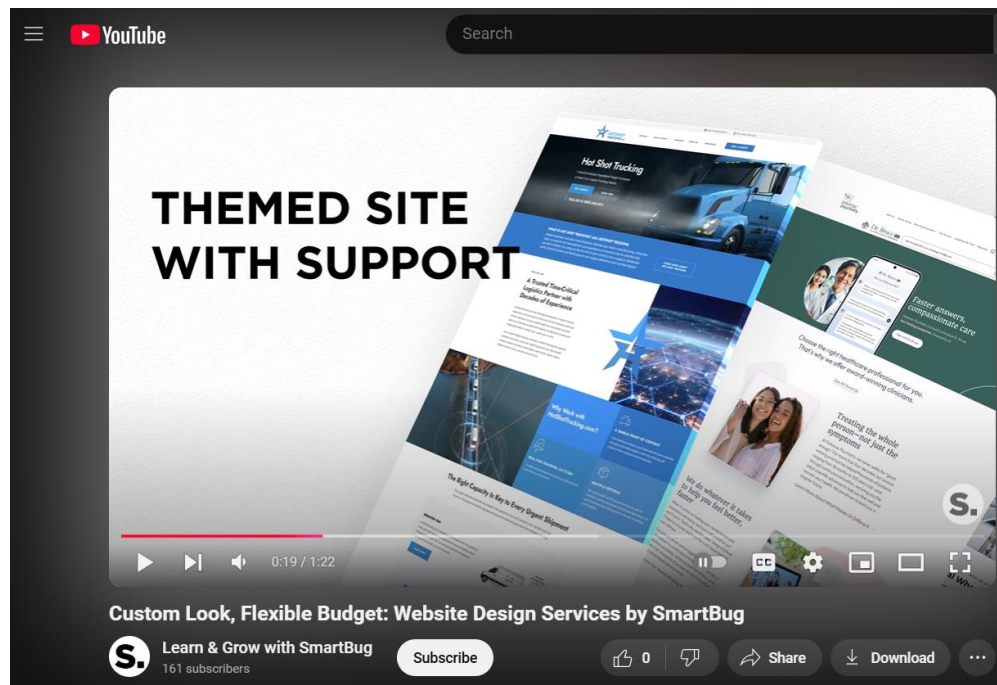


Figure 11: Reference Image of a video.

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

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 effectively showing Griptz's services.

#### **4. Summary and Conclusions**

The research process for creating the 3D advertisement for Griptz 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 ad of Griptz 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 Ad

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

## **6. Research Question**

How 3D animation will be used to show the services of a tech company?

The goal of making a 3D animation advertisement for Griptz is to effectively communicate the company's services while keeping the audience engaged. The 3D animation will showcase Griptz's skills in creating websites and software by using dynamic visuals, smooth transitions, and modern design techniques, and the animation. A variety of services, including web development, mobile app solutions, and software maintenance, will be represented using stylized or realistic 3D elements.

## 7. Treatment

### 7.1 Title

Griptz Tech Ad

### 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 Griptz provides through 3D animations. It starts with web and mobile app development, followed by a market survey and data analytics. The ad concludes with software maintenance service and a final logo animation, showing how innovative and effective the Griptz 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 likes 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 of Griptz Tech.

### **8.1 Software to be used**

#### **8.1.1 Autodesk Maya**

- For making 3D models of environment, texturing, animation, lighting and rendering.

#### **8.1.2 Adobe Photoshop & Adobe Substance Painter**

- Texturing of 3D models.

#### **8.1.3 Adobe After Effects**

- For tracking green screens and making motion graphics.

#### **8.1.4 Microsoft Clipchamp**

- For generating voice over.

#### **8.1.5 Celtx**

- For scriptwriting.

#### **8.1.6 Figma**

- For designing the homepage of website for animation.

#### **8.1.6 Premiere Pro**

- For compiling the rendered footages, background music, voice overs, transitions, and produce the final advertisement.

## **8.2 Hardware Requirements**

### **8.2.1 Personal Computer: Acer Nitro 5**

- **Operating System:** Windows 11
- **Graphics Card:** Nvidia GeForce RTX 4060
- **Processor:** Intel Core i5 12<sup>th</sup> 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.

## 8.5 Gantt Chart/Timeline

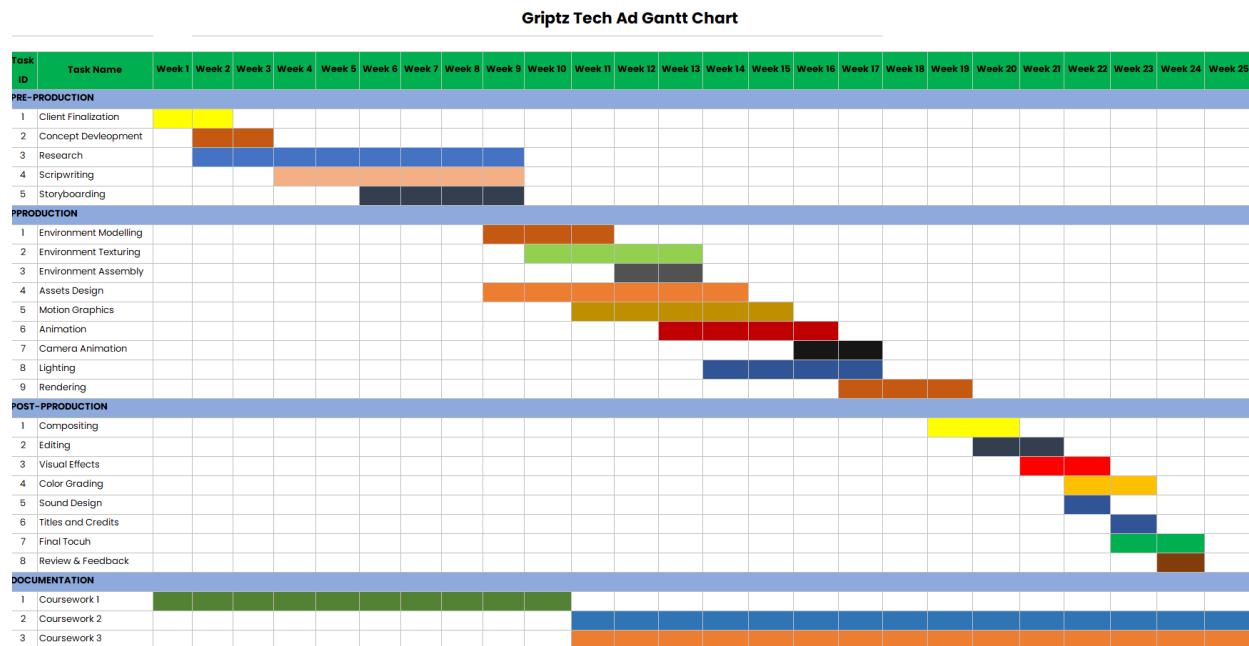


Figure 12: Gantt Chart

The Griptz Tech Ad 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.

## **9. Contribution of Others**

### **9.1 Client**

The client has contributed on the following things:

- Concept Development.
- Few design assets.
- Feedback and Evaluation.
- Target Audience Insights.
- Brand Guidelines.

## **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 teacher feedback, guaranteeing that the finished advertisement effectively conveys Griptz's services. The video will be improved through this feedback-driven process to meet the expectations of the client.



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# **Appendix**

## **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

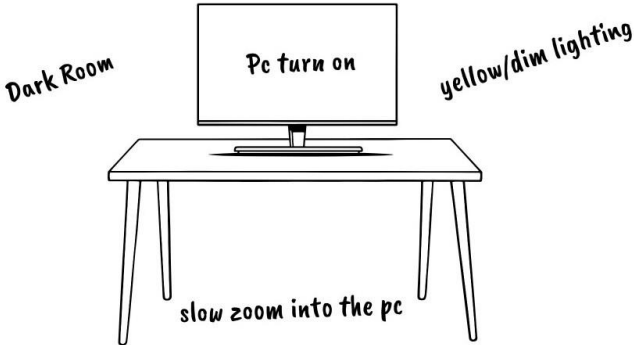
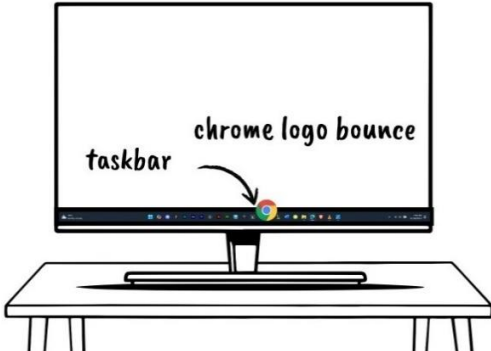

LOGO ANIMATION:


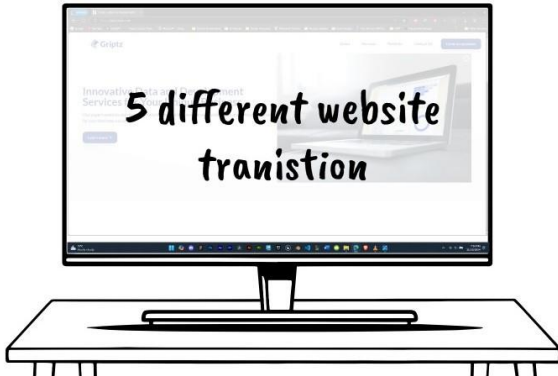
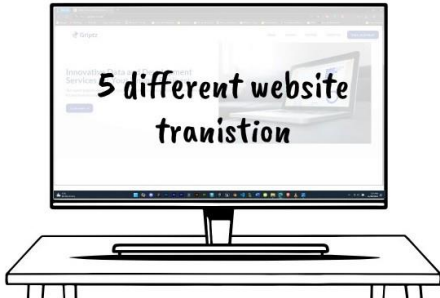
LOGO ANIMATION

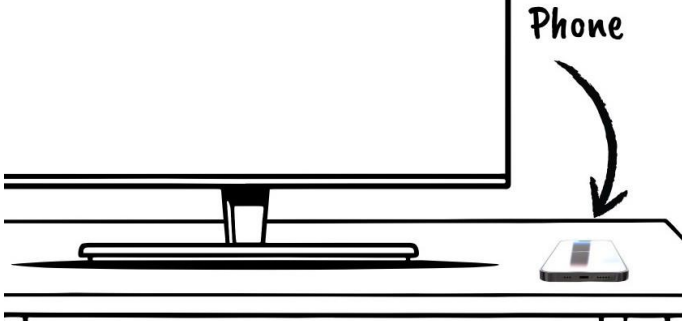


INNOVATING FOR TOMORROW, EMPOWERING YOUR TODAY.  
GRIPTZ—YOUR PARTNER IN THE DIGITAL AGE.

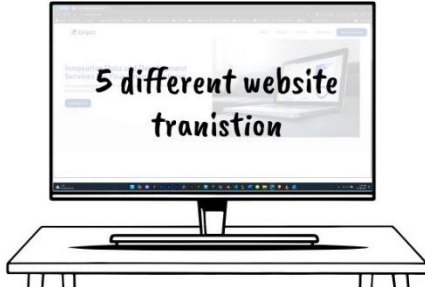
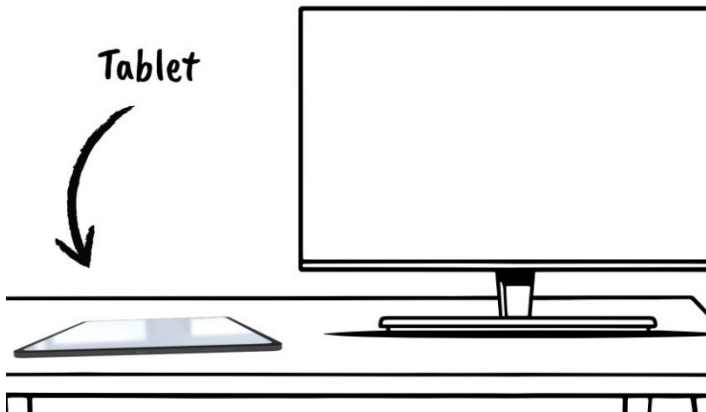

CONTINUE

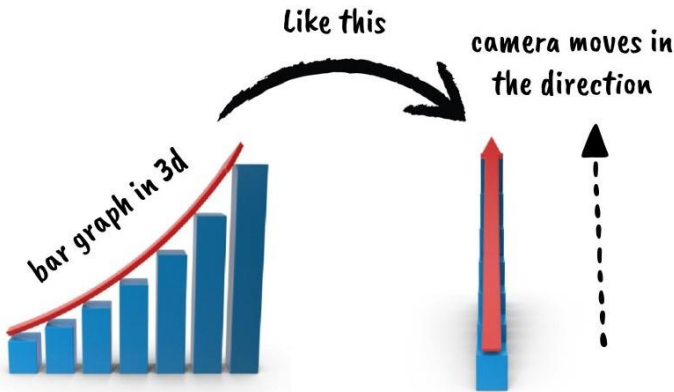

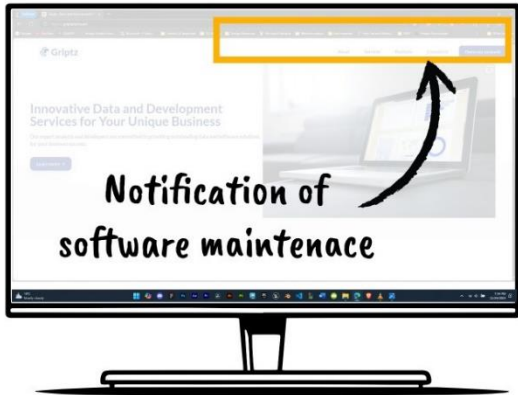
## Storyboard

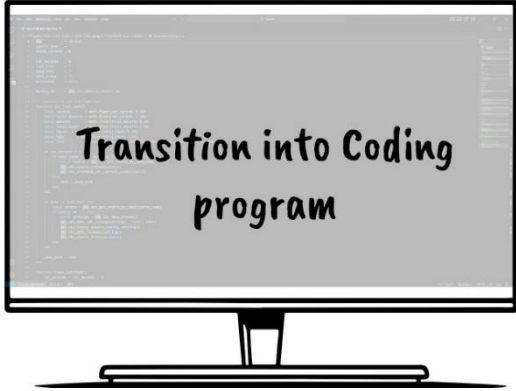
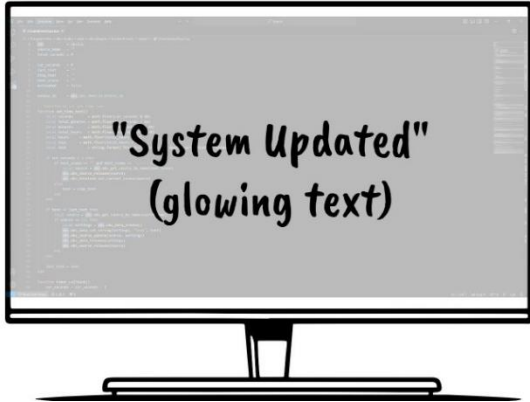
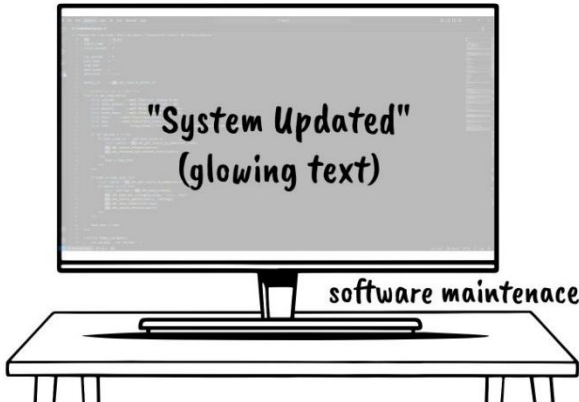
Scene:	Camera Shot:	Location:	Duration:	Description
1	Zooming in	Interior	1-3 Seconds	
				The camera slowly zooms in to the PC screen as it powers on.
Scene:	Camera Shot:	Location:	Duration:	Description
2	Close up	Interior	1-3 Seconds	
				The browser logo bounces up and down and opens.
Scene:	Camera Shot:	Location:	Duration:	Description
3	Close up	Interior	1-3 Seconds	
				Wireframe of a website is shown as well as the environment around it is wireframe as well

Scene:	Camera Shot:	Location:	Duration:	Description
4	Close up	Interior	1-3 Seconds	
<p>environment tranistion as well.</p> 				The website transition into fully designed website with buttons pooping up, slider animates as well as the environment also turns from wireframe to design.
Scene:	Camera Shot:	Location:	Duration:	Description
5	Close up	Interior	1-3 Seconds	
				The five different fully designed website is shown on the screen of the monitor one after another.
Scene:	Camera Shot:	Location:	Duration:	Description
6	Zooming Out	Interior	1-3 Seconds	
<p>"web development"</p> 				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	<p>Then, the camera shows that there is phone on the table.</p>
				
Scene:	Camera Shot:	Location:	Duration:	Description
8	Medium	Interior	1-3 Seconds	<p>The phone rises and comes to centre of the screen and an app opens.</p>
<p>phone rises up and comes to center of the screen</p> 				
Scene:	Camera Shot:	Location:	Duration:	Description
9	Medium	Interior	1-3 Seconds	<p>The 5 different landing pages of apps, the landing pages of the apps rotate around the phone.</p>
<p>5 apps homepages are shown</p> 				

Scene:	Camera Shot:	Location:	Duration:	Description
10	Zooming Out	Interior	1-3 Seconds	<p>Then the camera zooms out and there is text 'Mobile App Development' written on the wall.</p>
<div><h2>"Mobile App Development"</h2></div>				
Scene:	Camera Shot:	Location:	Duration:	Description
11	Panning Shot	Interior	1-3 Seconds	<p>Then the camera shows that there is tablet on another side of desk.</p>
<div><p>Tablet</p></div>				
Scene:	Camera Shot:	Location:	Duration:	Description
12	Medium	Interior	1-3 Seconds	<p>the tablet lights up and shows holographic charts.</p>
<div><p>Tablet lights up holographic charts</p></div>				

Scene:	Camera Shot:	Location:	Duration:	Description
13	Zooming In	Interior	1-3 Seconds	
 <p>Like this</p> <p>camera moves in the direction</p> <p>bar graph in 3d</p>				The camera moves above the growing bar graph.
Scene:	Camera Shot:	Location:	Duration:	Description
14	Zooming Out	Interior	1-3 Seconds	
<p>(written at top of graph)</p> <p>"market survey"</p> 				When the camera reaches the top it shows 'Market Survey' written on the wall.
Scene:	Camera Shot:	Location:	Duration:	Description
15	Medium	Interior	1-3 Seconds	
 <p>Notification of software maintenace</p>				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	
<b>[Logo Animation]</b>				The logo animation of the company.



# Voiceover

Voiceover were generated using AI from Microsoft Clipchamp.

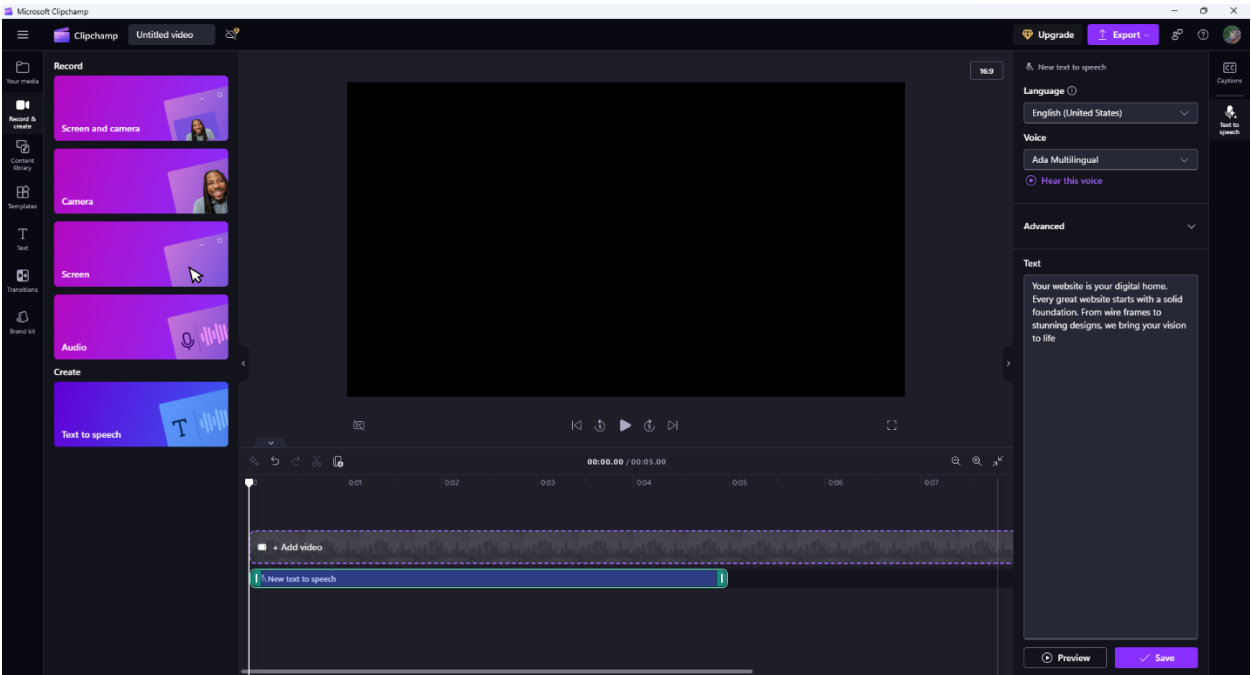


Figure 13: Voiceover Generated using Clipchamp.

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 14: Voiceover Files.

**Mail and Text Exchanges with Client**

**FYP Letter Provided by College**

## Weekly Meeting Log

## Logbook Entry Sheet

Meeting No: 1

Date: 12<sup>th</sup> September

Start Time:

End Time:

### Items Discussed:

About the client based project.  
3D Ad animation concept.

### Achievements:

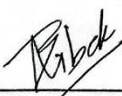
Learn how to approach client.  
Clear vision about 3D AD Animation.

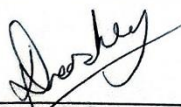
### Problems (if any):

### 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: 19<sup>th</sup> 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.
- Voiceover for ad.

### Achievements:

- Clear out the client requirements first.
- 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.

  
Student Signature

  
External Supervisor

  
Internal Supervisor

## Logbook Entry Sheet

Meeting No: 3

Date: 26<sup>th</sup> 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:

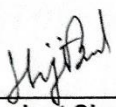
Discuss more about the ad with client.


### Problems (if any):

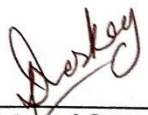
### Tasks for Next Meeting:

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.

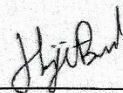
### Problems (if any):

### Tasks for Next Meeting:

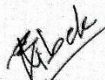
Start writing proposal

Meeting with client.

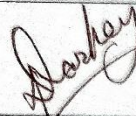
Complete reference gathering.



Student Signature



External Supervisor



Internal Supervisor



## Logbook Entry Sheet

Meeting No: 6

Date: November 27, 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.

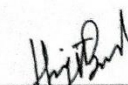
Transition only needed for some scenes.


### 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<sup>th</sup> 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.

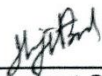
find the new website for searching product review.


### 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:**

Learnt 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