

School of Information Technologies
Faculty of Engineering & IT

ASSIGNMENT/PROJECT COVERSHEET - INDIVIDUAL ASSESSMENT

Unit of Study: INFO5415

Assignment name: Assignment 3 - Presentation & Demonstration

Tutorial time: Thursday 8-9PM

Tutor name: Yichao Hao

DECLARATION

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I realise that I may be asked to identify those portions of the work contributed by me and required to demonstrate my knowledge of the relevant material by answering oral questions or by undertaking supplementary work, either written or in the laboratory, in order to arrive at the final assessment mark.

Student ID: 470141560

Student name: Minzhi Huang

Signed

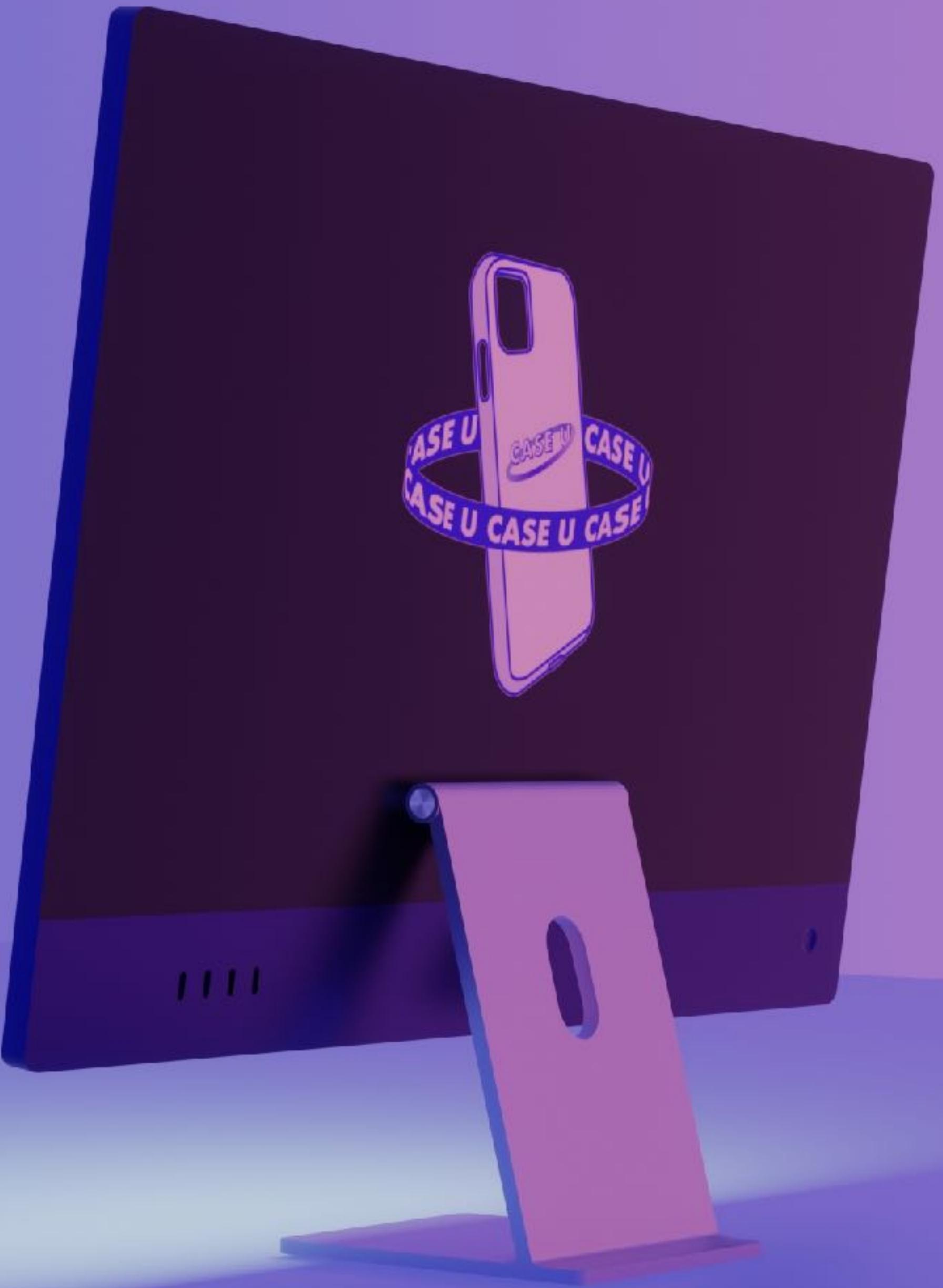
Minzhi Huang

Date 27/10/2021

COMP 5415

Assignment 2

CASE U Multimedia Production Implementation
and Delivery



Minzhi Huang 470141560



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Project Introduction

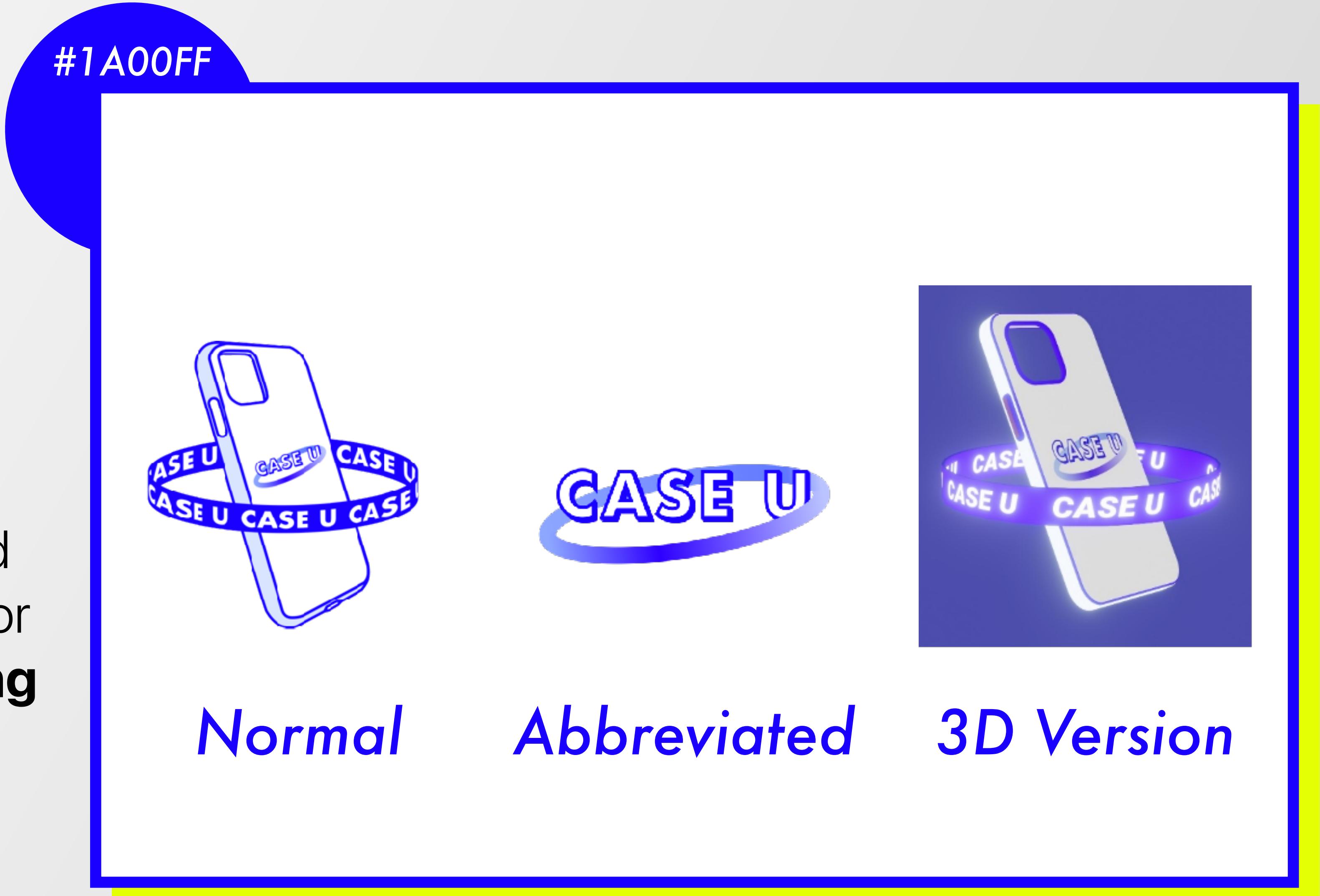
- Project Goal
- Project Design Style





| Project Goals & Logo

- **CASE U:** A cell phone case customisation service brand.
- **Goal:** Provide a multimedia production implementation and delivery to the CASE U brand for **promotion** and then **attracting** more and more **users**.





| Design Style

- A **mix** of 3D cartoon style and 3D typography style

Video Style



3D Cartoon

Graphic Style



3D Typography

Graphic Design

- Poster
- Banner



[Introduction Video](#)





Advertisement Poster

- Introduce of the mobile phone case customisation service
- Through this poster, the target audience can develop a clear insight of what is CASE U and what service we provided.

The advertisement features a central smartphone with a white case that has 'CASE U' printed on it twice. To the right of the phone is a large, stylized logo for 'Cell phone case design factory' with a colorful, wavy background. Below the logo is a dashed green line separating the top section from the middle section. The middle section contains three main sections: 'Choose any combinations', 'Design your own phone case now', and 'Provide plentiful color matching'. Each section includes icons and text labels. To the right of these sections is a vertical column titled 'Material' with six options: Clear Plastic, Metal Glass, Leather, Silicone, and Suede, each accompanied by a small cube icon. At the bottom, there are two calls to action: 'Find out more on our official website' and 'Search CASEU.com' with a globe icon.

Cell phone case design factory

Choose any combinations

Design your own phone case now

Pattern

- Text
- Sketch
- Photo
- Stickers

Color

Provide plentiful color matching

Material

- Clear Plastic
- Metal Glass
- Leather
- Silicone
- Suede

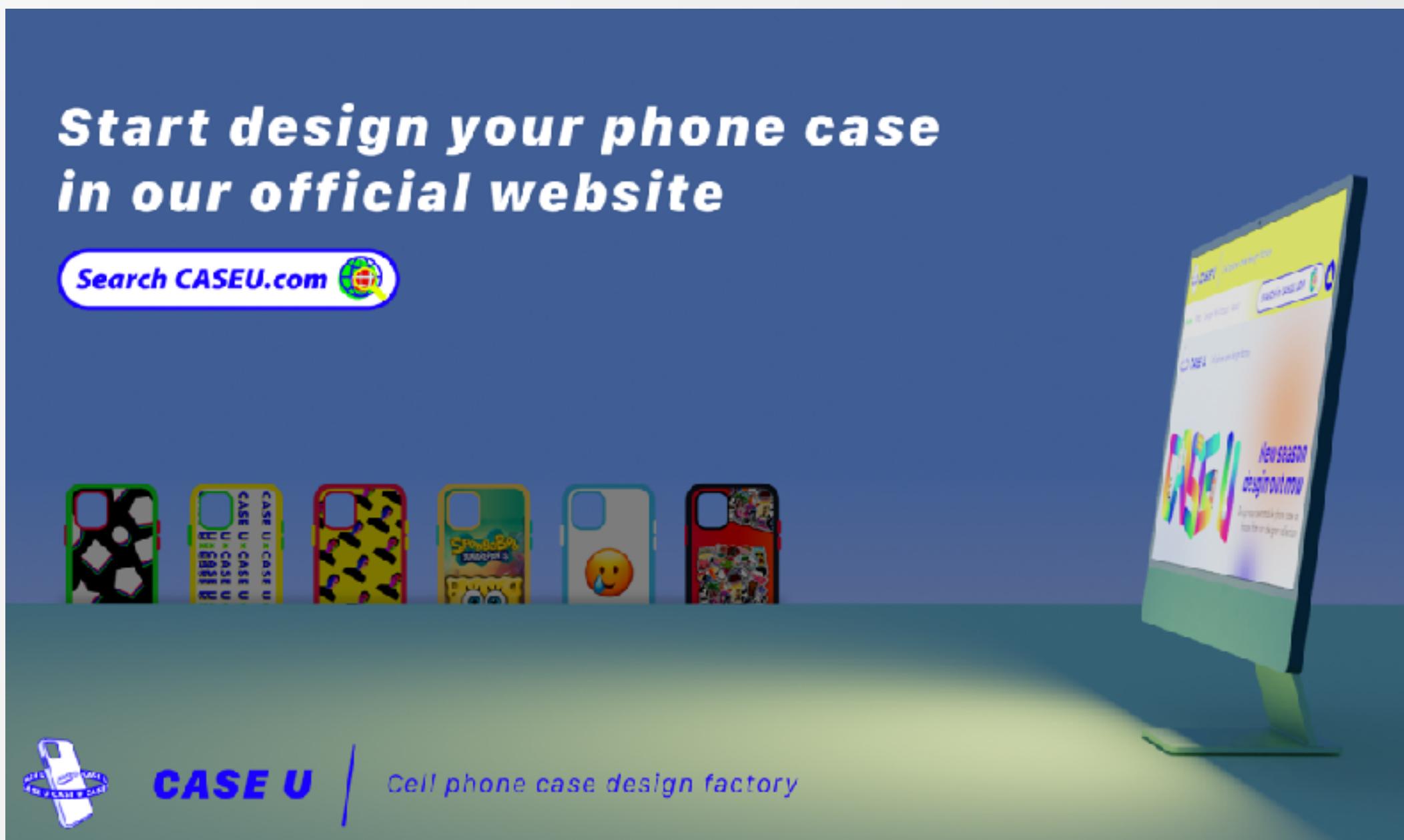
Find out more on our official website

Search CASEU.com



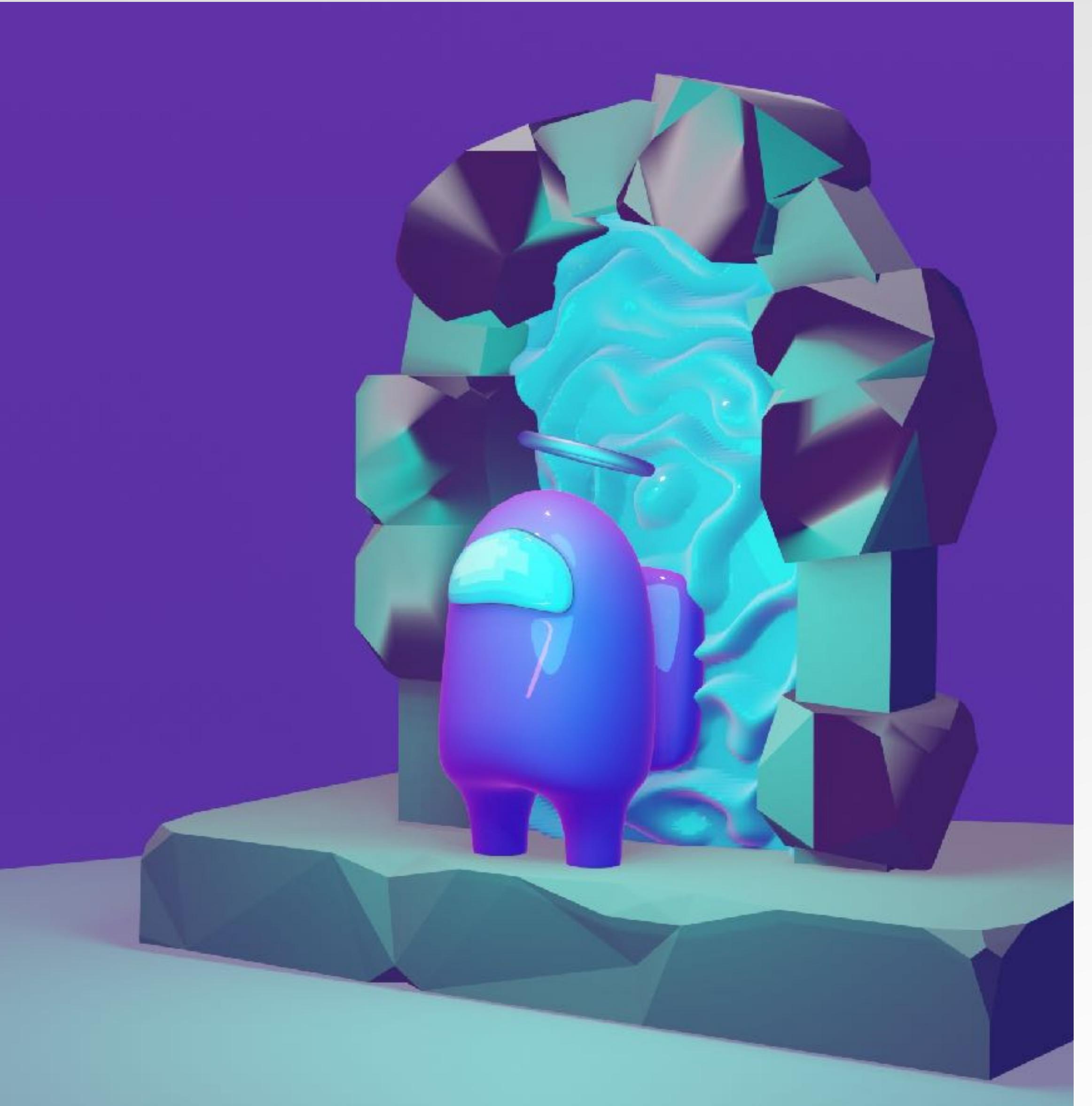
Banner

- Three banner images
- Rendered by Blender and then processed in Ps



3D Modelling

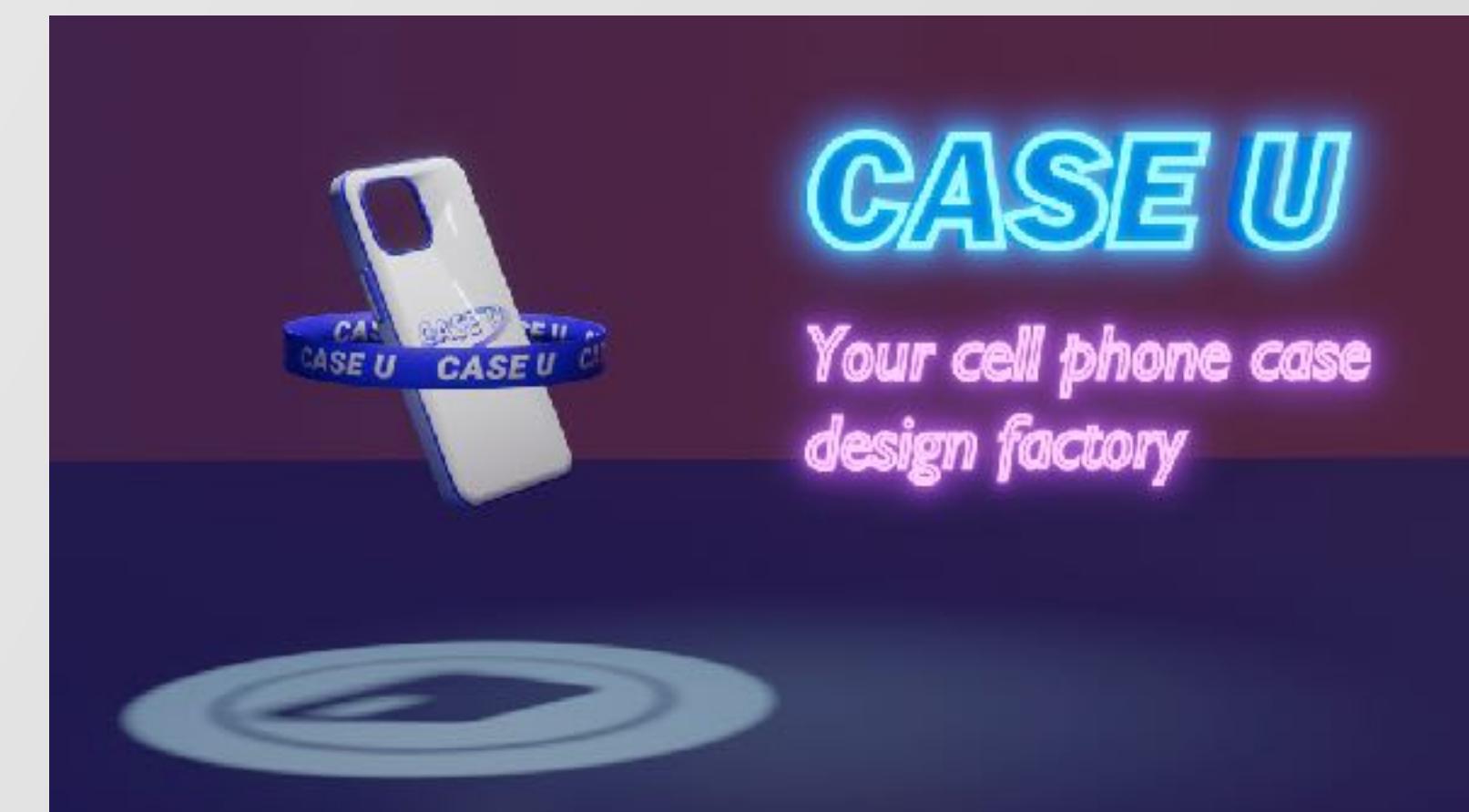
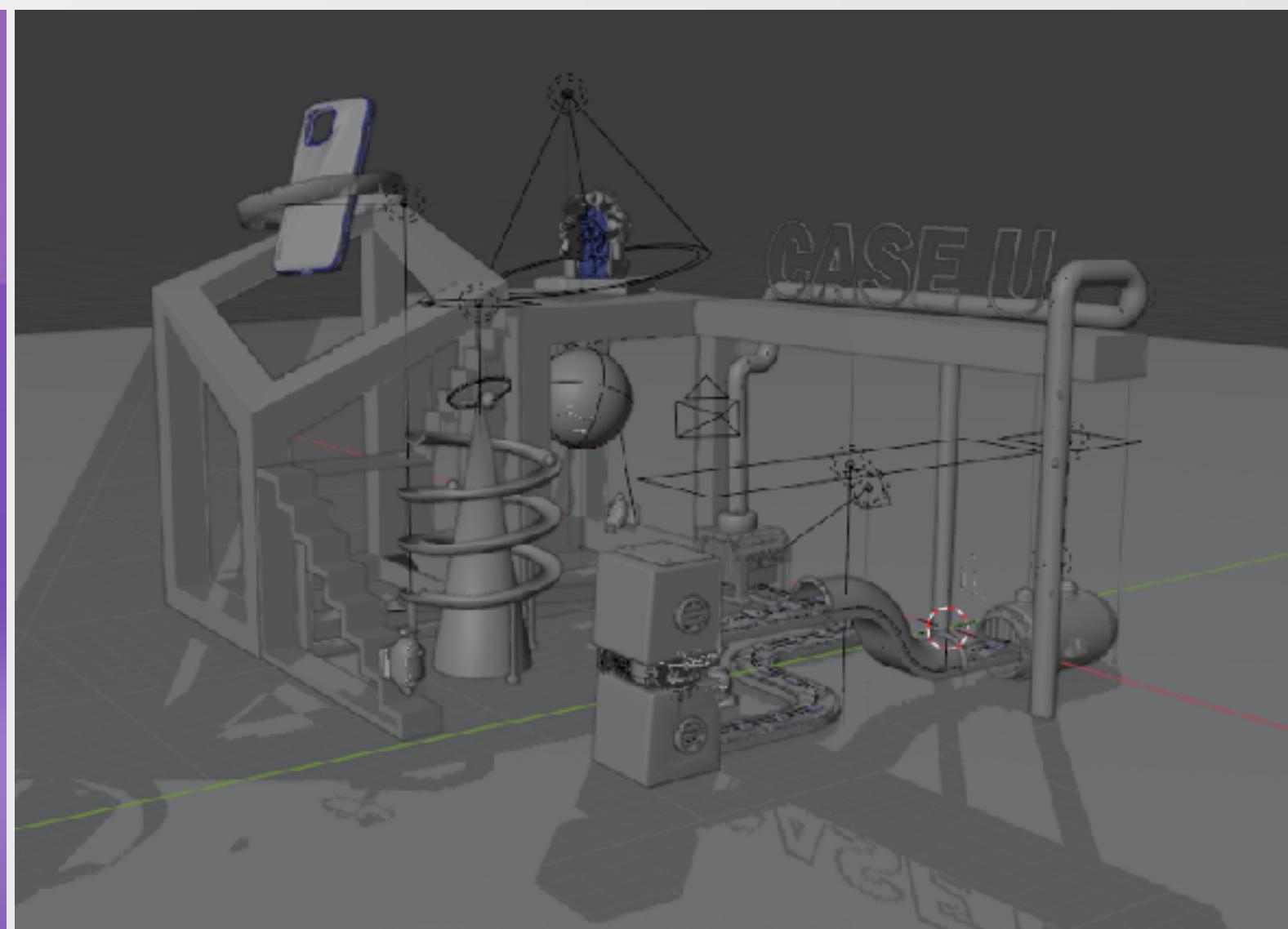
- 3D Scenes
- Character
- Object & Environment





/ 3D Scenes

- Created two 3D scenes:
 1. Screen with our website: An advertisement for Website
 2. 3D cartoon Factory: An introduction to the CASE U customisation service



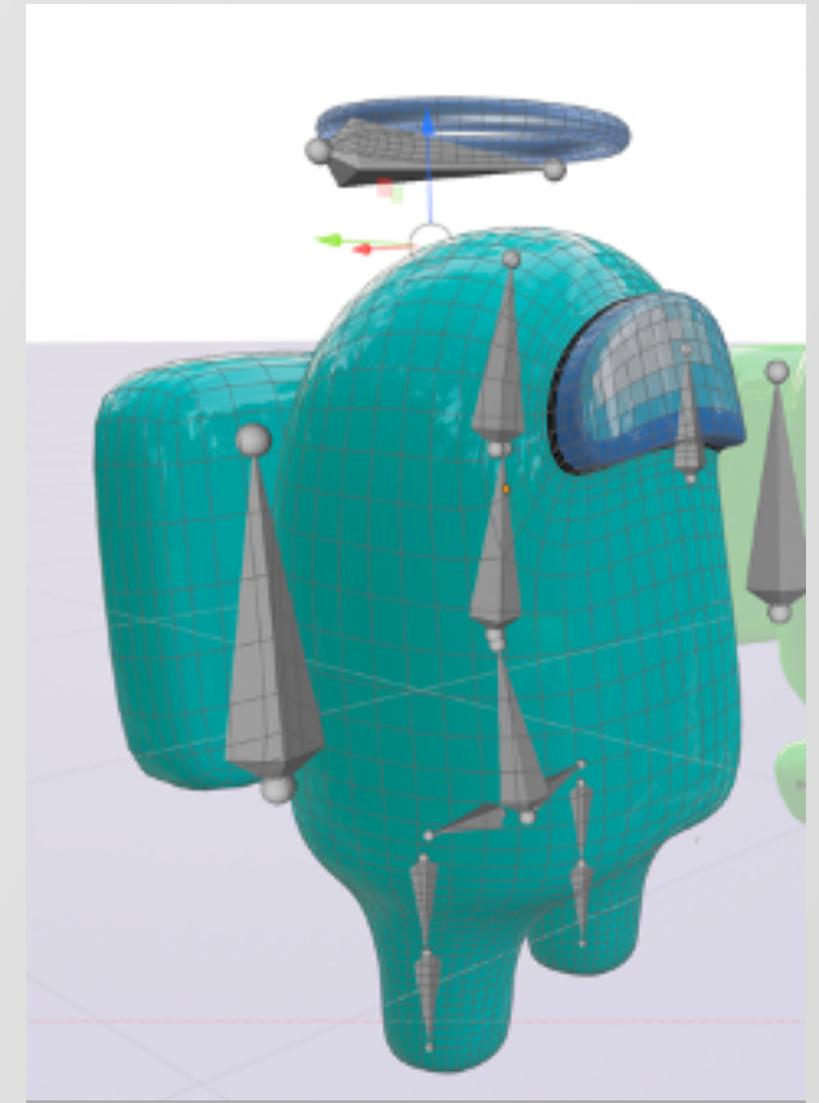
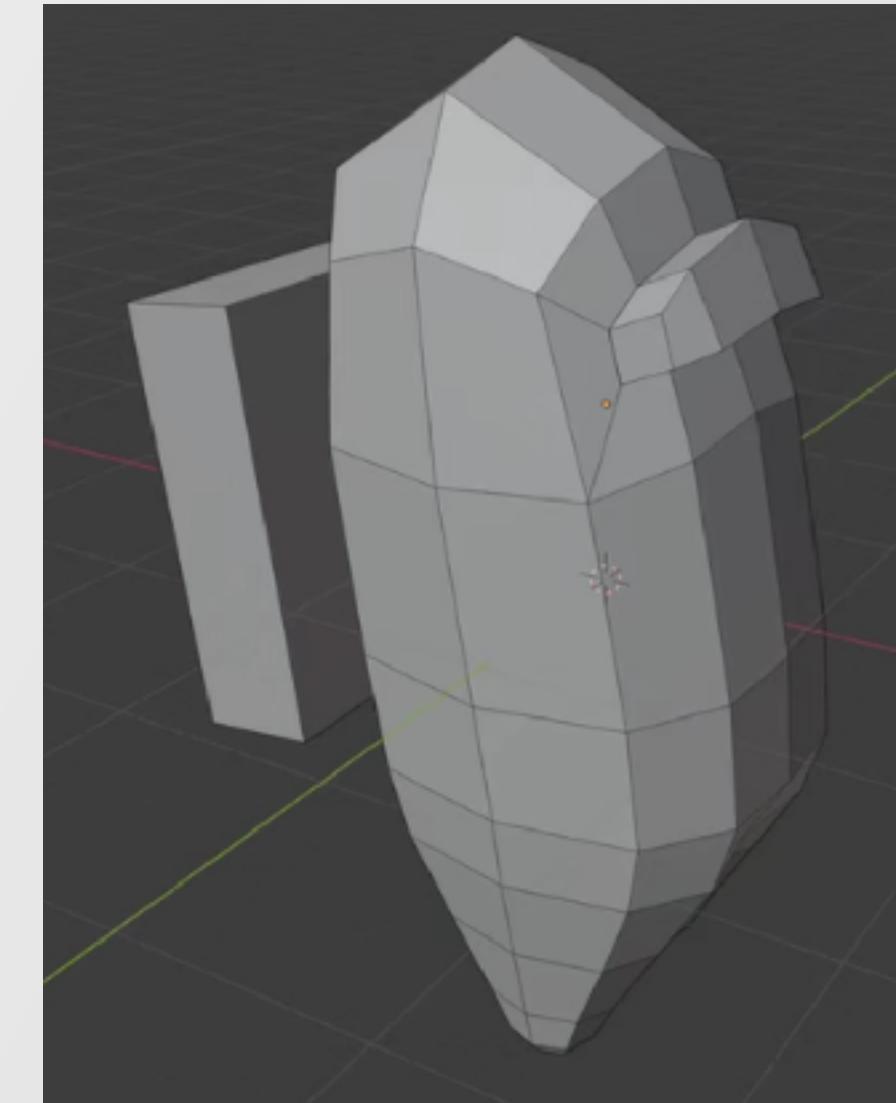
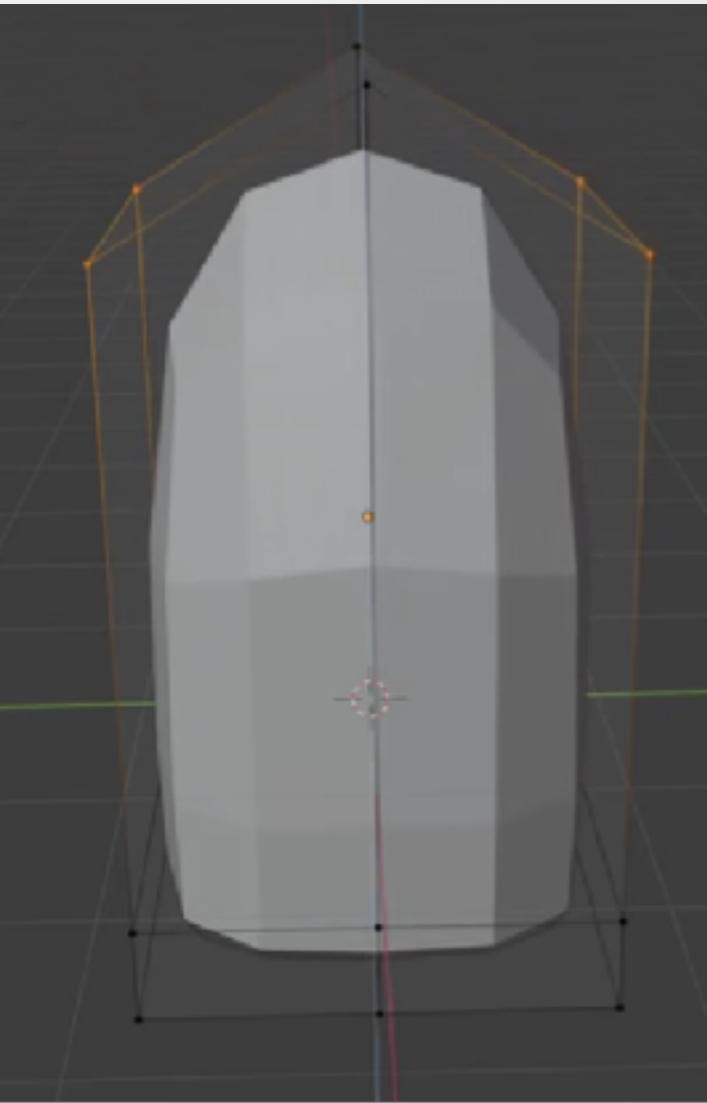
Scene 1

Scene 2



/ Character

- Based on a single cube
- **Extrude** tool to get its legs and glasses
- Used multiple modifiers:
 - **Bevel**
 - **Subdivision surface**
- Different materials
- Different decorations





| Environment & Object

- Use **Array** and **Curve** Modifier to create conveyor belt





| Environment & Object

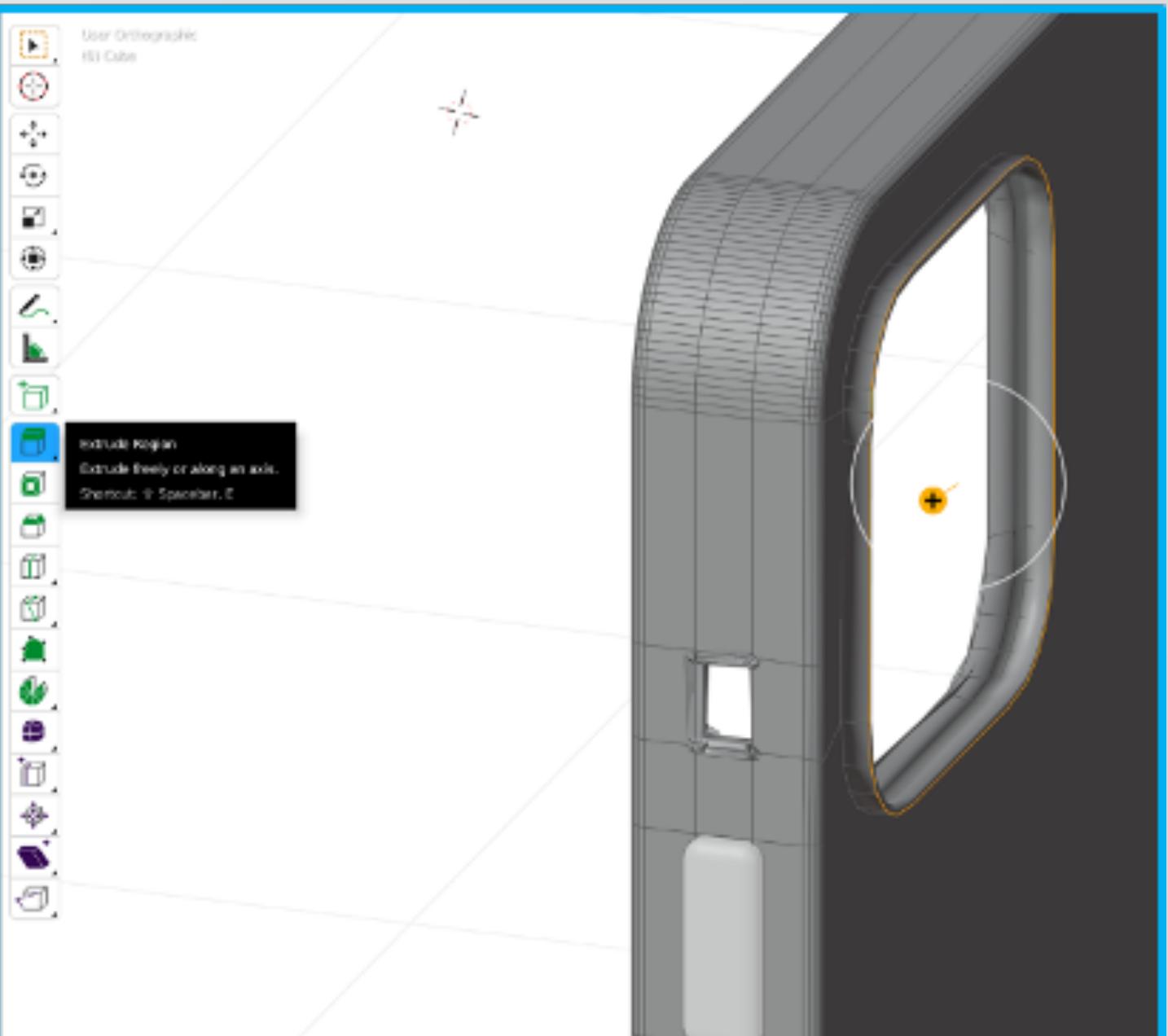
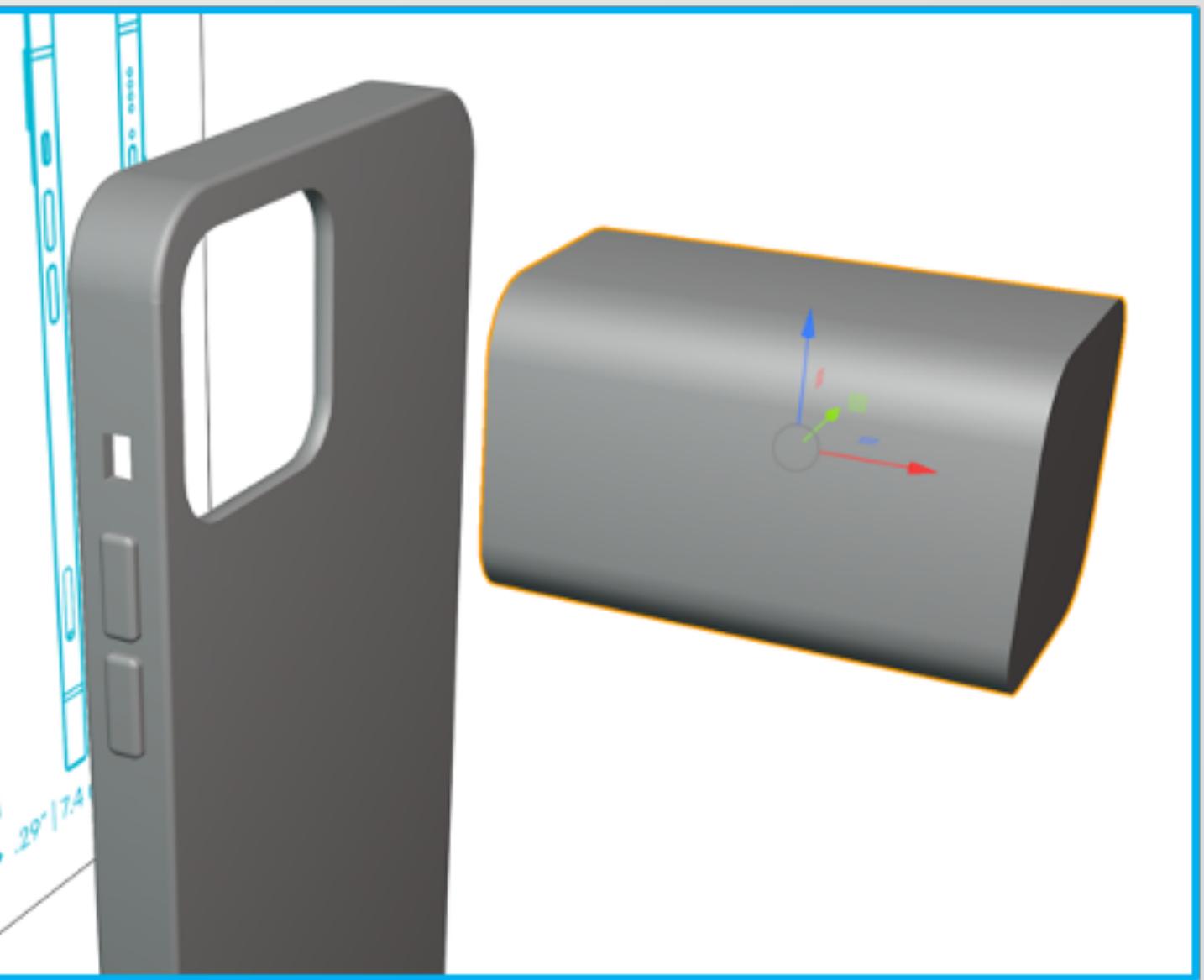
- Use **Array** and **Curve** Modifier to create conveyor belt
- Use **Bevel** modifier to get rounded angle and the stairs





| Environment & Object

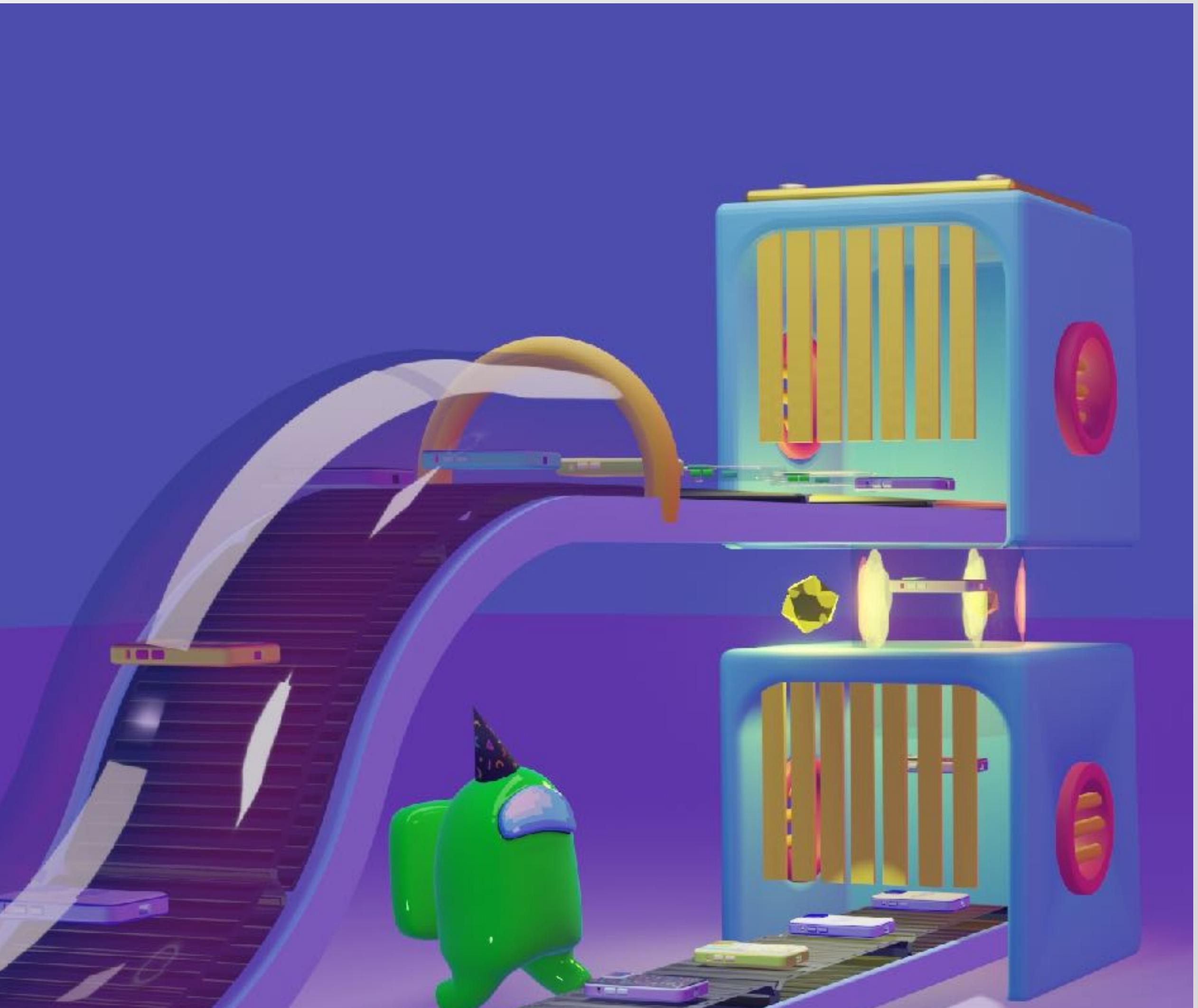
- Use **Array** and **Curve** Modifier to create conveyor belt
- Use **Bevel** modifier to get rounded angle and the stairs
- Use **Boolean** modifier to make a hole of an object





| Environment & Object

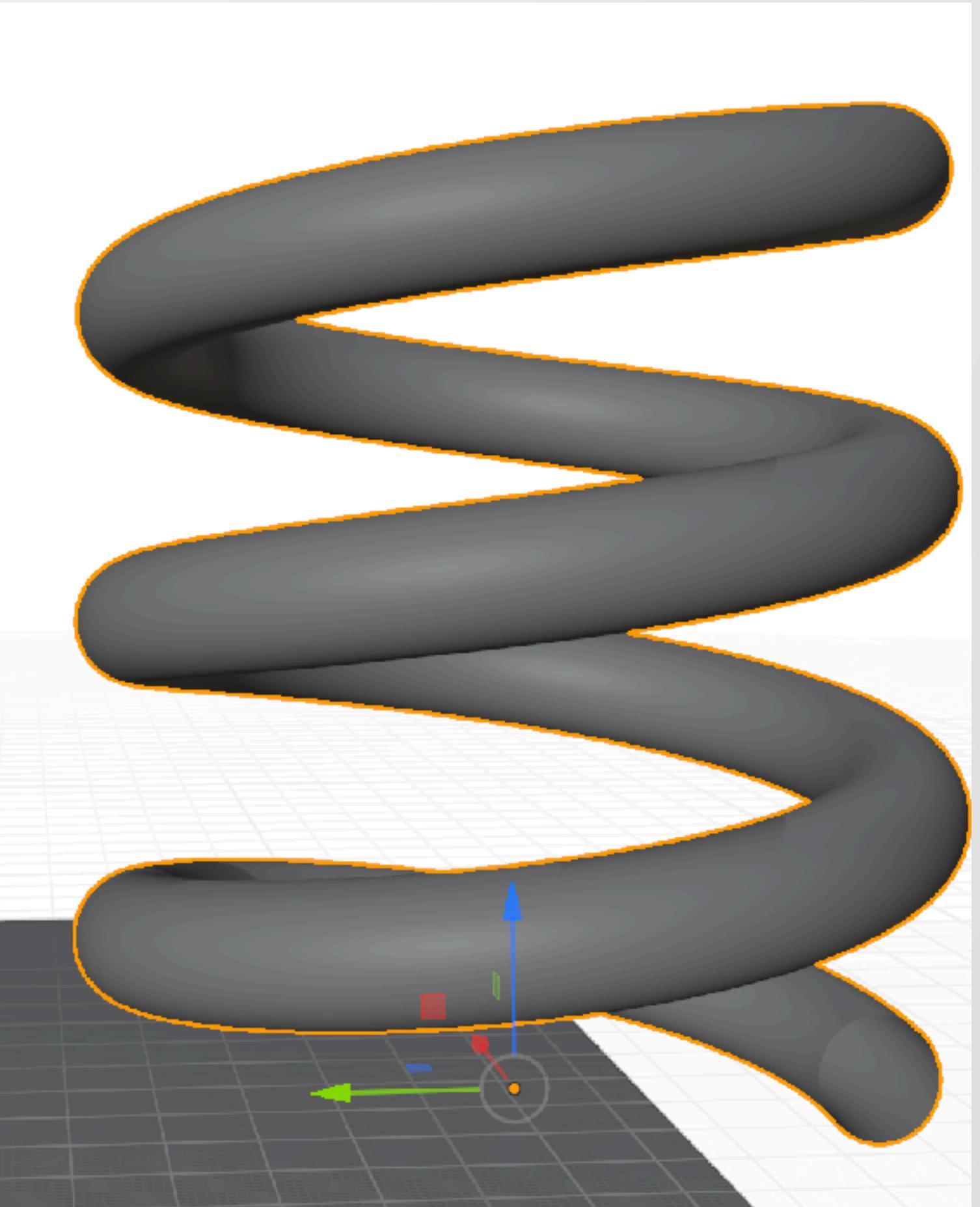
- Use **Array** and **Curve** modifier to create conveyor belt
- Use **Bevel** modifier to get rounded angle and the stairs
- Use **Boolean** modifier to make a hole of an object
- Use **Solidify** modifier to get a realistic effect of building.





| Environment & Object

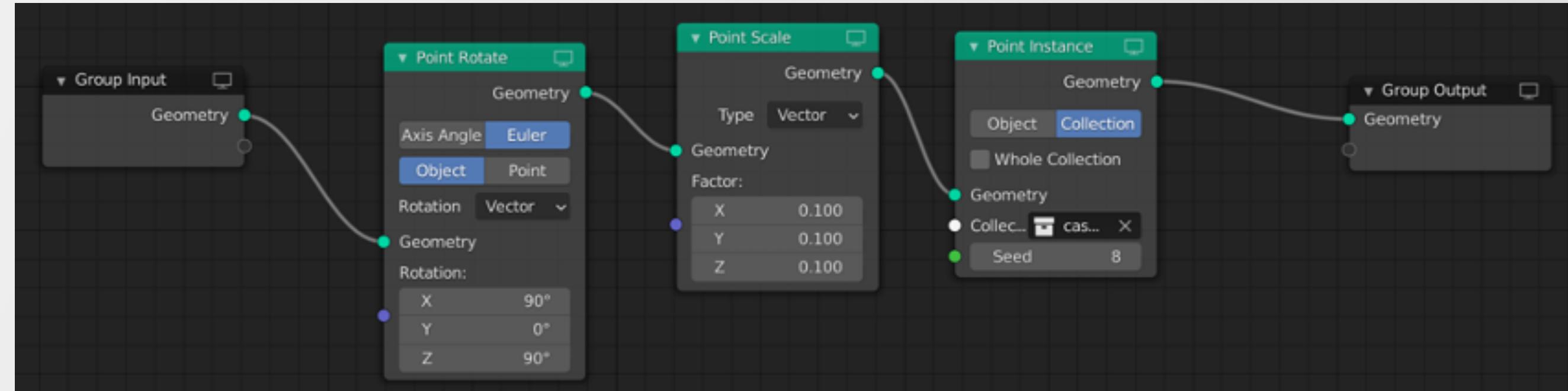
- Use **Array** and **Curve** Modifier to create conveyor belt
- Use **Bevel** modifier to get rounded angle and the stairs
- Use **Boolean** modifier to make a hole of an object
- Use **Solidify** modifier to get a realistic effect of building.
- Use **Screw** modifier to get the spiral slide





Environment & Object

- Use **Array** and **Curve** Modifier to create conveyor belt
- Use **Bevel** modifier to get rounded angle and the stairs
- Use **Boolean** modifier to make a hole of an object
- Use **Solidify** modifier to get a realistic effect of building.
- Use **Screw** modifier to get the spiral slide
- Use **Node Instancing** to distribute the phone cases to the product line



Animation

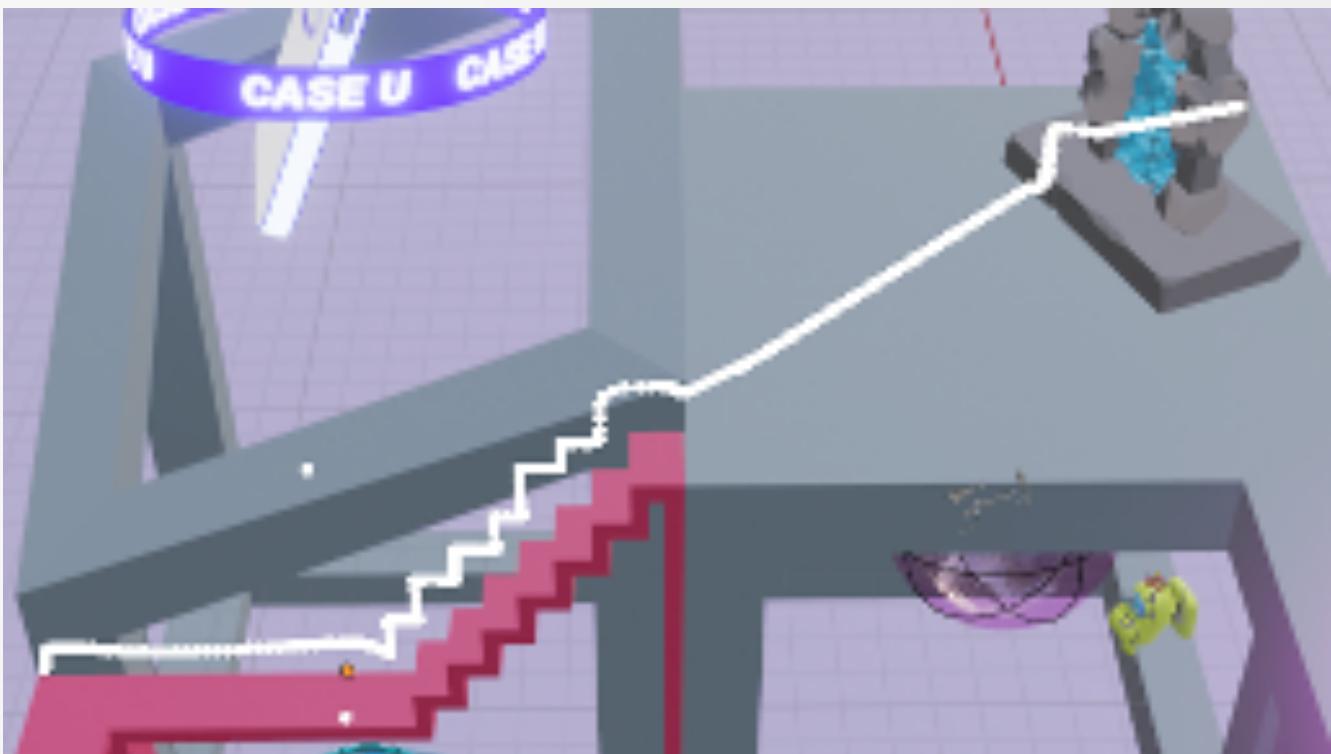
- Character animation
- Object animation



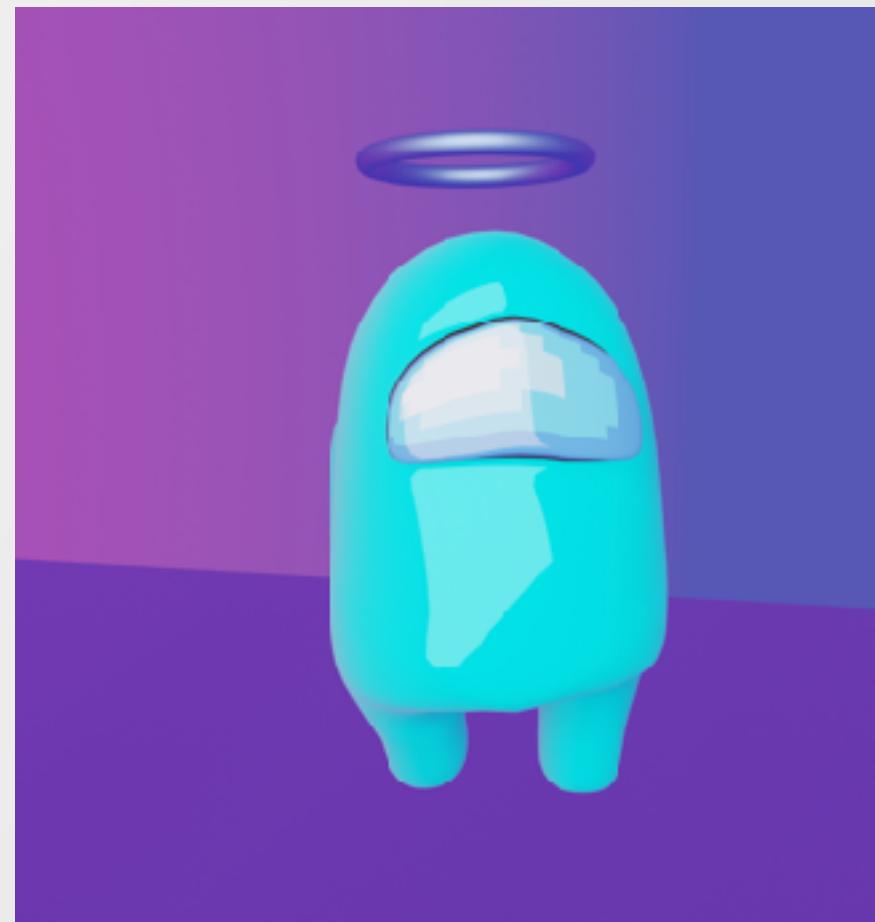


Character Animation

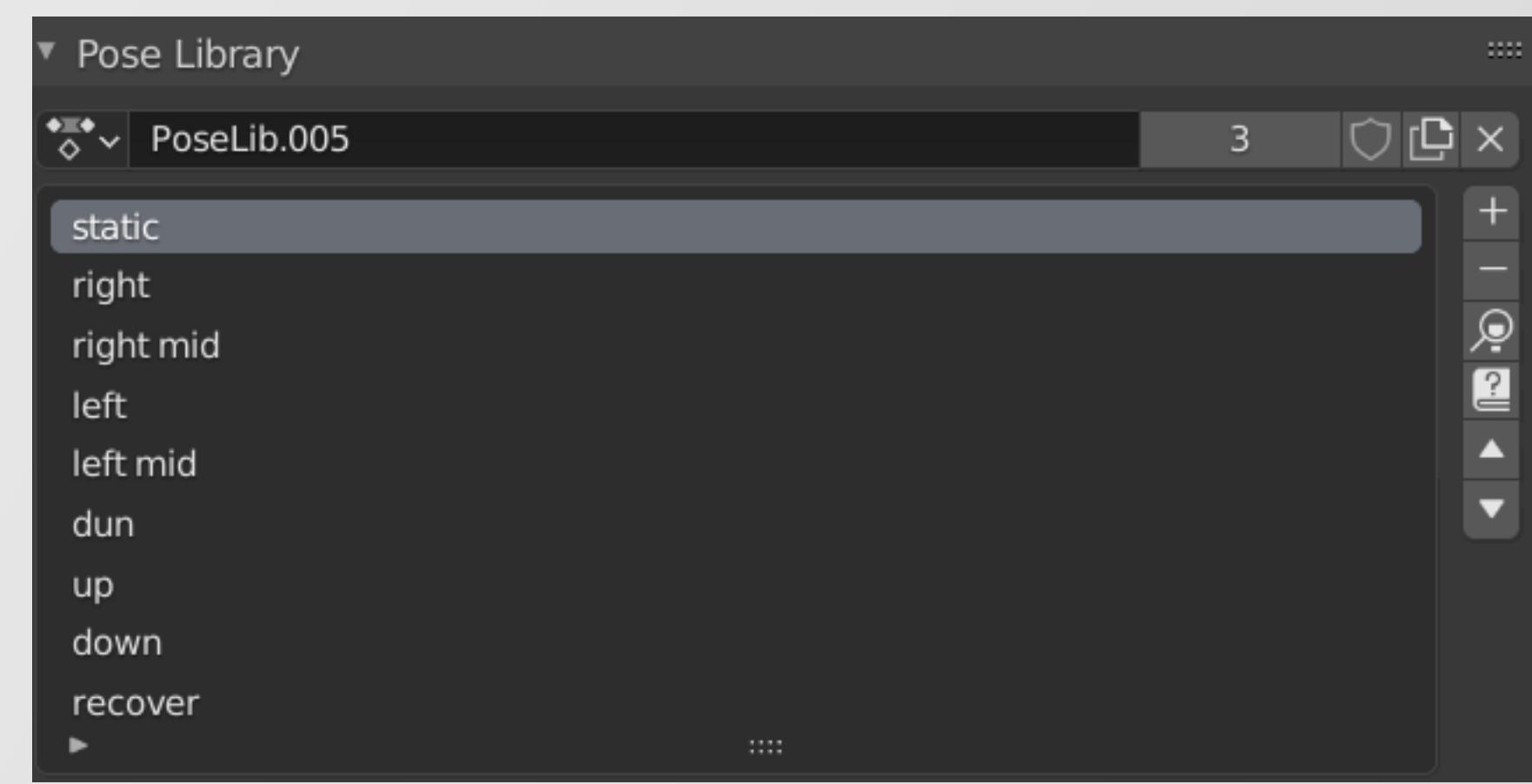
- Create bones for each character as well as their decoration
- Separate the pose and moving animation:
 - **Pose**: create several poses in pose library and animate the bones using the poses without the body moving
 - **Moving**: Patent the bones and the body, only animate the position on the body shape.



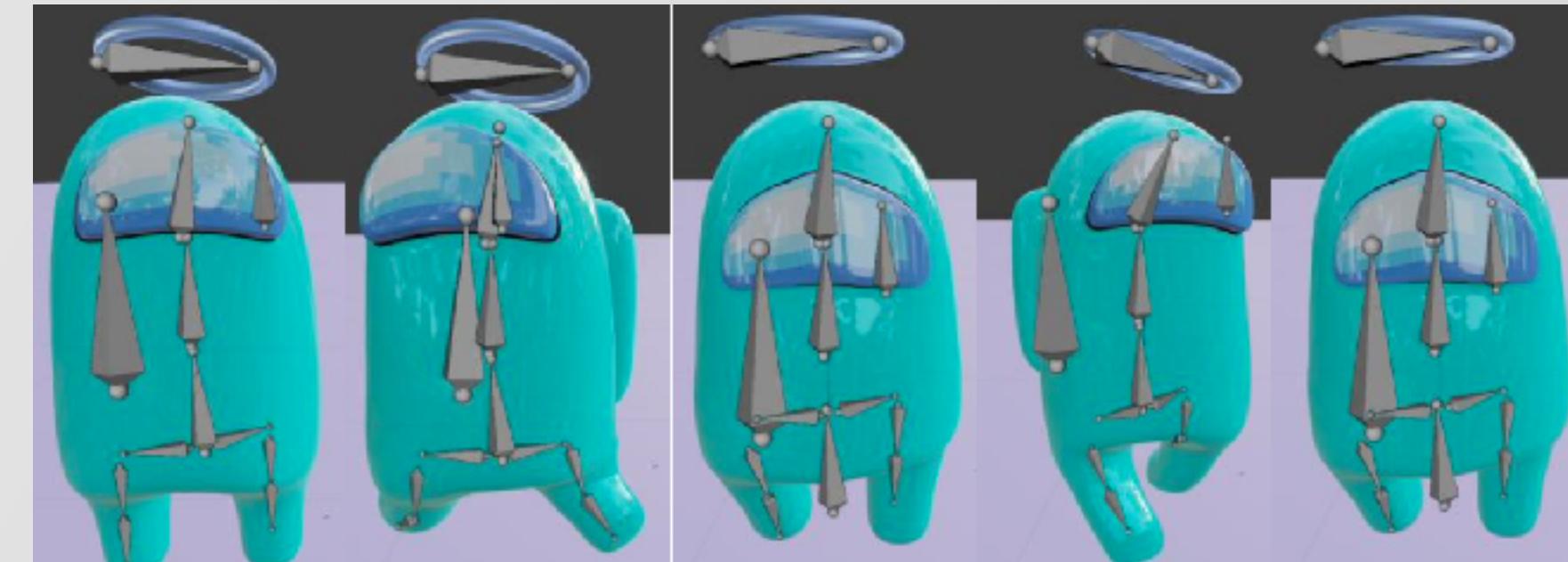
A Example of Moving Trajectory



Walking
Animation



Pose library



Walking animation contains 5 poses



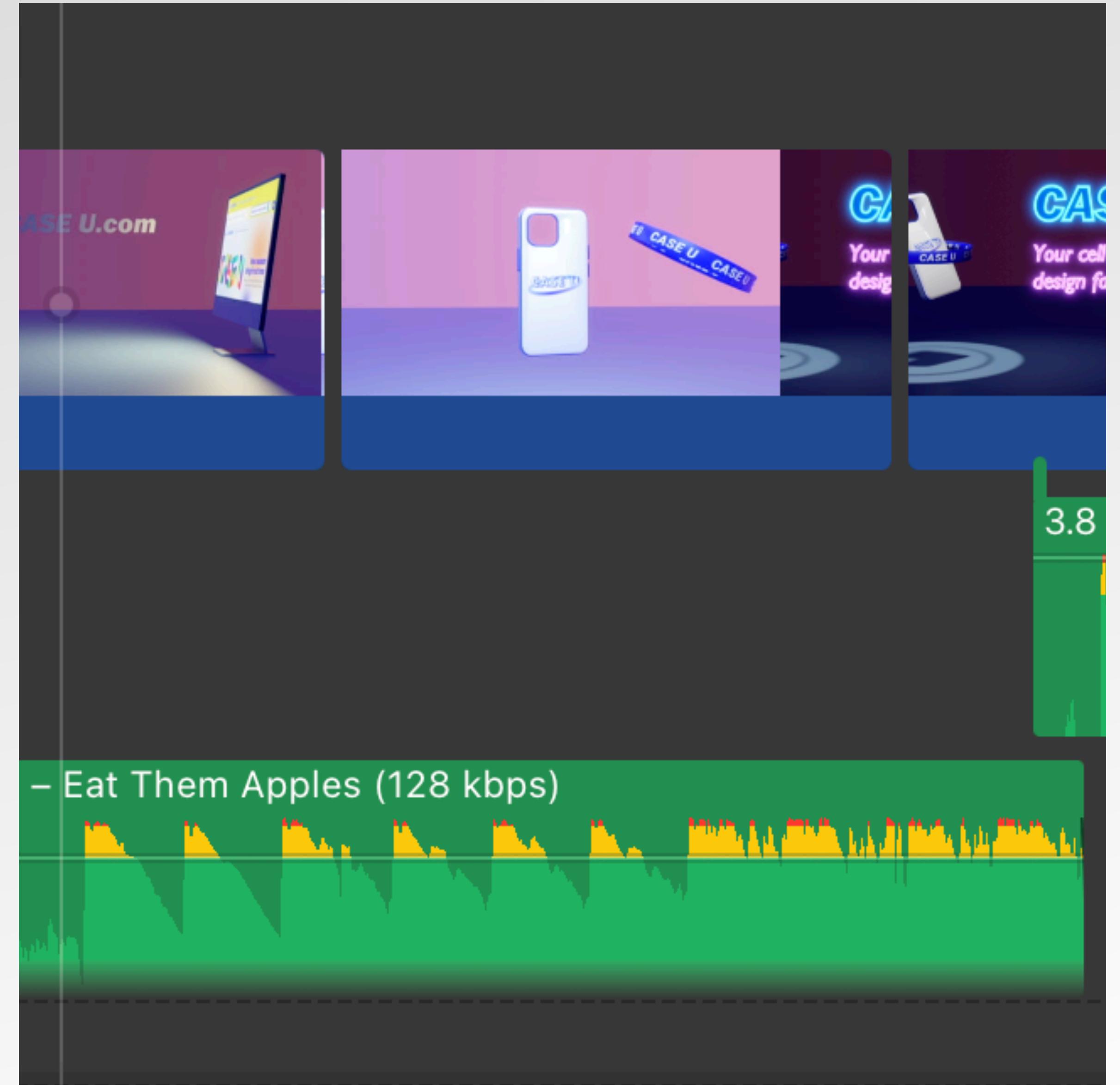
Object animation

- Scene 1
 - Fast and rhythmic animation
 - Use the animated camera to achieve a **one-shoot and long shoot** animation
- Scene 2
 - Add animations **as much as possible** for the objects
 - halo decoration,
 - the moving diamonds in the transparent pipe,
 - the magic door,
 - ...
 - **Natural and Immersive** animation



Video Compositing & Audio Processing

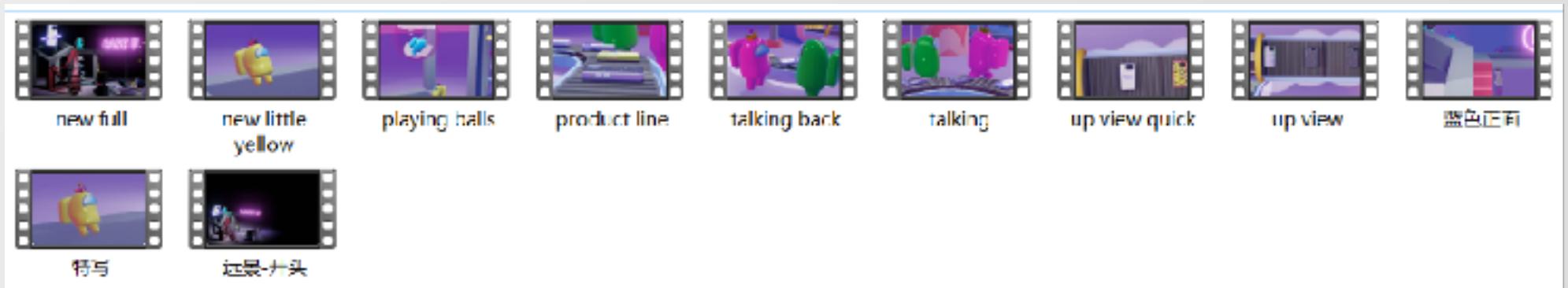
- Video Compositing
- Audio Processing



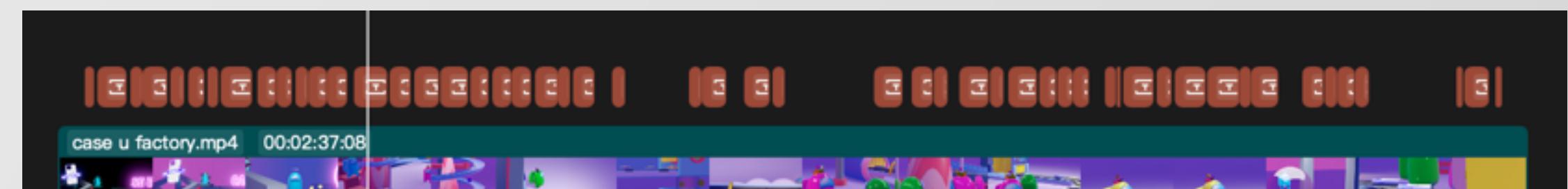


Video Compositing

- Rendered several video clips
- Compositing Idea:
 - **Scene 1:** a short and fast advertisement video but present the product characteristics of the mobile phone case
 - **Scene 2:** A non-traditional advertisement & A video of 3D factory to introduce the mobile phone case customisation service to the target audience.
- Cut and added **transition effect** in iMovie
- Add **auto subtitles** using CapCut app.



Video Clips

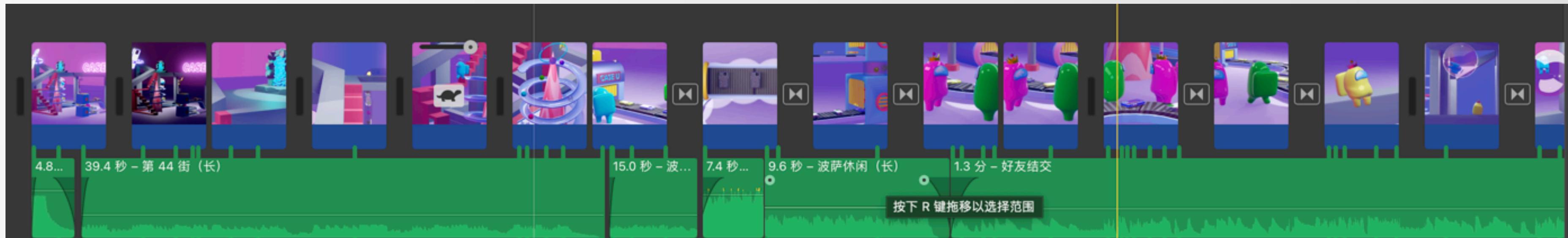


AI Recognised Subtitles

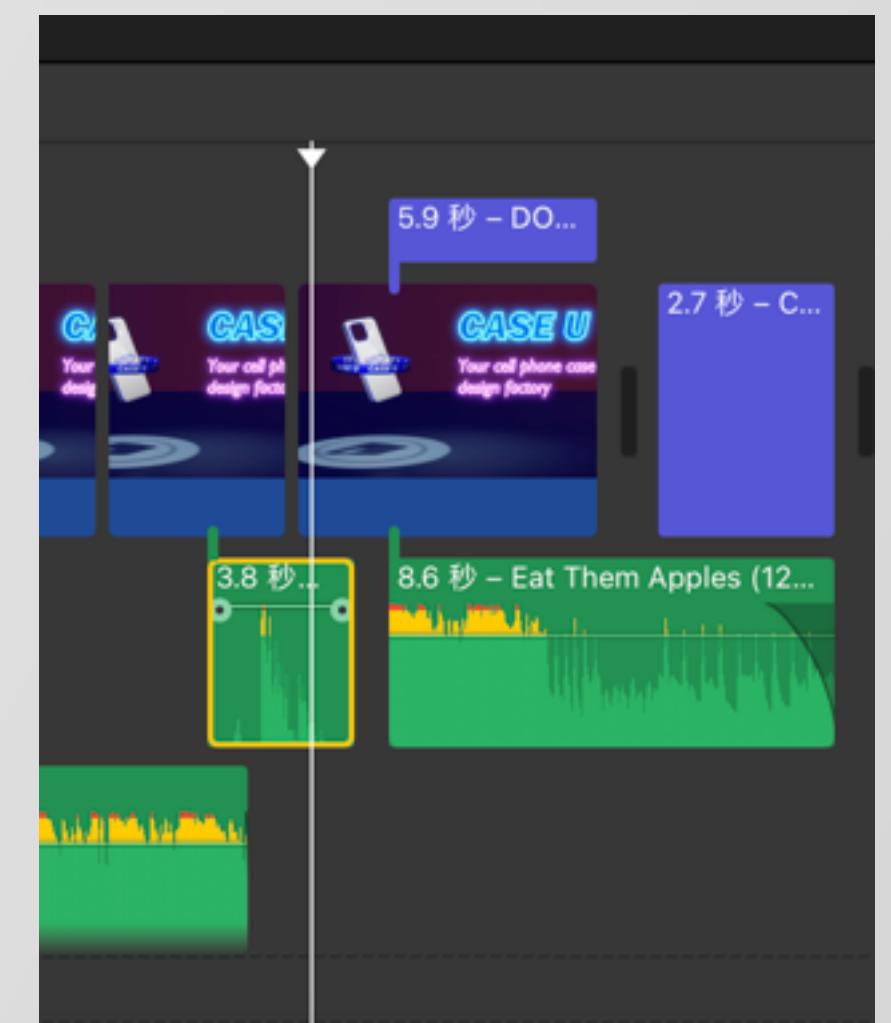


| Audio Processing

- Add different **background music**
- Add **sound effect** for an immersive effect
 - Object dropped sound
 - Space warping sound effect
- Add **VoiceOver** for the second video using AI speech generator



Background Music



Sound Effect

Demo

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A screenshot of the CASE U website homepage. The header features the CASE U logo and the tagline "Cell phone case design factory". A navigation bar includes links for HOME, SHOP, DESIGN, ABOUT, and CONTACT. A search bar says "Search in CASEU.com". A shopping cart icon shows "0". The main content area has a purple background with white text: "CASE U Factory Open Visit". To the left is a large image of several phones and cases. The bottom left corner contains the CASE U logo and tagline again.

[Introduction Video](#)