



SM6P07NI Digital Media Project

20% Research and Proposal

2024-25 Autumn

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Abstract

The main goal of this project is to make a promotional ad video for Sakura holidays, a top-notch travel agency whose website and mobile app make it simple to book trips, hotels, vehicles etc. from this ad it will aim to highlight some of the platform's user-friendly features such as real-time bus tracking, easy booking from anywhere at any time, safe payment gateways like Esewa, Khalti, mobile banking and Mastercard and the first imported couch seat 2 by 1 elite class in Nepal and special deals.

After studying on well-known travel sites like RedBus, TripAdvisor, National Geographic Travel, Lonely Planet and Goibibo to make sure the ad would work. The plans for design and production were based on information from these sites. These sites have movie-like pictures, captivating stories, motion graphics, and advanced editing tools. For that adobe Premier Pro and Adobe after effects will be used to create the movie and ensuing superior music and graphics.

So, the commercial ad video aims to enhance Sakura holiday's market visibility and foster customer engagement by fusing innovative concepts with different strategies which will be applied in order to become more reliable and high-end travel option.

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Section A – Research

1. Introduction

The goal of this coursework is to make an interesting commercial ad video for Sakura Holidays, a highly-end travel service and it covers 20% of the Digital Media project module. The video aims on showing how easy and stylish their service, app and website are by focusing on key features like watching buses in real time, making reservation quickly with their choices of seat and configuration of seat and making payment safely and offering loyalty rewards and offering extra services like hotel packages and destination wedding. The ad will use Rebus, TripAdvisor and Lonely planet as a source of inspiration to creation a high appealing commercial video. It will use the cinematic images of scenic routes, luxurious interior and customer testimonial.

For this project the video clips will be complied on adobe premiere pro and after effects will be used for some motion graphics scene where as colour mixing, sound design will be done on premier pro. The main goal of this project is to make Sakura holidays the best choice for luxury travel by using research, new ideas and artistic storytelling to inspire and draw potential customers.

2. Review of the Literature

2.1 Angles and shots from the camera

a) Camera Shots and Angles

The choice of camera angles and shots significantly influences the visual representation of luxury and ease in travel advertisements. The following methods work especially well for Sakura Holidays:

b) Ultra-wide angle:

This helps to capture breath-taking travel routes, emphasizing the representation of the destination and establish the tone for the luxurious travel experience.

c) full shot

it shows the spacious and elegant interior of all of the luxury buses.

d) Medium shot

It captures the passenger inside the buses and with the comfort of the passenger with the interior luxury.

e) Close-up image

The image brings quality and care by concentrating on small details such as the design of the luxury seat and the interaction with the booking platform.

It shows the broad view of the starting point or destination with natural landscape and that establishes the tone for the voyage.

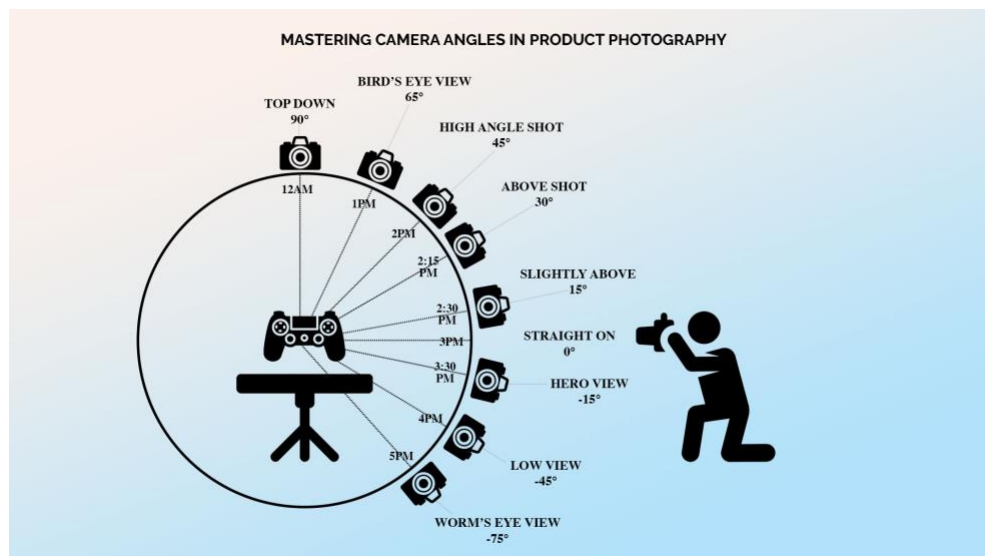


Figure 1: camera angles

2.2 Methods of editing

the quality of the editing is essential for the seamless flow of the marketing videos which helps to bring retention of viewer's interest. As it is an important factor for story

The basic cut ensures seamless transition between scenes to maintain narrative.

The jump cut illustrates various stages of a traveller's journey, from booking to boarding to arriving, demonstrating the efficiency of the process.

- A) *Match Cut*: it helps to enhance the connection between the destination's allure and the voyage by integrating captivating activities on board with breath-taking vistas.
- B) *L-Cut and J-Cut* helps to improve storytelling by seamlessly integrating audio and video adjustments.

Linear Video Editing	Non-Linear Video Editing	Simple Cutting
Bespoke Editing	Offline Editing	Online Editing
Insert Editing	Assemble Editing	Live Editing

Figure 2: video editing

2.3 The theory and mind of colour

Colour act as the vital role as its purpose of eliciting emotion and establishing a companies identify.

Hue: it helps to symbolize calm and trust as blue and green does this where as warm colour such as gold and beige can symbolize wealth and comfort.

a) **Colour Saturation:**

These colours are used in scenes for exciting use of bright, vibrant colours while those that are calm use softer tunes.

B. Colour psychology: blue colour is the main theme for Sakura holidays and it evokes a sense of security and trust while the gold colour makes the service appear more expensive.



Figure 3:colour grading

2.4 Sound Production

Sound product goes well with the images and makes the experience more immersive for viewers where ambient sound includes nature sound, like birds chirping or soft winds to make the trip more enjoyable and high appealing.

A)

Voiceover: it helps the audience and leads them through the app and service features.

B)

Film Score and Music: Sound effect helps by clicking sound of an app's menu and make things more real.



Figure 4: sound production

1.5 Method of Lighting Utilization

it helps to contribute to the establishment of the tone and environment for each scene where key illumination highlights the interior of the buses, which shows their exceptional quality and comfort.

And moreover, lighting in ad helps to set the tone and setting for each scene where key lighting highlights the interior of the buses and showcasing their high-end comfort and quality. Lighting helps in softening shadows and makes the room feel natural and warm for close-up shots of people.

Practical Lighting: The built-in lighting, such as reading lamps or ambient LED lights, enhances the realism of the images.

From this advertisement is both visually appealing and emotionally impactful due to its utilization of advanced photography, editing techniques, colour theory, sound design and lighting. So, literature reviews give us the foundation for the development of a compelling film that is consistent with Sakura holidays' objective and brand.

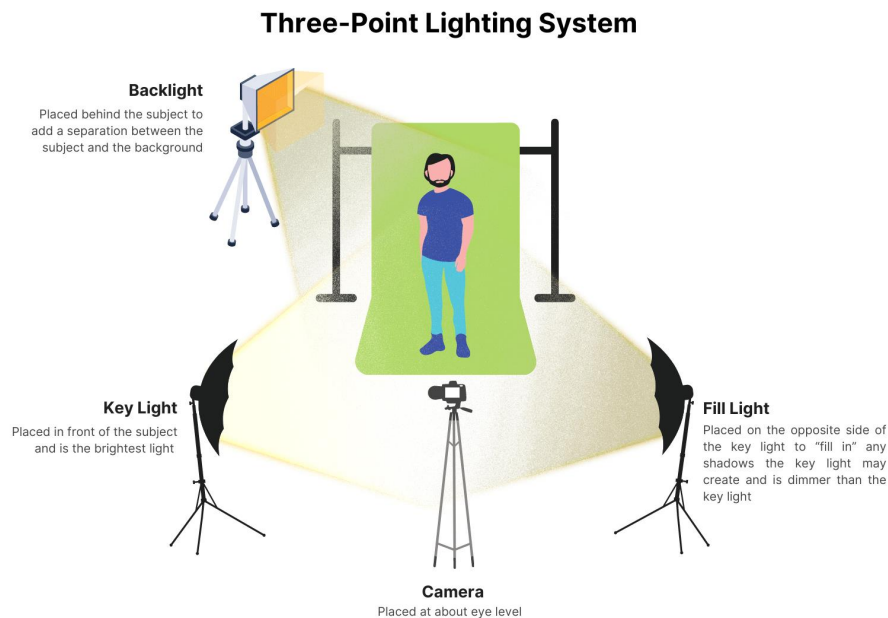


Figure 5: three point lighting

3. Product Review

A. 5 multimedia products similar to the final output

I. RedBus Website & Application Category: Reservation Platform (Website and Application)

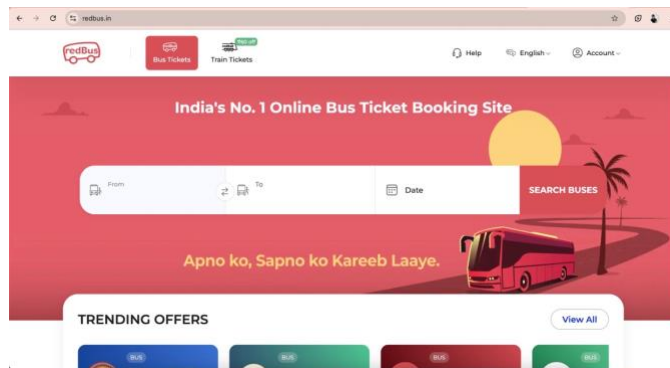


Figure 6: redbus website

Overview:

RedBus is a popular online platform for reserving bus tickets which enables the customers to reserve tickers for several destinations as well as their application and website are renowned for their intuitive UI and efficient booking procedures.

Pros:

- Due to its suer friendly interface it helps to include filters for destination, dates and bus categories, making it easy to use.
- Helps incorporating consumer with feedback enhance and trust among user by evaluation and ratings.
- Allows user to track their bus in real-time and find other booking activates as well.
- Promotional discounts and cashback help to offer and retain customers by providing added value.

Cons:

- It depends on internet connectivity as real-time tracking and updates require consistent internet access which may not always be reliable.
- Overload of information might overwhelm some use leading to less streamlined experience.
- The rating and reviews depend on their authenticity as it reliance on user feedback quality.

Implementation

- By developing a intuitive UI for the app and website with many filters for destination, dates, bus type and other travel services like hotels and vehicle rentals.
- Simplifying the booking process and making it user-friendly and efficient which brings customer satisfaction and increase booking.
- Allow user to leave review and rating.
- Make different promotional offers like discounts and cashback, especially for loyal customers.

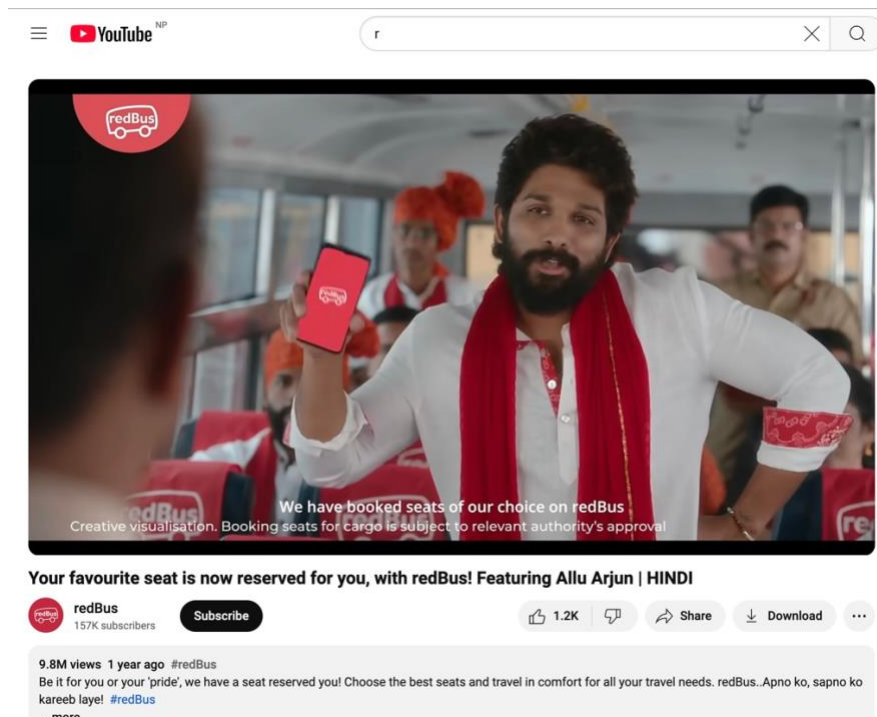


Figure 7: redbus ad video

The promotional film for RedBus promotes its marketing, overall growth, and services, facilitating quick consumer access.

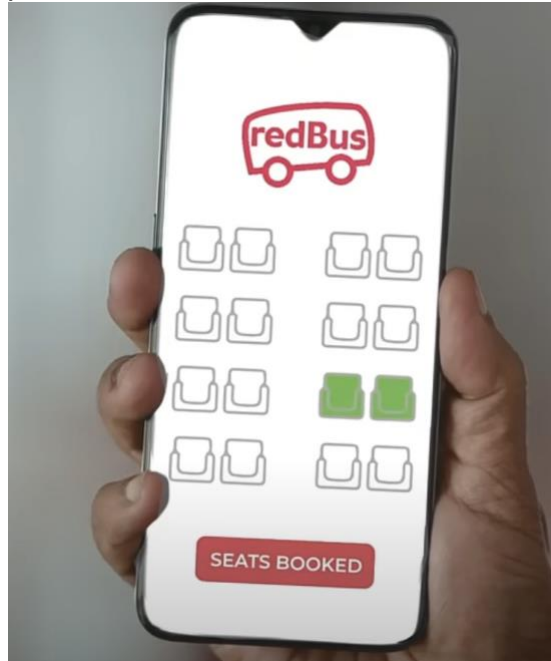


Figure 8: mobile app of redbus

II. TripAdvisor Category: Digital Media

Overview: TripAdvisor is an leading digital media platform for travel reviews, hotel reservation and activity suggestions.

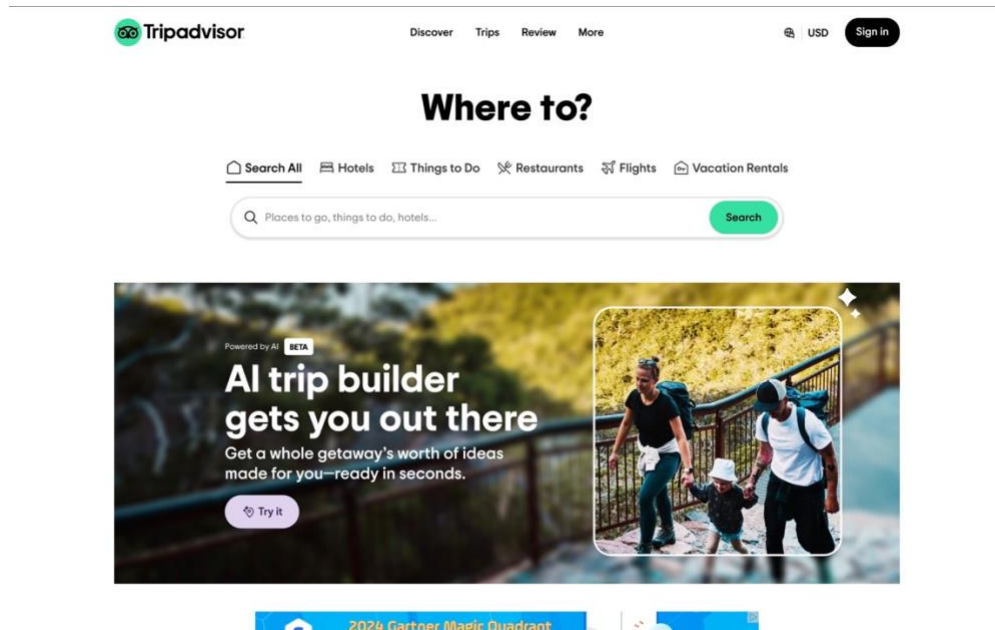


Figure 9: tripadvisor website

Pros:

- Enhances trust and creditability by providing genuine user experience by user evaluation and ratings.
- Helps to provide best of compilation for making it easier for user to plan their trips.
- Helps to support in multiple languages for making the platform accessible to a worldwide audience.

Cons:

- Risk of fake evaluation affecting credibility.
- Information overload might cause user to make harder to find relevant information.
- With many languages might cause translation may not be always accurate.

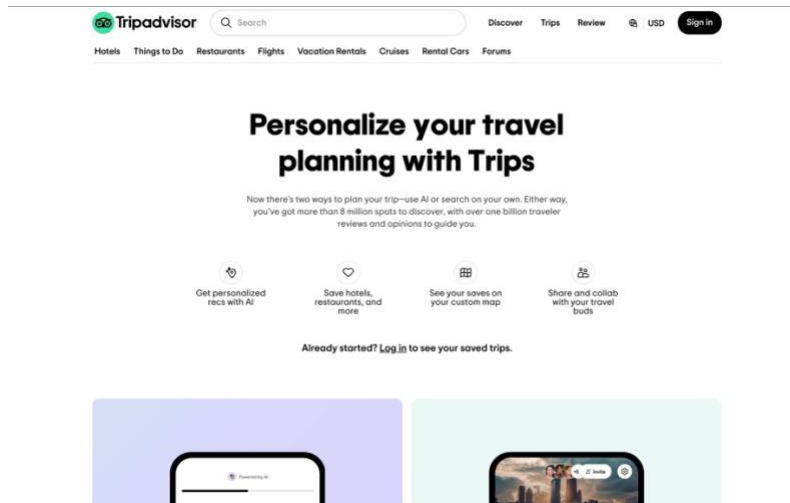


Figure 10: more pages

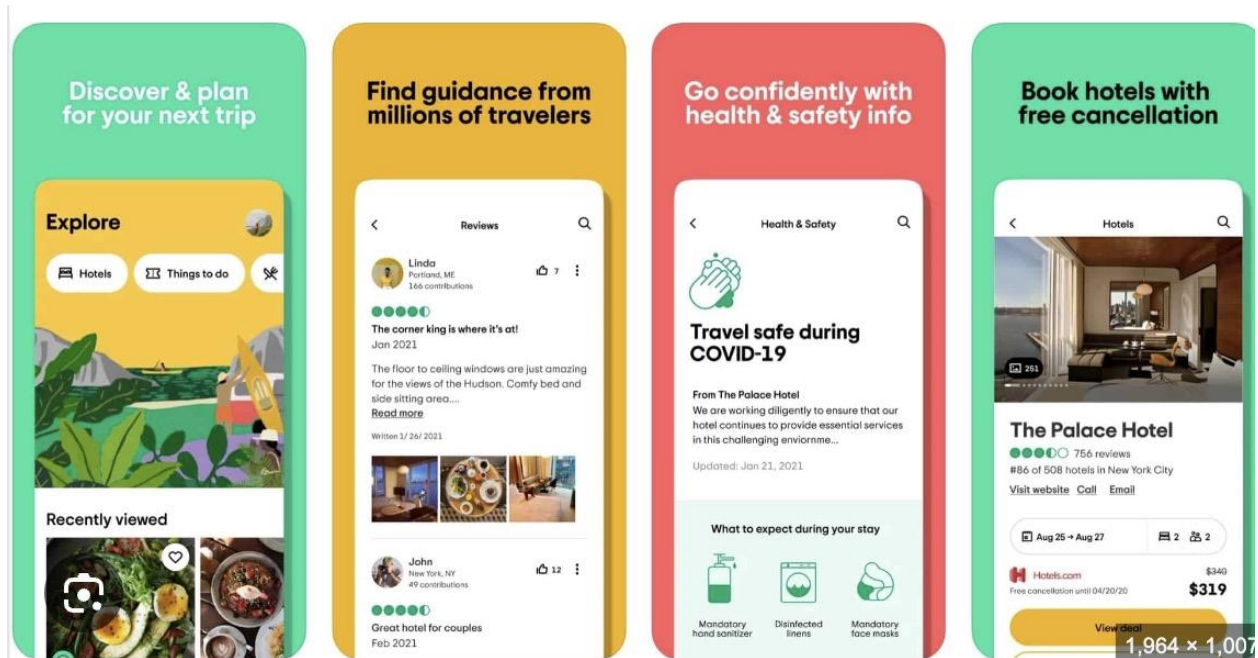


Figure 11: app of tripadvisor

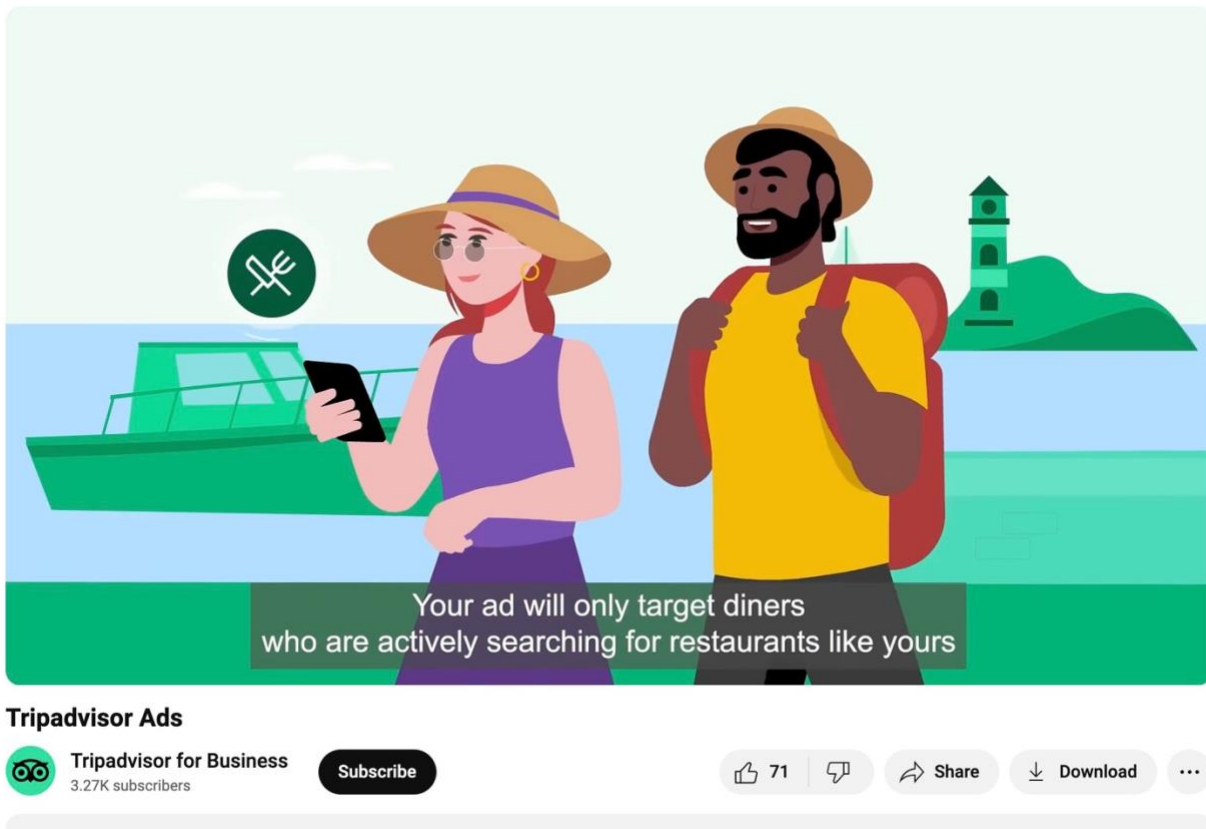


Figure 12: Tripadvisor ad video

III. Lonely Planet

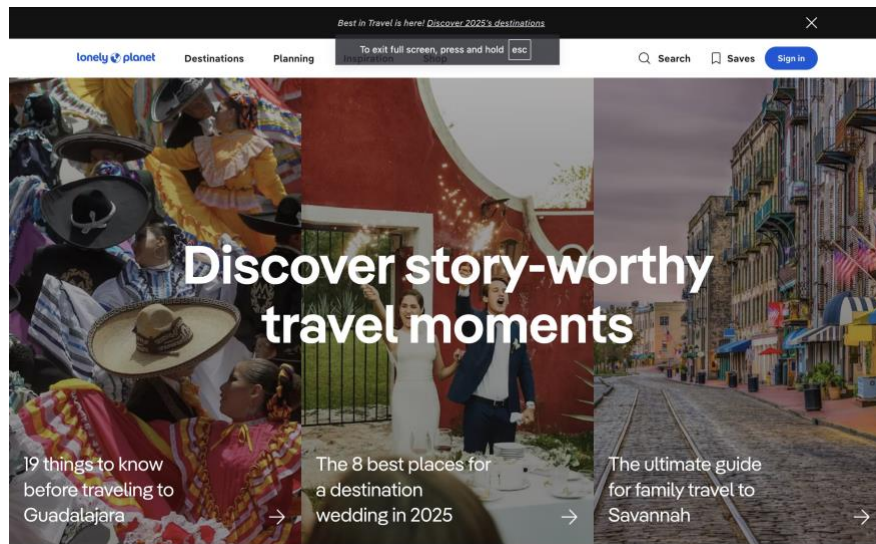


Figure 13: lonely planet website

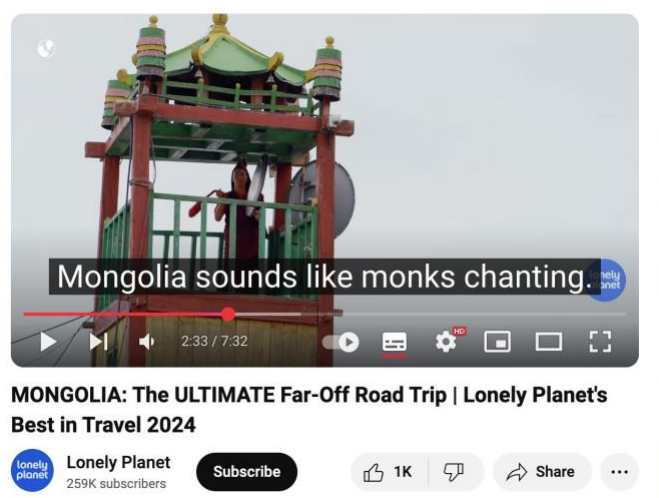


Figure 14: ad video

Pros:

- Detailed and reliable guides due to its in-depth travel content.
- Helps in making strong community engagement.
- Ability to download guides and maps for offline use.

Cons:

- Some content may become outdated.
- Community bases features relies on active user participation.

- Many valuable guides and blogs might be locked behind a paywall which may deter some users.

4. Summary and conclusion

Sakura holidays promotional video will be made by looking and doing a lot of research work on these popular sites likes Rebus, TripAdvisor, lonely planet and Goibibo. It showed on how to make the site easier for customer to use it as it shows real-time tracking personalized itineraries and award programs. So in order to make Sakura holidays a high-quality and trustworthy vacation service as this project will be used for emotional storytelling and visually appealing content.

Section b -Project Proposal

1. Project Title: Sakura-Bus ticketing (Luxury Travel Experience)

Sakura-Bus ticketing commercial will be a 50-60 seconds video that will highlight the elite travel experiences offered by Sakura which covers its services on all main tourist locations in Nepal including Lumbini, Pokhara, Chitwan, and Kathmandu. The video will illustrate the simple booking process via their own app/website and luxury coach seat which are imported and first company to do it in Nepal with high end amenities and great services. From this video users will get to know and will spread the news of comfort of going to Nepal's main tourist destination inviting to purchase their ticket from its own app/website system for a smooth and comfortable experience.

2. Research Question

How can commercial videos impact customer engagement and brand awareness for luxury travel company such as Sakura –bus?

Commercial advertisement video plays a crucial role in boosting customer engagement and brand awareness for luxury travel service like Sakura-Bus. These movies represent the service's core features and benefits such as easy booking, premium amenities and great onboard services making the brand more appealing. By showing different places scenes where it provides its services helps to build connection with the audience and boosts customer interest. Skillfully positioned commercial films on digital media extend the reach attracting a large audience which helps on increasing traffic to app and website from which booking will be high and easy as u get all option in one app and website. a well-crafted promotional video contributes greatly to the expansion. Of the consumers base and which lead to success of luxury travel companies.

3. Treatment

From the user perspective , the treatment captures the users desire for a luxurious and hassle-free travel experience from which the video focuses on producing a visually beautiful and engaging narrative that promotes the luxury travel experience whereas the video begins with the cinematic view of Sakura bus cruising a scenic route, then demonstrating it user friendly app and website for easy booking. It also shows the interior of the bus, reclining seats, calf rest and onboard facilities such as Wi-Fi, magazine, coffee as it highlights the premium service and comfort. The film is set to uplifting background music with calming voiceover summarizing the highlights, establishing Sakura bus as the preferred choice of luxury travel in Nepal.

4. Resources

i. Hardware Resources used:

A) Camera

A professional mirrorless Sony A7III is used with Sony 55mm f1.8 prime lens and sigma 24-70mm f2.8



Figure 15: camera and lens gears

B) Stabilizer

Zhuyin weebill-S is used for smooth and steady shots.



Figure 16: gimbal for stabilization

C) Lighting

Led light panels and Godox kit.



Figure 17: lighting

D) Platform

MacBook Pro M1 for smooth video editing and rendering purpose.



Figure 18: MacBook used

ii. Software resources used

A) Video editing

Adobe premiere pro for video assembling, cutting and editing footages and rendering it.

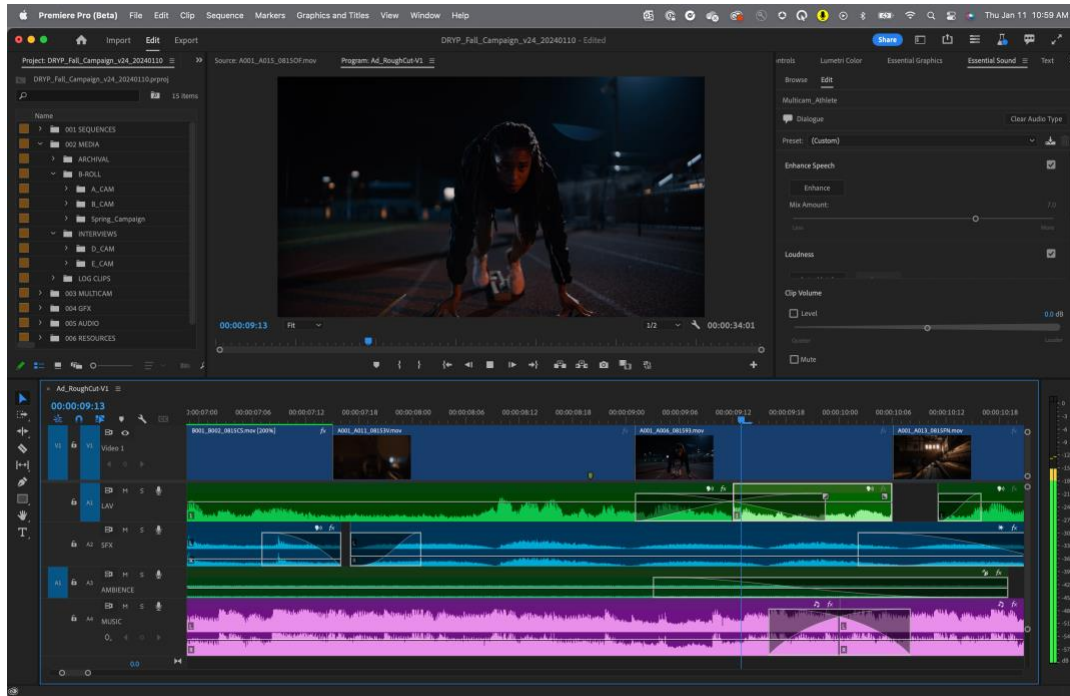


Figure 19: Video editing

B) Motion graphics

Adobe after effects for creating animations, text overlays etc.

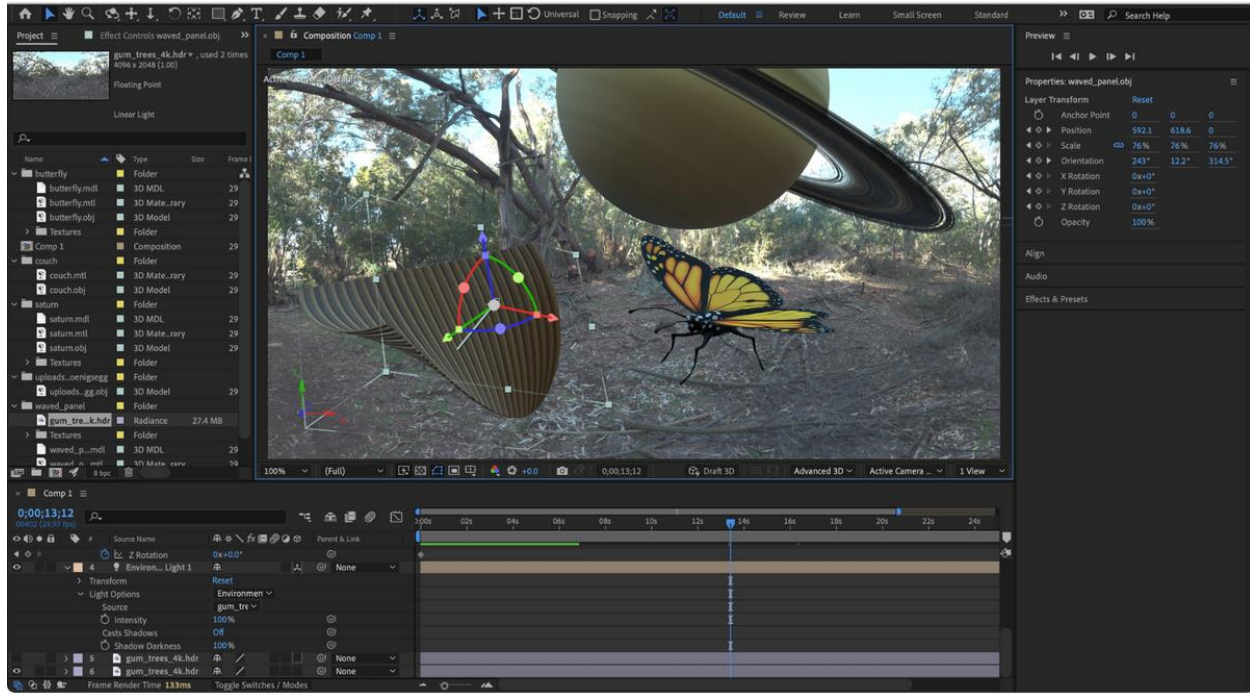


Figure 20: Motion graphics

5. Contribution of other

5.1 External/Internal Teacher

a) *Supervisors*

As they provide guidance and oversight throughout the project and helps in giving direction what not do and what to be done by offering feedback on script, storyboard etc.

b) *My role*

For this project my role will be to lead the entire production process to a final delivery. And I will be responsible for shooting, editing and make sure that the video meet client's requirement as well as coordination with both internal and external team and take feedbacks to make the video look good.

5.2 Employer/Client

Reviews about the project and provides brief outlining the desired outcomes helps in sharing insights into the target audience, brand values, and the unique aspects of the luxury travel experience.

a) *My role*

My role will be to lead production process by planning, shooting, and editing and finalizing the video and getting feedback from the client.

6. Evaluation and Testing

The main objective of the evaluation and testing phase is to ensure the final video meets the highest standard of quality, effectiveness and alignment with brand goals.

Client review

- Sharing the draft with Sakura -bus management about how it will be shot, its location and what things will be added on the video to bring engagement among users.
- Client checks the final documentation review and reviews the project according to the company.

Audience feedback

- Collect feedback on the clarity of the message and overall impact among the users.

Reference

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Appendix

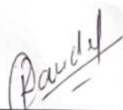
- **Gan chart**



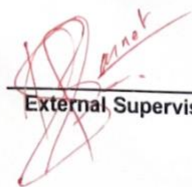
Figure 21: Gan chart

- **Weekly logbook entry sheet**

Logbook Entry Sheet	
Meeting No: 01	Date: 2024/08/22
Start Time: 8:00 am	End Time: 9:30 am
Items Discussed: About Travel and Tourism Booking App - Sakura Holidays. Ad Video.	
Achievements: Clear Vision for Ad concept.	
Problems (if any):	
Tasks for Next Meeting: Initial concept Meeting	



Student Signature



External Supervisor

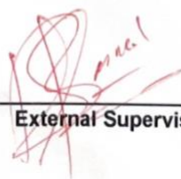


Internal Supervisor

Logbook Entry Sheet	
Meeting No: 02	Date: 2024/08/29
Start Time:	End Time:
Items Discussed:	Discussion on the app feature, service to highlight in the video, with client.
Achievements:	Clarity about the client.
Problems (if any):	
Tasks for Next Meeting:	Finalize the client.



Student Signature



External Supervisor

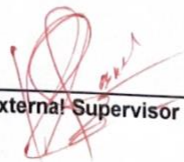


Internal Supervisor

Logbook Entry Sheet	
Meeting No: 03	Date: 2024/10/10
Start Time: 8:00 am	End Time: 9:30 am
Items Discussed: Finalized the list of shooting location after discussing with the client - tourist places and home for the user stories.	
Achievements: Finalized the equipment list with the client's approval, including camera, stabilizer, and lighting.	
Problems (if any):	
Tasks for Next Meeting: Script Review and Approval.	



Student Signature



External Supervisor



Internal Supervisor

Logbook Entry Sheet

Meeting No: D4

Date: 2024/10/17

Start Time: 9:00am

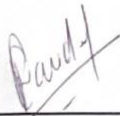
End Time: 9:30am

Items Discussed: Refine and finalize the script and planned about storyboard with detailed shot for each scene.

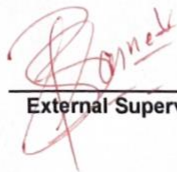
Achievements: Outlined specific scenes to show the app interface, booking process, and travel destination for an engaging visual narrative.

Problems (if any): Risk of the ad feeling disappointed if the transition between the interface and destination scenes aren't smooth.

Tasks for Next Meeting: Present the finalized storyboard and script with resolved challenges.



Student Signature


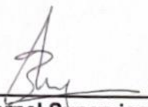


External Supervisor




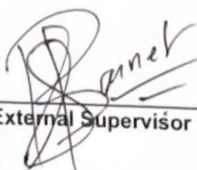
Internal Supervisor

Logbook Entry Sheet		
Meeting No: 05	Date: 2024/10/24	
Start Time: 9:00 am	End Time: 9:30 am	
Items Discussed: Literature review discussed		
Achievements: Got new idea for literature review.		
Problems (if any):		
Tasks for Next Meeting: Research more about documentation.		

		
Student Signature	External Supervisor	Internal Supervisor




Logbook Entry Sheet	
Meeting No: 06	Date: 2024/11/01
Start Time: 8:00 am	End Time: 9:30 am
Items Discussed: We discussed about topic related to documentation.	
Achievements: Got the idea to make good documentation structure.	
Problems (if any):	
Tasks for Next Meeting: Adding more in documentation.	


Student Signature


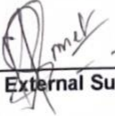


External Supervisor


Internal Supervisor


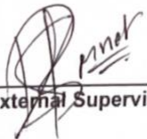

Logbook Entry Sheet	
Meeting No: 07	Date: 2024/11/08
Start Time: 8:00 am	End Time: 9:30 am
Items Discussed: Discussed and to write about script	
Achievements: learnt on how to finalize the documentation to write the script.	
Problems (if any):	
Tasks for Next Meeting: Finalize the script and story board.	

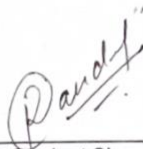
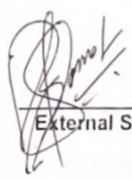

 Student Signature	 External Supervisor	 Internal Supervisor
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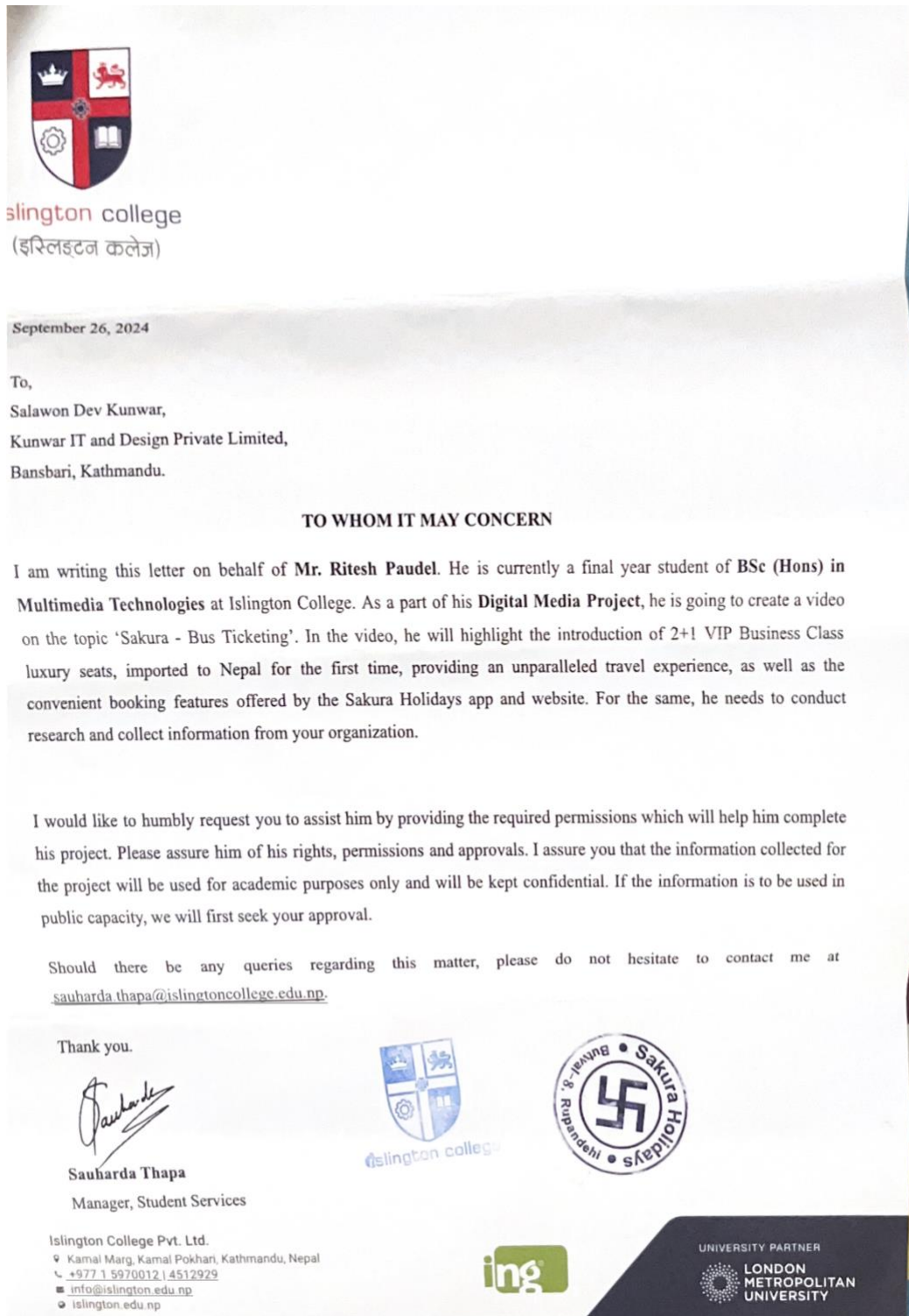
Logbook Entry Sheet	
Meeting No: 08	Date: 2024/11/15
Start Time: 1:00 am	End Time: 9:30 am
Items Discussed: Discuss further about documentation topic in brief.	
Achievements: Write documentation with specific topic	
Problems (if any): No.	
Tasks for Next Meeting: Complete documentation	

 Student Signature	 External Supervisor	 Internal Supervisor
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Logbook Entry Sheet	
Meeting No: 09	Date: 2024/11/22
Start Time: 1:00 pm	End Time: 9:30 am
Items Discussed: Documentation finalized	
Achievements: Got to know what to include and what not to.	
Problems (if any):	
Tasks for Next Meeting: Complete the documentation	

 Student Signature	 External Supervisor	 Internal Supervisor
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Logbook Entry Sheet		
Meeting No: 20	Date: 2025/02/05	
Start Time: 1:00 pm	End Time: 9:30 am	
Items Discussed: <i>Finalizing about documentation and finished before submitting.</i>		
Achievements: <i>To clarify about topic.</i>		
Problems (if any):		
Tasks for Next Meeting: <i>To finalize the proposal and documentation.</i>		
 Student Signature	 External Supervisor	 Internal Supervisor





Pan No: 610273412

SAKURA HOLIDAYS PVT.LTD

To,

Islington College

Kamalpokhari, Kathmandu

To Whom It May Concern

On behalf of Sakura Holidays Pvt.Ltd , Marketing and Advertisement operated by Kunwar IT Pvt.Ltd Group, we are delighted to assist creative brains in their educational aspiration. We therefore confirm our clearance for Mr.Ritesh Paudel to work with us as a client on his Final Year Digital Media Project, which focus on making advertisement for our company.

Mr. Paudel has our approval to collect footage as well as necessary data for his project, which will be completely used for academic purposes. We request that every data gathered be kept secret. If this information need to be used for purposes other than his projects, he needs our permission first.

After the job is completed we would enjoy receiving a copy of the final product, including any advertisement videos made, to examine and maybe include into our own marketing efforts.

For queries about this contract, please contact us at:
sakuraholidays.np@gmail.com or kunwarsalawon@gmail.com

Sincerely,

Salawon Dev kunwar

Marketing and Advertisement in-charge

Sakura Holidays Pvt.Ltd (Managed by Kunwar IT Pvt.Ltd Group)



sakuraholidays.np@gmail.com

www.sakuraholidays.com.np

