

# **FINAL YEAR PROJECT**

## **VISUALIZATION OF TV PROGRAM AND SET DESIGN**

By

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This report presented in partial fulfillment of the requirement for the degree of Bachelor of  
Science in Multimedia and Creative Technology



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**DAFFODIL INTERNATIONAL UNIVERSITY**

**DHAKA, BANGLADESH**

**JULY, 2018**



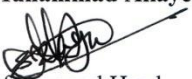
### APPROVAL

This Project titled Visualization of TV Program and Set Design, submitted by Sifat Jahan Khan to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation was held on 26 July 2018.

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## **DECLARATION**

I hereby declare that, this project has been done by me under the supervision of Dr. Md. Kabirul Islam, Professor, Department of MCT. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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I would like to extend my appreciations to everyone who made the following study feasible and achievement of my ideas and objectives a reality.

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I would like to thank our entire course mate in Daffodil International University, who took part in this discuss while completing the course work.

Finally, I must acknowledge with due respect the constant support and patience of my parents.



## **ABSTRACT**

The purpose of this final year project was to design and develop an introduction (sting) of a Television (TV) channel program including the set design. In doing this project, an internship attachment was approved by the Department of MCT to a satellite TV channel. Through the semester, I have learned several techniques and professional styles of program design and composition.

For doing this project, initially, a story board was prepared to visualize making of the program. Several software such as, Autodesk Maya, Adobe Illustrator and Adobe After Effects were used to create models of Currencies, Different Objects, Logo and Pie Chart. Then animation of the models was done using the same systems. Finally, composition of the animation was done using After Effects. Music was adopted for presentation of the project in a professional manner. This visualized work of Total Program Package used as television material in a news channel. The final outcome of this project is a business news program package. In fact, the internship attachment at a TV channel for a period of one semester helped me increase my skills as a designer and an animator and finally enhanced my potentials to deal with a real project in a professional manner.



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# CHAPTER 1

## Introduction

### 1.1 Background

Design is the creation of a plan or convention for the construction of an object, system or a measurable human interaction. Design has some different connotations in different fields.

Designing often considering the functional social and political ways. Includes research, ideas, execution of the plan of design.

Multimedia design is combining different multiple forms of media. We use multimedia in interactive games, information kiosks, websites and so many other interactive application.

Multimedia design requires both creativity and technical skills. Most probably it is the most powerful on the internet, where you might encounter a webpage that may be an addition of audio, animation and text. Marketing and advertising sectors have risen of this trend of using different forms of media to reach the biggest crowd of audiences.

There are so many careers in multimedia design run the spectrum, from marketing and advertising to telecommunications. There are also huge amount of opportunities in the television and gaming industries.

#### **Careers of Multimedia:**

- Programmer
- Web Designer
- Graphic Designer
- Software Developer
- Audio and Video Editor
- Sound Engineer
- Game Developer



Graphic Design: This section is also considered as the subsector of visual and design. Graphic designers create and organize symbols, images and different types of fonts to create the visual presentation of their ideas and thoughts. They use typography, calligraphy and illustrations to create visual composition. Common uses of graphic design include corporate identities (logos, branding), way finding, editorial design, advertising, product design and web design.

It is applied to everything visual, from road to technical diagram.

Design can help in product or idea selling. It can be applied to elements and products of corporate identity such as logos, colors, packaging as part of branding. Branding has become increasingly important services offered by graphical artists.

Graphic designs often form a separate branding team.

Graphic design is used in entertainment industry in decoration. Landscapes and visual of a story.

Other examples of design in entertainment includes novel, comics, DVD cover, opening and closing of filmmaking. Artwork could be also included for T-shirts and other screen painted for sale.

Motion graphic design is a subsection of graphic design that uses graphic design principles in video making or production using animation.

For example, the kinetic typography and graphics can be used in tv and film opening sequences, spinning and 3D logos of some TV channels.

A motion graphic designs may be a person who is trained in formal graphic design who has expertise to merge additional elements into their existing skill of design knowledge, though they can also come from animation background or film making backgrounds and may use the techniques and tools from those fields.



Animation is a dynamic medium in which images of objects can be transformed or manipulated to create a images or video. In traditional animation images are painted or drawn by transparent celluloid sheets or by hand to be photographed or exhibited on film.

Computer animations are very detailed animations. Today most animations are made with computer generated Imagery (CGI). 2D animations can be used for stylistic purpose, low bandwidth or faster rendering. Stop motions technique to two and three dimension materials like paper cuttings, puppets or clay figures. In this method live actors are used as a frame by frame subject which is knows as pixilation.

The effect of animation can be achieved by a fastest secession of sequential images that so little much differ from each other.

Analog mechanical media that depends on the fastest presentation of sequential images.

Television and other videos are popular electronic animation media that authentically were not digital and now operating digitally. For example, GIF and Hash animation.

Presenting the 3 dimensional images into digital form is called 3d animation.It is the most latest technology of animation. First Carefully 3d models are created into 3d software. Manipulation if 3d objects or models are done carefully within 3d softwares to export picture sequences to give them the illustion of animation. This technique is only based on manipulating objects.

The procedure of making 3d animation is maintained into 3 major steps. These are:

- 1.Modeling
- 2.Layout and animation.
- 3.Rendering.

In modeling we create the objects and props that is needed for creating scenes.



In Layout and animation we organise the sequence and create animation.

Finally In rendering is the procedure to have the output.

## **1.2 Motivation**

TV channel news programs are an important media for everyone. Similarly, business news is also caring an important value for all of us. . Every Bangladeshi citizen and perhaps visitors of Bangladesh should know about the business news of these country. I would like to create detailed animations of a Business news program package of CHANNEL 24 and so many tools will be used to develop this work, such as, Autodesk Maya, Mental ray & Arnold renderer, Adobe Photoshop, Premiere and After effects. The final output will be a complete animation with proper camera movement. I will give information by voice over and subtitles about location, size, and surrounding areas, brief that will be related to the program in my final output. As a student of Multimedia and Creative Technology, I have undertaken this task to apply my knowledge and skills that I have acquired in the last four years with a view to make a suitable career path..

The final output will allow the young generation and novice graphic designers to learn about how a Graphics Department of a satellite television channel provides program designs and what is includes. Moreover, the project will give me opportunity to show what I have learnt till now as a multimedia student. It will improve my skills and confidence as well.

## **1.3 Objectives**

The main objective of this project is to make a Visualization of TV program and set design. Other objective are to:

1. Develop 3D models for the content. These are Currencies, objects, logo etc. Then to composite the video using After Effects.



2. Present a workflow of a professional satellite television channel.
3. Implement the techniques that I have learned in my internship period.





## CHAPTER 2

### Review of Literature

#### Introduction

I have introduced and discussed several Television channels currently functioning in Bangladesh. Additionally, an overview of Channel 24 was given including my purpose of internship attachment at this channel.

#### 2.1 Different Satellite Channels of Bangladesh

Bangladesh's first channel was Pakistan television started journey in 1964. Bangladesh television was the leading channel until 1990s. But now a days there are a lot of satellite television channels are broadcasting different shows all over the country, sometimes abroad.

This is list of Bangladeshi Public and private Satellite Channels.

#### Public broadcasters

BTV Created in 1964 but firstly known as Pakistan Television but later the named was changed as BTV.

BTV World: Broadcasting all over the world.

#### Privately Owned Television

Asian TV

A private satellite channel Broadcasting from Dhaka.

ATN Bangla

First Bengali satellite Tv channel that is broadcasting from Dhaka and also broadcasting over north Asia, south Asia and Middle east and also Europe.



ATN News

A 24/7 news channel in Bangladesh broadcasting not only in Bangladesh also in north , south and middle east.

Banglavisision

A satellite channel from Dhaka.

Bangla Tv

A prive satellite television station.

Boishakhi Tv

A private Tv station in Dhaka.

Bijoy Tv

Private Satellite channel which is being transmitted from Dhaka.

Chaneel 24

A news channel that is being popular day by day.

Channel 9

Official broadcaster of Bangladesh premiere league.

Channel i

Country's First digital Channel.

DBC

Having the most expensive satellite.

Deepto Tv

Started their journey in November 2015.



### Desh TV

Started their journey in 2009. Started with a hope to stand out different from others as they are branding Desh which means country.

### Ekattor TV

First digital 24/7 news channel and transmitting from Tejgaon, Dhaka.

### ETV

First terrestrial channel started their journey in 2000.

### Gaan Bangla;

Bangladesh's number 1 music channel from 2013.

### GTV

Transmitting from Dhaka.

### Independent TV

24/7 news TV broadcasting from Bangladesh.

### Jamuna Television

Jamuna television is a private satellite TV channel of Bangladesh that is transmitting from Dhaka. It has started their journey in 2014 and is a company of the Jamuna group.

### Masranga television:

Private television in Bangladesh and transmitted from Dhaka.



Mohona Tv

A private television channel in Bangladesh.

MY TV

A satellite private channel in Bangladesh.

NEWS24

Owned by East West media group and a 24/7 news Channel in Bangladesh.

NTV

The most popular private channel in Bangladesh and broadcasting from Dhaka.

RTV

Started in 2015. Transmitting from Dhaka..

SA TV

Private HD and 3g television channel in Bangladesh. Broadcasting from Dhaka.

Shomoy TV

24/7 news channel in Bangladesh.. Transmitting from Dhaka and known as news publishing channel in Bangladesh.

## **2.1 Selection of Channel 24**

Channel 24 is a News channel of Bangladesh. It was launched on 24 May 2012, and is owned by Times Media LTD. It has gained popularity for news, scripted, and non-fiction programs. The Television Station has been created by Hamim Group , a largest financial company in Bangladesh. The owner is A K Azad. Channel 24 wants to telecast the views of news as it has very young working group, with full of energy to do something extra ordinary. This channel also telecast daily dramas, reality shows.



Channel 24 has a big Headquarter in Dhaka, Bangladesh

The reason behind why i choose channel 24 are:

1. They encourage the newcomers.
2. The facilities of this channel are so good.
3. Friendly environment.
4. New Technologies are used to telecast news and other programs.
5. Big Accommodated and spacious work space.
6. A scope is there to make permanent the job.

## **2.2 Wings of Channel 24**

Channel 24 has huge working network. They have got a nice, organized wing.

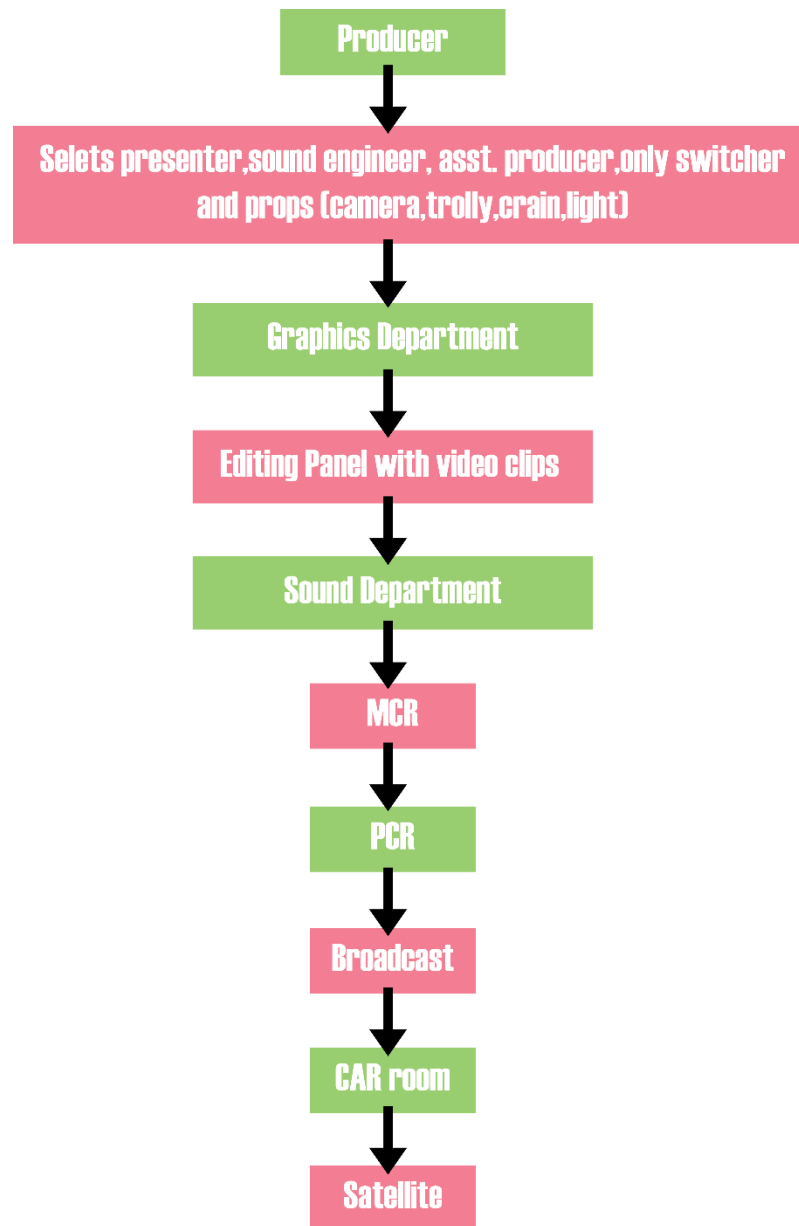
- Admin
- Management
- Accounts
- Marketing
- HR
- IT
- Graphics
- Archive
- News room
- Set Designers
- MCR
- PCR
- Editing Panel
  1. Online
  2. Offline



- Camera Department
- Coordinators
- Broadcast
- Sound
- Ingest
- CAR room
- Battery CAR room

### **2.3 Scope of Learning**

Through my internship period in Channel 24 I had the opportunity to witness the entire program broadcasting procedure. It is a lengthy and interesting workflow. The following procedure is given below:



- Producer produces the desired program.
- Then the producer selects presenter, sound engineer, Assistant producer, online switcher, required set etc.
- Get prepared for shooting.



- Then graphics department provides the overall package of the show that is demanded by the producer.
- After that, editing panel edits the video clips.
- Sound Department composes the suitable music for the program and controls the overall sound system.
- When these things are done then the clip is provided to **MCR** room. MCR means Master Control Room. Each and every single program is run downed from this room.
- But When MCR is busy with another scheduled program then MCR transfers this cable to **PCR** to telecast the show. PCR means Production Control Room.
- After that this show is send to the Broadcast Department. There is a Huge sized room named “CAR ROOM” in which, all these programs are send.
- Finally from CAR room the program is send to the satellite that is situated at the top of the office building to telecast it throughout the country.





## CHAPTER 3

### 3D Model Development

#### Introduction

I researched some of business news shows to get clear visual idea about the concept and the program itself. I have also follow through some multiple shows of several channels and also recorded videos of those from different angles so that I can get a clear reference while creating the story board, model development, camera animation.

In this chapter, I have presented 3D models of the objects. Screen shots of the software are also given in this chapter.

#### 3.1 Story Board

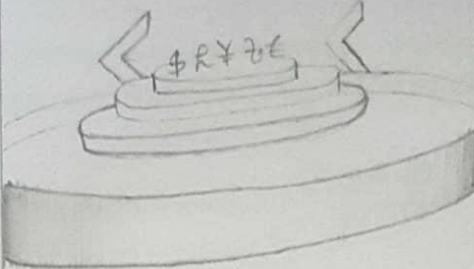
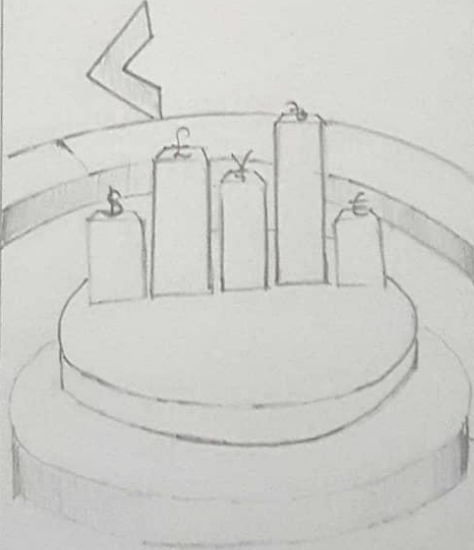
The graphical representation of an illustration or an image sequences for the purpose of pre visualization of a movie or motion picture is called story boarding.

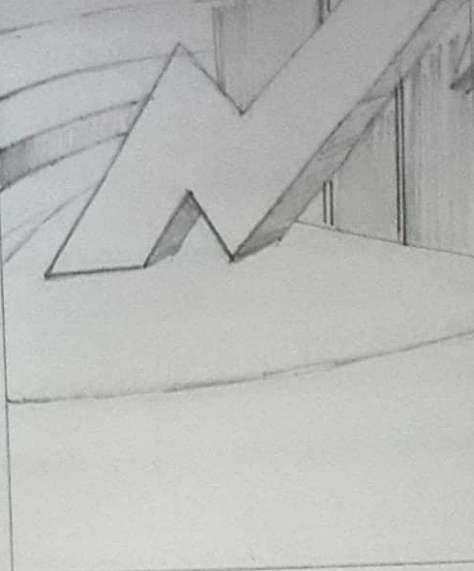
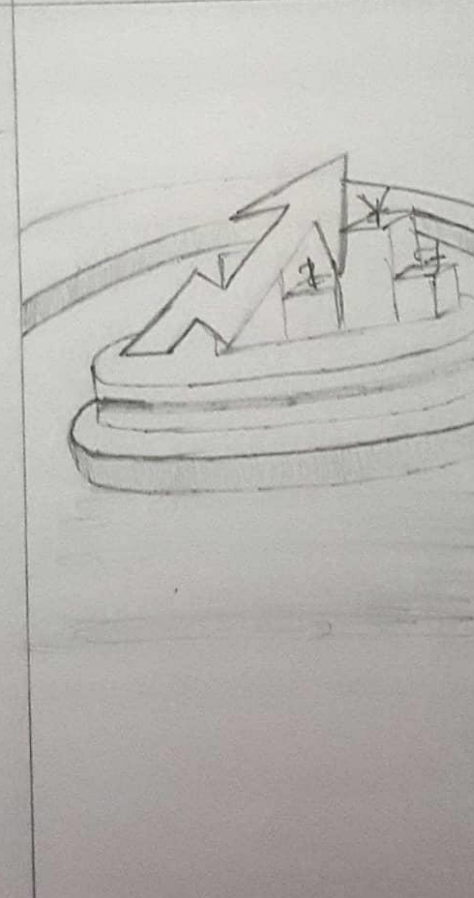
#### Importance of story Board:

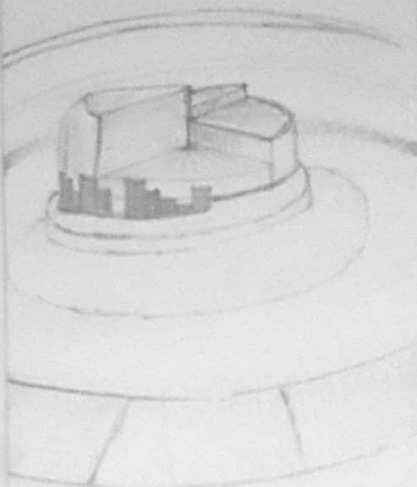
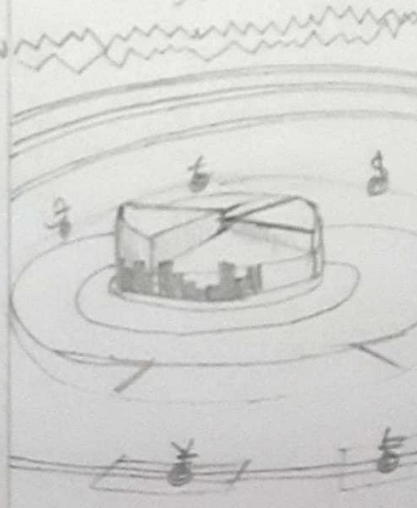
- Using the available resources and time defining the story.
- focusing on a story and organizing.
- Marking what is needed for the story.

#### Storyboarding of my project

I have pre-visualized my final project and drawn the following storyboard so that the storyboard can act as a reference during actual animation and post production.

Shot no	Visual description	Visual	Audio	Duration
1	Establishment Shot		Background music	2 sec
	Zoom in + Panning			

Shot	Visual Description	Visual	Audio	Duration
2	Establishment shot		Background Music	2 sec
	Zoomout			

Shot	Visual Description	Visual	Audio	Duration
3	Zoom out		Background Music	5 sec
	Establishment Shot	<p data-bbox="682 1134 876 1186">Fagfisi 24</p> 		

## 3.2 Software

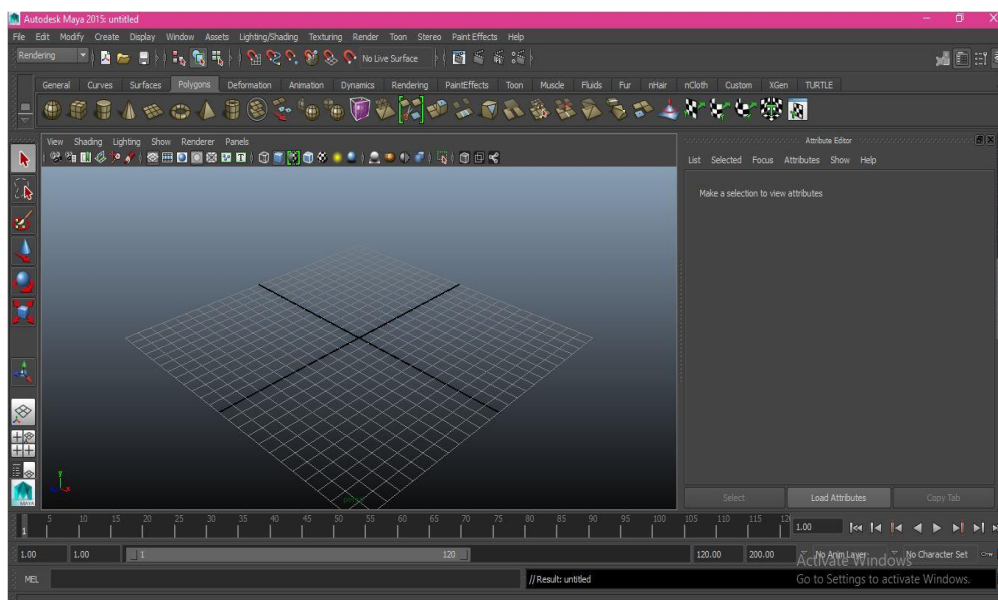
Following software were used to create the final output:

- Autodesk Maya
- Adobe Illustrator and
- Adobe After Effects.

### Autodesk Maya

Autodesk Maya is shortly known as Maya, It is a 3d Graphical software , runs on Windows, Mac, Linux, Developed by Alias Developed Corporation , But currently Developed and owned by Autodesk. It useful to create 3d film, TV series, Models etc.

I have used Autodesk Maya to create 3D models and design for this project. Some features of Maya like some basic 3D objects, that helped to create my models and animation.

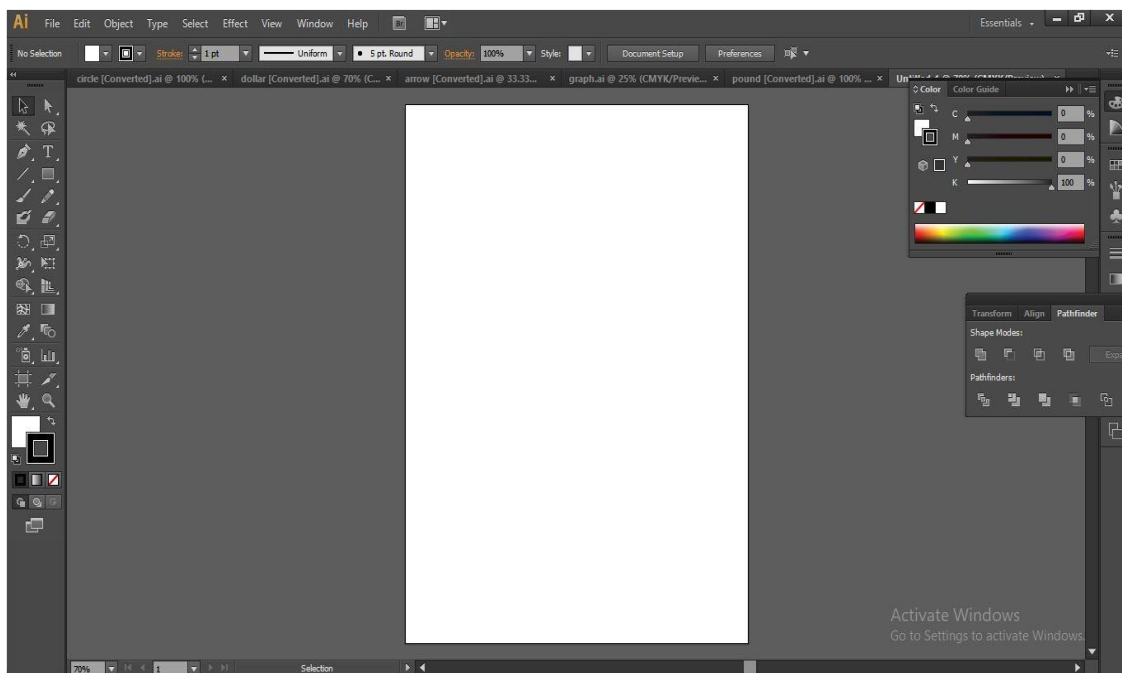


Picture 1: Screenshot of Autodesk Maya interface



## Adobe Illustrator

Adobe Illustrator is a software that is owned by Adobe and it is used to create graphical works. Several types of Filters, Layers, Effects and so many other options are offered by this software. Shadows are also can be created by this 2d software. The purpose of Adobe Illustrator for this project was mainly to create logo and outlines for the models.

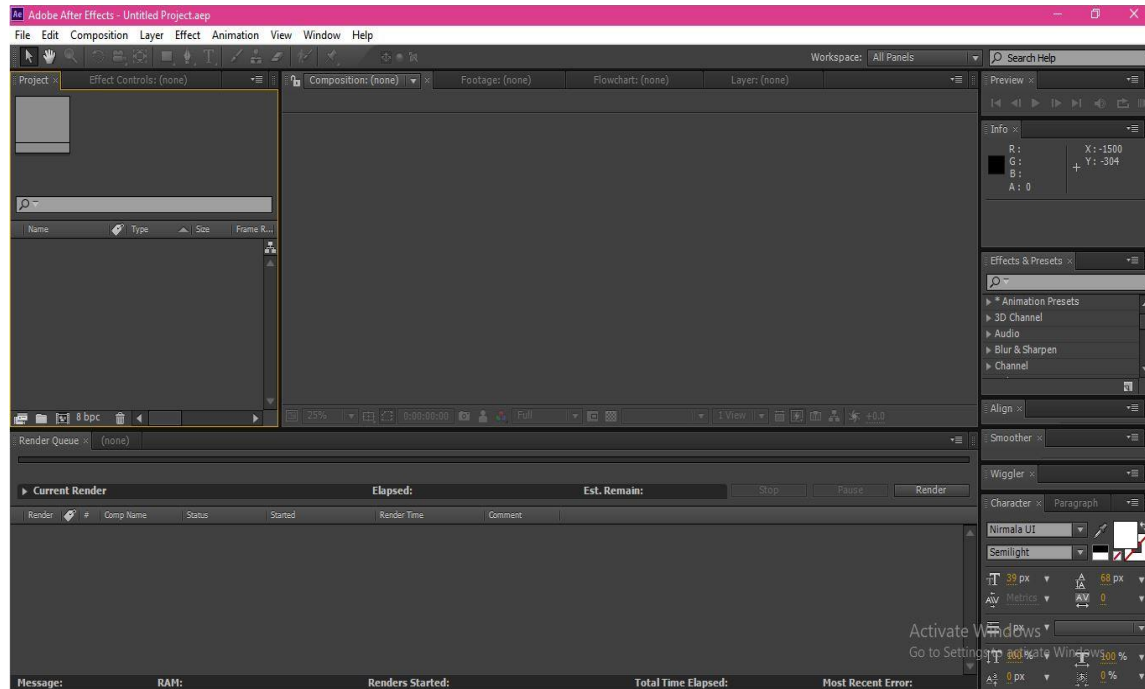


Picture 2: Screenshot of Adobe Illustrator interface

## Adobe After Effects

Adobe After Effects is a motion graphics and compositing software that is developed by Adobe and used in preproduction process. It also works as a non linear software. It is also used for tracking , keying etc.

Adobe After Effects was used for post-production. Its helped to create video file from render images, color correction, adding several effects and also audio editing.



Picture 3: Screenshot of Adobe After Effects interface

### 3.3 Hardware Requirement

I have used a windows desktop pc with following configuration to create this project:

- Processor: Intel Core i7 5820K (6 core processor)
- RAM: 16 GB DDR4
- GPU: NVidia GTX 970

### 3.4 Model

First I have opened Adobe Illustrator CS6 and designed currencies of some countries and a pie chart. After that I saved those drawings on illustrator 8 format.

After that I opened Maya 2015, I have taken a cube from the polygon option. By extruding the cube I have created multiple steps that I resemble the shape of the base of different types of objects that is designed to create animation. In my project there are



several different items. For each different items I had to create different different scenario. In my project I have created:

### **1.Main Sting**

- Scene 1: 1<sup>st</sup> scene of Main Sting
- Scene 2: 2<sup>nd</sup> scene of Main Sting
- Scene 3: 3<sup>rd</sup> scene of Main Sting

### **2.Mid Sting**

- For mid sting I have used the 3<sup>rd</sup> scene of the main sting.

### **3. Set Design**

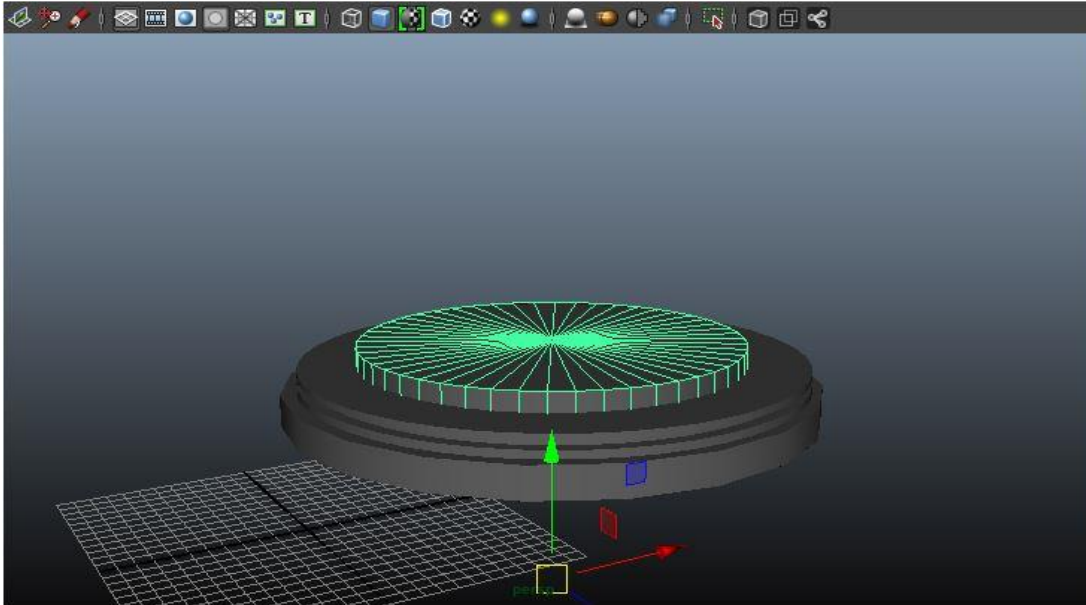
- Chair for presenter.
- News reading table.
- Wall design.
- Ceiling Model.

Now I will describe how I have created all this models :

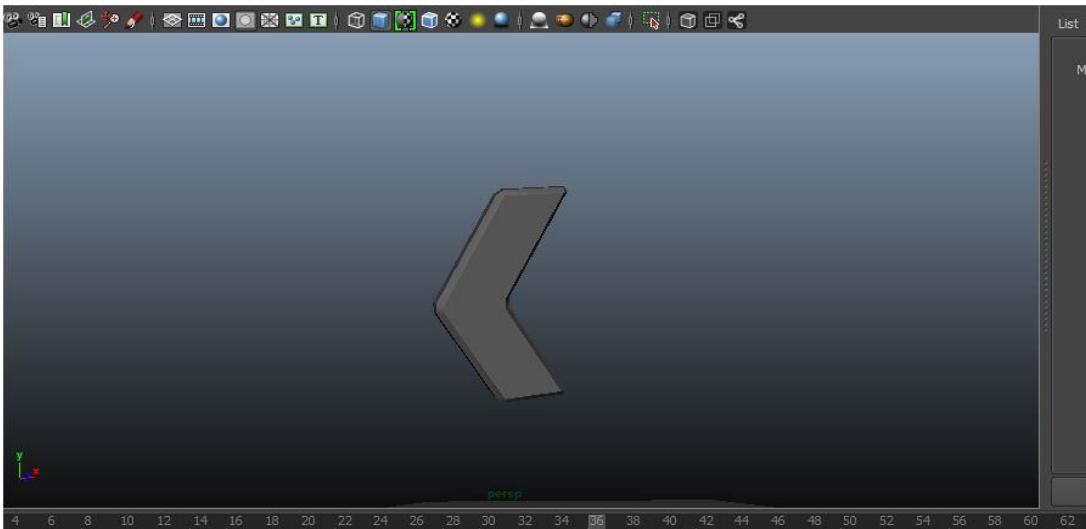
### **1.Main Sting**

- **1<sup>st</sup> scene:**
  - First I took several cylinders and modified these cylinders to create the ground of the scene.





Picture 4: Screenshot of base of Main Sting



Picture 5: Screenshot of base of Main Sting

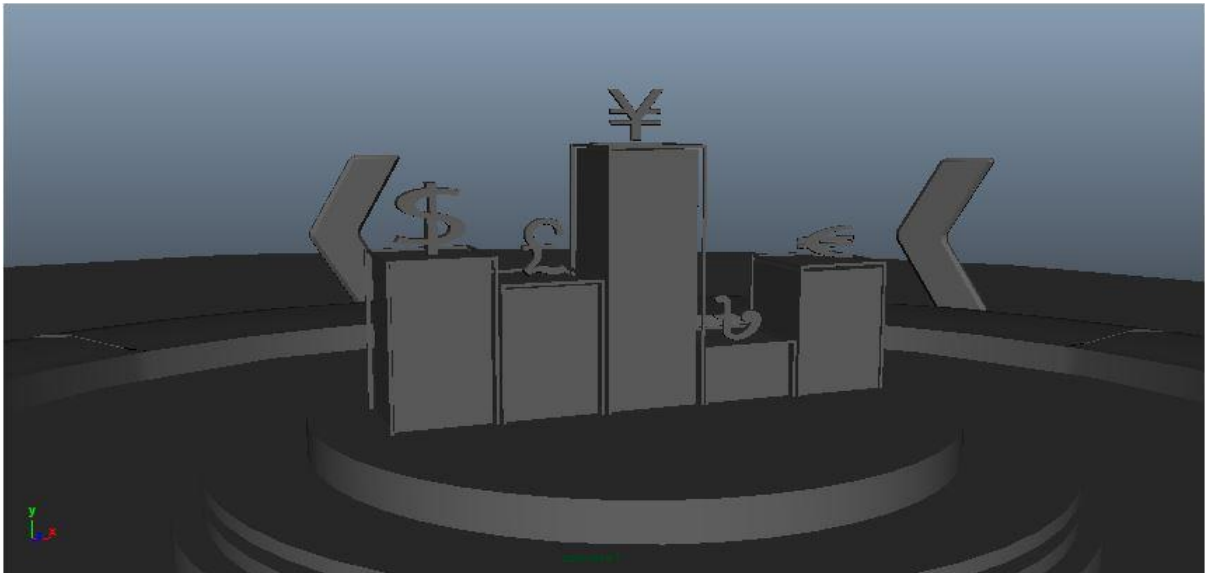
- After creating the ground I imported the illustrator file I have saved earlier.

- Then I extrude those imported path files to create 3d models of those currencies.



- Picture 6: Screenshot of Currency Model

- To create the Arrows and the bars, I took multiple cubes and created outlinechanging their shape.



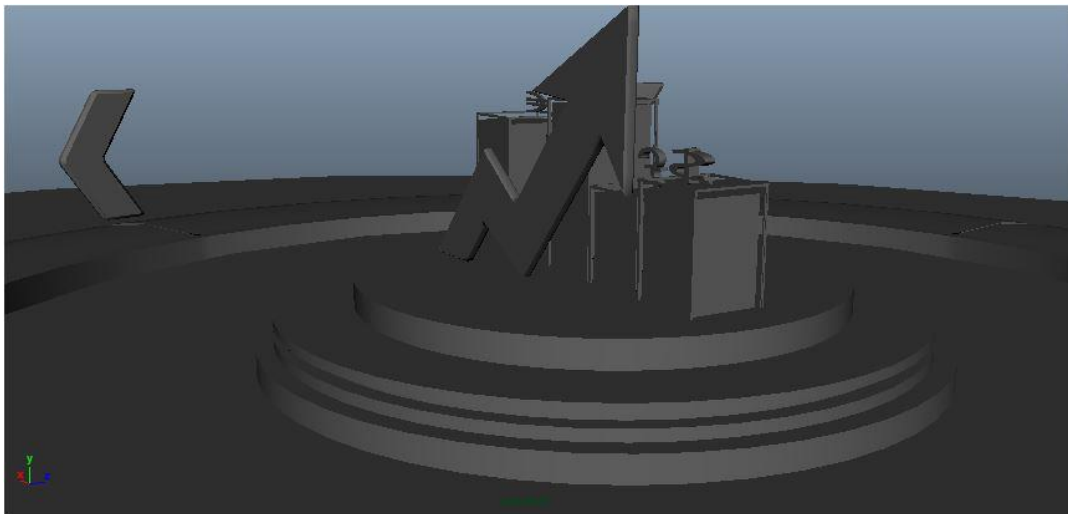
Picture 7: Screenshot of completed model of Main Sting

- **2<sup>nd</sup> Scene:**

- In this scene, ground, arrows and currencies models will be the same. Even the bars also. But the animation will be different.



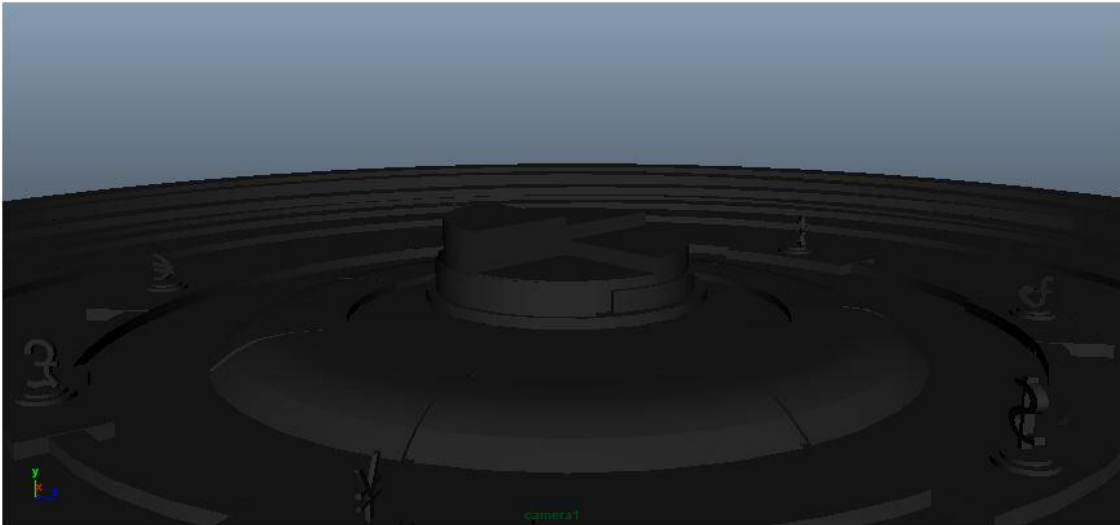
Picture 8: Screenshot of model of arrow for 2<sup>nd</sup> Sting



Picture 9: Screenshot of completed model of 2<sup>nd</sup> Sting

- **3<sup>rd</sup> Scene:**

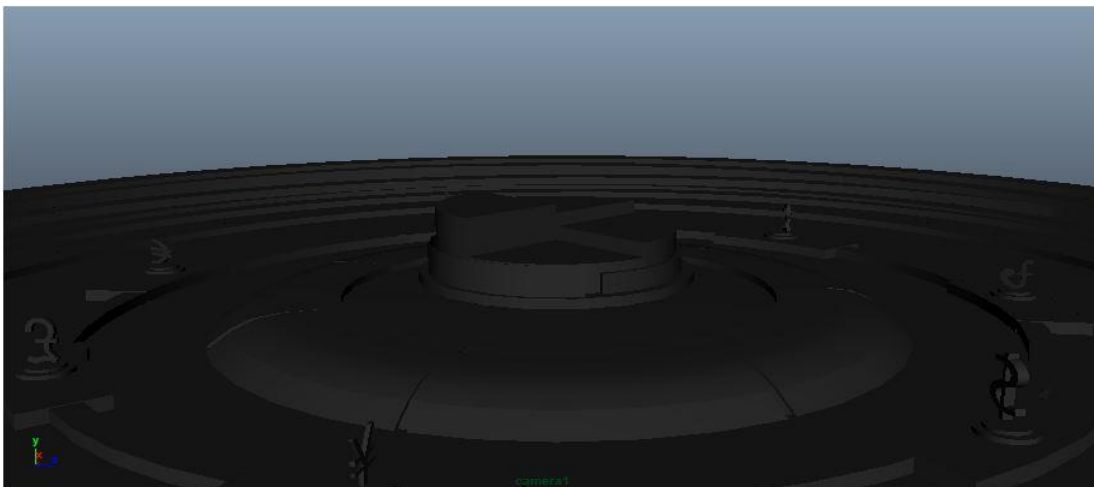
- Several cylinders was taken to create the objects and also the ground. Extruded Currency models were also being used here.



Picture 10: Screenshot of completed model of 3<sup>rd</sup> Sting

## 2. Mid Sting:

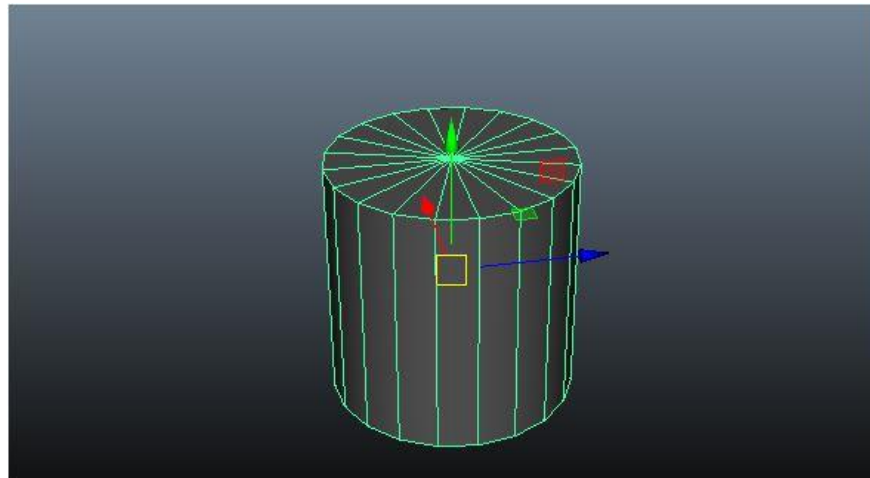
- 3<sup>rd</sup> scene of main sting was used as mid sting.



Picture 11: Screenshot of completed model of Mid Sting

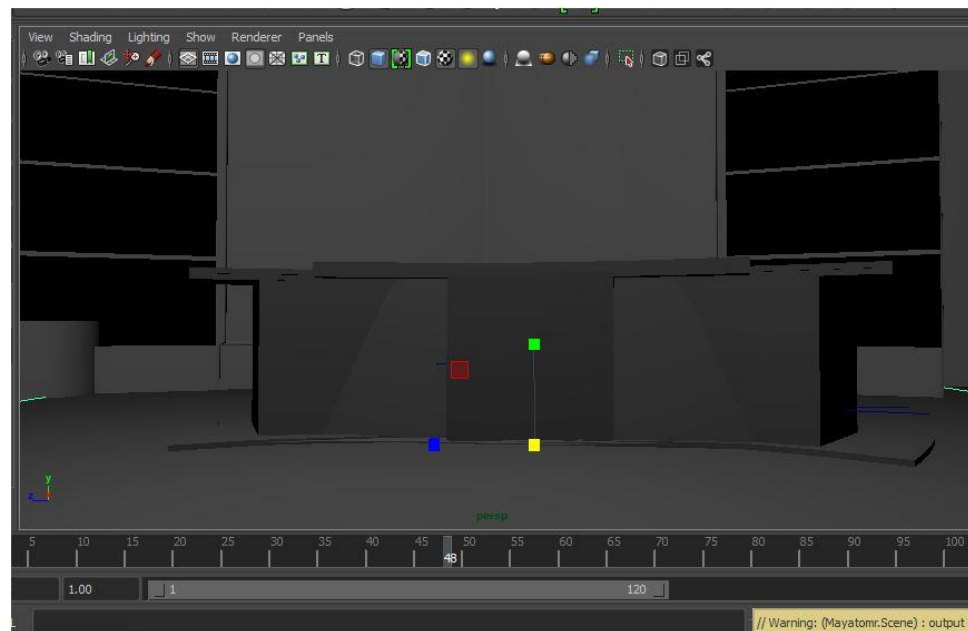
## 3. Set Design:

- Took a cylinder to create a curved ground.

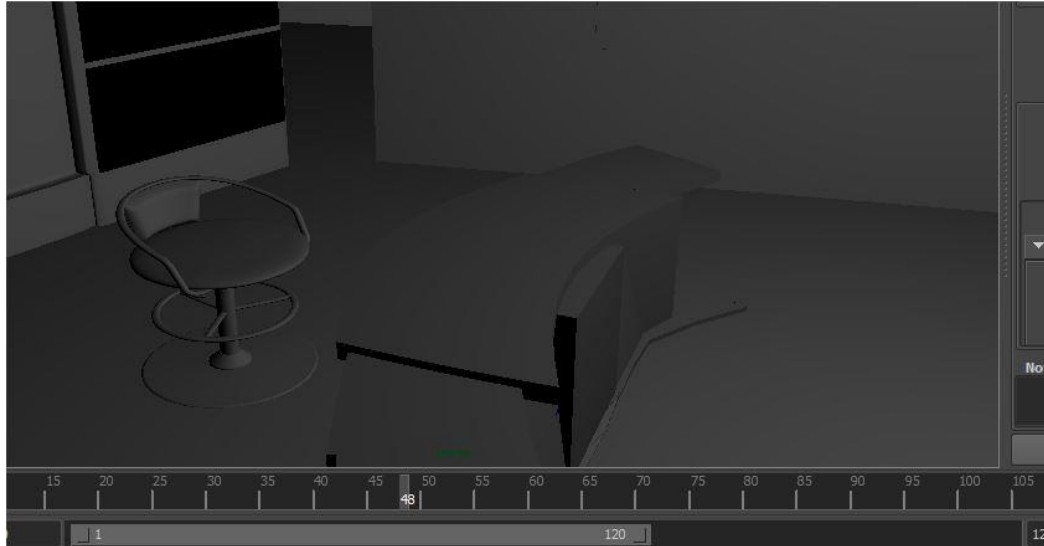


Picture 12: Screenshot of base of set model

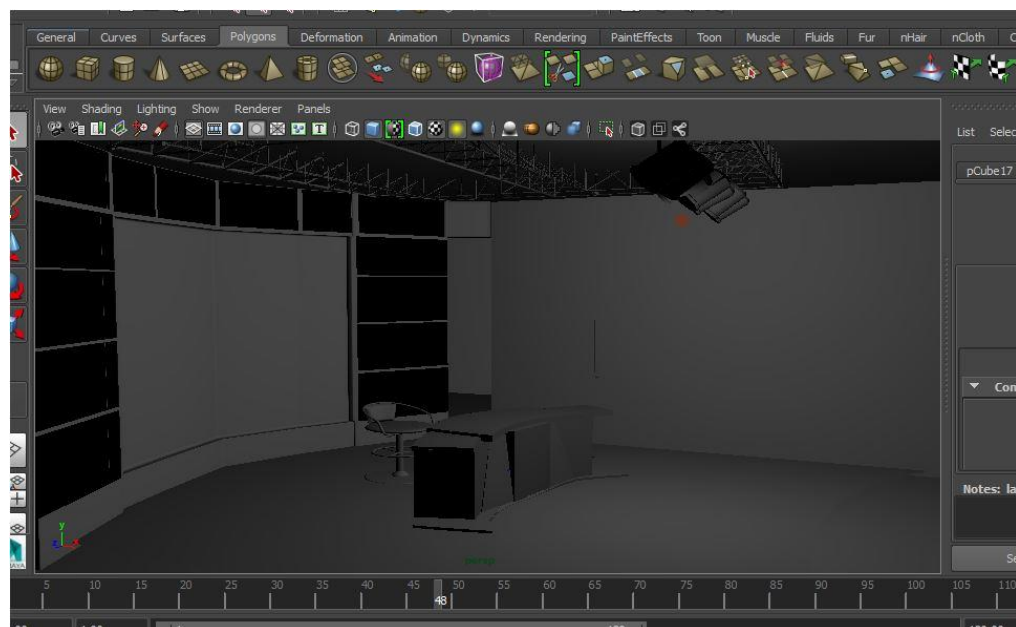
- Then created wall and table using cylinders and cubes. I have used bend tool to bend the wall lightly.



Picture 13: Screenshot of completed model of Table for set



Picture 14: Screenshot of completed model of Chair for set



Picture 15: Screenshot of completed model of set design

- Used nurbs circle and cylinders to create handle and other parts of the chair and cameras. Then I converted the nurbs into polygon from: Modify> Convert To>Nurbs to Polygon.



### **3.5 Materials**

There are several types of materials in Maya. Such as:

#### **Lambert**

Lambert is a flat material that creates non-highlighted smooth look. It Gives a matte chalk like look because it does not calculate the account surface reflectivity. It is used on those objects that does not have highlight. It is a default Shade. When we create any object by default this shader is given by the software. But if the object needs highlighted shader then we must change the shader to another.

#### **Phong**

These material takes into account:

- 1.Amount of light
- 2.Surface curvature

And

3. Camera angle

Which is needed for accuracy.

#### **PhongE**

- 1.The fastest version of Phong.
- 2.It can be used get for those objects that needs to highlighted more .



## **Anisotropic**

These Shader creates extended highlight and helps to turn those according to viewers relative position.

## **Blinn**

Blinn is also used to highlight the object but it does not give that much glossy effect that can be given by Phong.

## **The Others: Layered Shader, Shading Map, Surface Shader, and Use Background**

1. There are four types of materials that is used in progressed purposes so this segment fair gives you an outline of what they are utilized for.

2. Layer Shader let us combine a more complex material.

3. The Layer Shader let us collect together various materials for creating a more and complex material.

4. When we need chrome polka dots on a wooden surface, in a Layer Shader we can use a polka dot mask and then join in our chrome and wooden material materials.

The shading outline fabric is fundamentally outline to let you get a cell see in 3D, like commonplace animated cartoons. You will utilize this shader for a 2D painted in see instead of smoothly shaded 3D. The Incline Shader, new in form 4.5, could be a fabric outlined to form it less demanding to make and control a cell or illustration style see. The Shading Outline fabric can be utilized for uncommon impacts. Its earlier application for cell fashion shading is presently taken over by the slope shadier.

The use Background shader applies the foundation color to the surface that it has been connected to. This permits you, for illustration, to have shadows cast on an picture of a street utilized as an picture plane. This shader sort can be utilized to cut a gap within the image alpha channel where objects with the material show up.





### **3.6 Lighting**

There are several 3d lighting techniques, and sometimes it is previously defined by the type of environment, some tricks work well in interior space and a very little sense about exterior environment. These exactly same technique works for studio lighting.

#### **Point or Omni Light**

These light create rays from a very tiny source in 3 dimensional environment. Point light has no specific shape and size. These light can create as fill lighting in a 3d scene, as like any other stimulating light source like candle.

#### **Directional Light**

It presents a light that comes from a distance source. Such rays go parallelly in a single direction. Such light is used to create light like sunlight.

#### **Spot Light**

There are two types of spot light. Targeted spot light and free spot light. It means it has no targeted objects. It is often used to create street light and desk lamp type light sources,

#### **Area Light**

Area light illuminates within a certain shape and size. This type of light is often used to light up the architectural or product modeling. This type of light produced soft shadows that makes the render look more realistic. This light is the opposite of directional light.

#### **Volume Light**

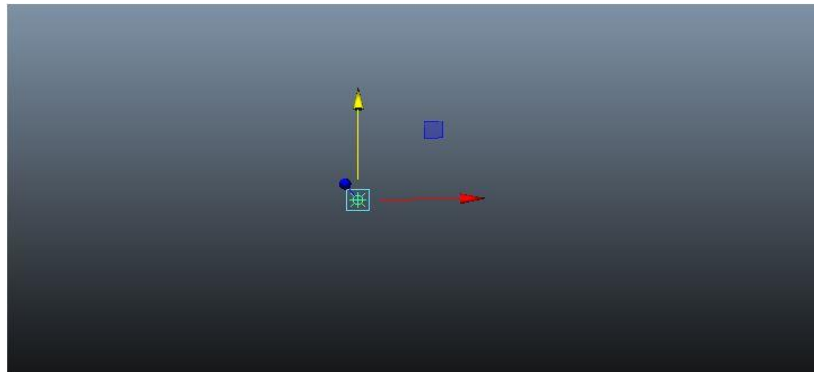
It works just like an omni light. But it has a specified shape and size. This Volume light emits light only within this set volume. It also provides the fog type effect.

#### **Ambient Light**

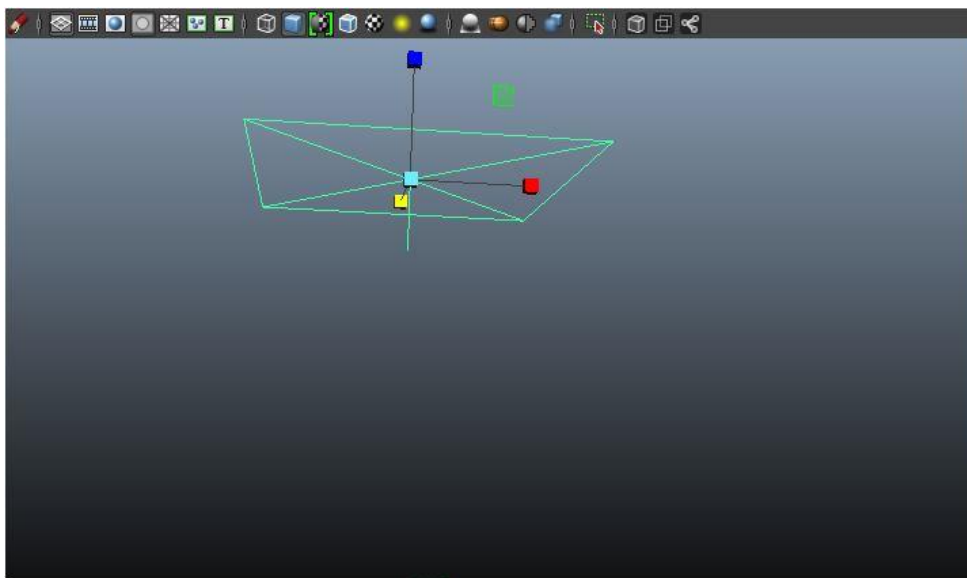
Ambient light is different from any other light type. Soft rays is created from every direction, even it has no shadow creation on the ground and has no directionality. It is sometimes like light of the sunset time.

### Lighting for my project

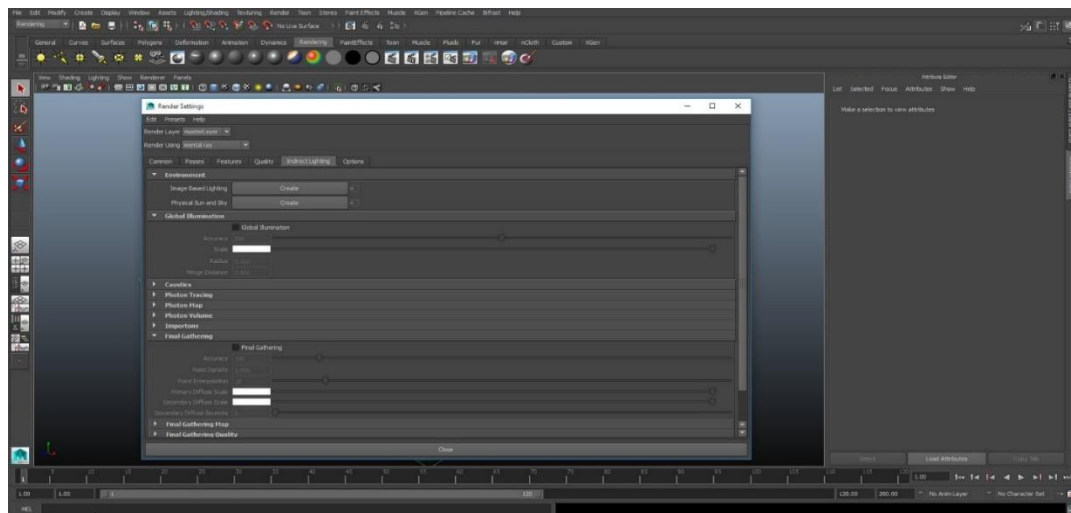
I have used one area light and point light. After finishing all models and environments I worked for lighting. The intensity of the light is 1.00, saturation 1.2. The light I've used is supported by Mental Ray renderer.



Picture 16: Screenshot of point Light



Picture 17: Screenshot of area Light



Picture 18: Screenshot of Light settings

## CHAPTER 4

### Animation

#### 4.1 Introduction

An animation is created by showing still pictures in a rapid succession. For this current project, several graphic software were used to create this effect for animation.

Animators are artists who create animation using still pictures. Animation can be created using video tape, motion picture film, digital media, GIF etc.

To view or display animation we need monitor, TV or projector.

**Several Animation Techniques are:**



- Stop Motion Animation
- Traditional Animation
- Mechanical Animation
- Computer Animation

## **4.1 3D Animation**

Presenting the 3 dimensional images into digital form is called 3d animation. It is the most latest technology of animation. First Carefully 3d models are created into 3d software. Manipulation if 3d objects or models are done carefully within 3d softwares to export picture sequences to give them the illustion of animation. This technique is only based on manipulating objects.

The procedure of making 3d animation is maintained into 3 major steps. These are:

1. Modeling
2. Layout and animation.
3. Rendering.

In modeling we create the objects and props that is needed for creating scenes.

In Layout and animation we organise the sequence and create animation.

Finally In rendering is the procedure to have the output.

### **Animation Created for this project**

Mainly, I have focused on camera amination for my project. I have done the camera animation in two methods:

- i. keyframe animation (by moving the camera manually)
- ii. Path animation [1]

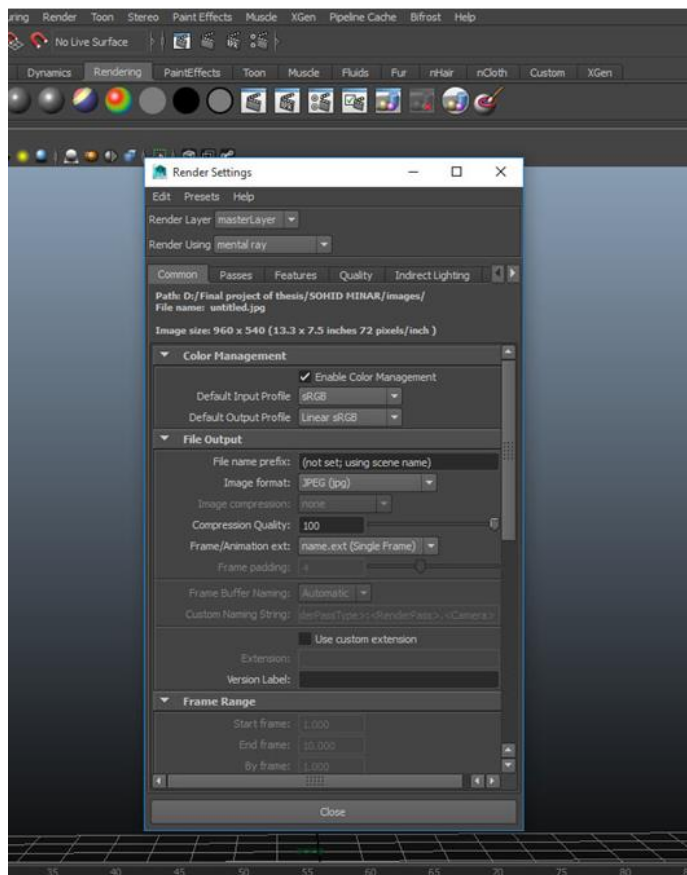


## 4.2 Rendering

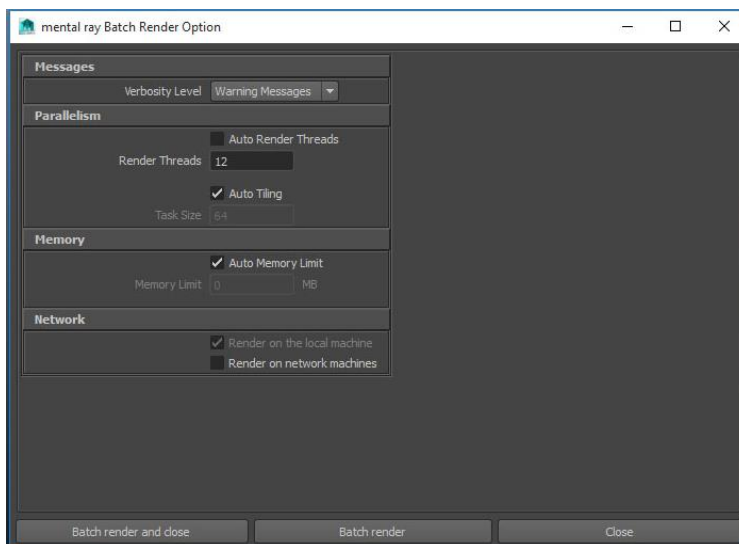
3D rendering is the 3D computer graphics process of automatically converting 3D wire frame models into 2D images with 3D photorealistic effects or non-photorealistic rendering on a computer.

Mental Ray rendering software generates images of outstanding quality and unsurpassed realism. It combines physically based light simulation with full programmability to let you create any imaginable visual effect.[2]

I have used Mental Ray renderer for this project. After selecting Mental Ray from Rendering section of Maya, I have check marked color management system and selected sRGB and Linear sRGB option. Global illumination was set to 500. Render output format was set as \*.jpeg, compression 100. Main render outputs were at 1920 \* 1080 pixels. Finally, I've batch rendered to get render outputs. The figures 28 and 29 represents the rendering dialogue box.



Picture 19: Screenshot of render settings



Picture 20: Screenshot of batch render settings

## Rendered picture of Main Sting 1<sup>st</sup> Scene



Picture 21: Screenshot of 1<sup>st</sup> scene of main sting rendered image



Picture 22: Screenshot of 2<sup>nd</sup> scene of main sting rendered image



Picture 23: Screenshot of 3<sup>rd</sup> scene of main sting rendered image



Picture 24: Screenshot of Mid scene of main sting rendered image





Picture 25: Screenshot of set design rendered image (front view )



Picture 26: Screenshot of set design rendered image (sideview )



6

Picture 27: Screenshot of set design rendered image (fullview )



## CHAPTER 5

### Composition

#### 5.1 The Basic Rules of Composition

##### The Rules of Third

In the event that you take off here with one thing, it ought to be the rule of thirds. It's the basic rule of composition.

Partition the screen into thirds with four lines – like a tic- tac-toe game. your objects of interests ought to drop at the crossing point of two of these lines.

A few cinematographers are more inflexible approximately it than others, but its exceptionally conceivable to discover a motion picture whose each shot does not veer off this.

We specified before that people are vertical and movie screens are flat this implies that to urge a person in a outline you would like to either make them exceptionally little or trim them.

Both of these are superbly satisfactory.

IF we take a look at Ridley's "Blade Runner" this is close up of Harrison Pottage In it, Cinematographer Jordan have chosen and the best of the head to put his eyes at the crossing point of the best organized line and then correct the other line.

We see at peoples eye. We impulses see at what other individuals are looking at.

We have a profound down conviction that the people inside a body is open through the eyes and typically all inclusive when your pet needs to communicate with you, they look at your eyes and they havent examined any brain research books.

When surrounding a shot, if the eyes are in the center,you will be able to get absent with a parcel of other things not being in center.

##### Balance and Symmetry



Imagine your outline as a shadow box that you are putting things into which sits on a support within a center.

Adjusting the cleared out and right sides ordinarily gives off a feeling of feeling of cobcordance and an unequal outline of pressure.

Whereas going counter to the rule of thirds, some of the time symmetrical with the question of intrigued within the correct center can be utilize amazingly successfully.

A few executives are slaves to symmetry and when utilized appropriately, it can be amazingly capable.

One of the foremost capturing clients of symmetry was Stanley Kubrick who put the rule of thirds within the back of his situation and supplanted it with an over the top adherence to the center surrounding and symmetry giving us a few amazingly capable pictures that delineate an arrangement so idealize it gets to be to some degree threatening.

Adjust doesn't got to be symmetrical in spite of the fact that, objects on the one side of the screen can be adjusted with objects on the other side of the screen that aren't their reflect picture.

### Leading Lines

We take after lines like streets. Driving lines are ordinarily nonexistent lines that go from one question to another to draw our consideration from a primary question center to a auxiliary one.

Going back to Ridley Scott's "Blade Runner", we have a perfect illustration of driving lines, and this time they are really lines. The supports lead our consideration right to the individuals on the cleared out side of the screen.

### Depth of fields

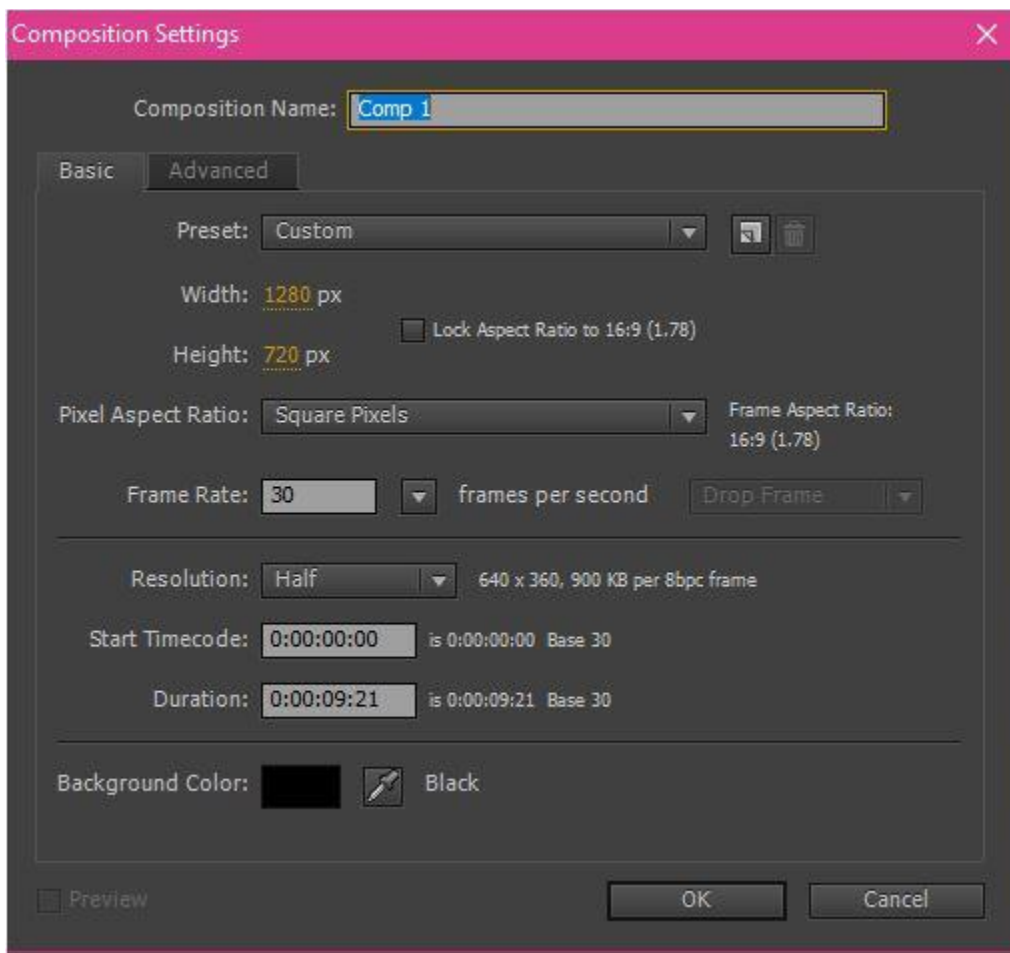
The camera can emphasize what's vital and de-emphasize other things by utilizing depth of field the region of a shot that's in center.



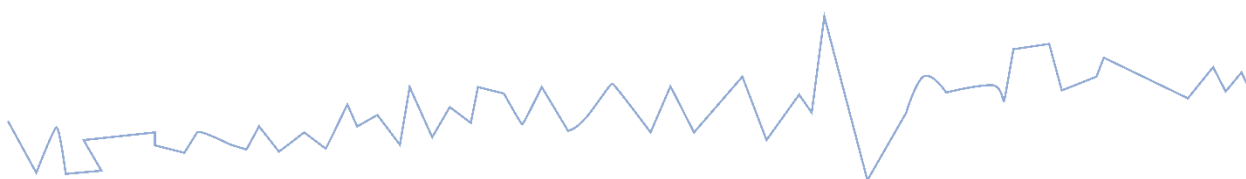
Depth of field can either be profound, meaning everything in center just like the Kubrick picture from “2001” or it can be shallow, meaning few things are in center, like both are the shots of Harrison Passage from “Blade Runner”.

I have mainly used Adobe After Effects for video creation. Adobe After Effect could be a video editing program that’s portion of the Adobe Creative Cloud software collection, as well as Adobe CS6 or Adobe Creative Suite .After Effect is used to edit videos including movies and is rapidly got to be the go to program for producers all over the world.

At first, I imported all the rendered images in After Effect and add those in sequence in desired order. After that, I cut some unnecessary images and changed length and speed of clips. And finally added a sound to the video.



Picture 28: Screenshot of Composition Settings



Picture 29: Screenshot of pie chart



Picture 30: Screenshot of World Map



Picture 31: Screenshot of Logo



Picture 32: Screenshot of Video Composition of 1<sup>st</sup> scene



Picture 33: Screenshot of Video Composition of 2<sup>nd</sup> scene





Picture 34: Screenshot of Video Composition of 3<sup>rd</sup> scene



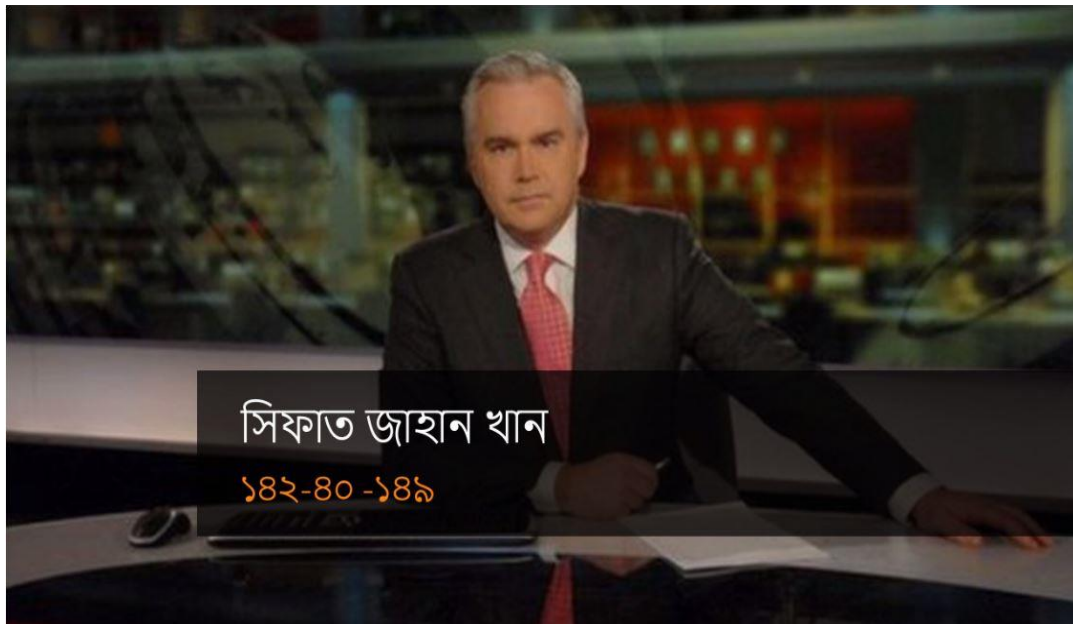
Picture 35: Screenshot of Video Wall



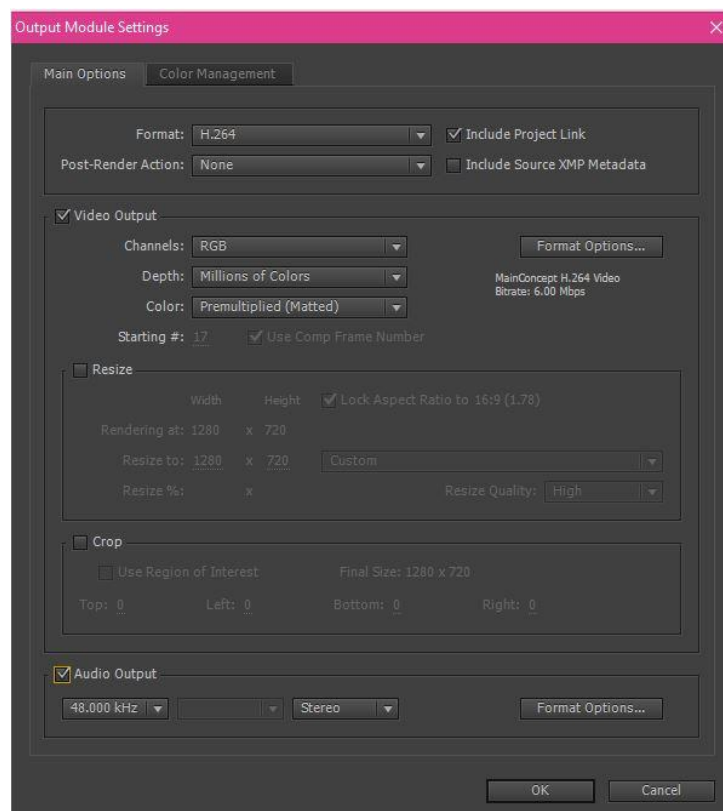
Picture36:Screenshot of BackgroundWall



Picture 37: Screenshot of Asron



Picture 38: Screenshot of Super



Picture 39: Screenshot of Output Module Settings



## CHAPTER 6

### Conclusion

During my internship at Channel 24 in Spring Semester 2018, I have made this project related to design of a program. This work is a complete package of designing a program and creating its 3D models. This package includes first sting which is a program introduction, a kind of promo video. The second or mid sting is developed to visualize at the time of commercial. The final sting is ending of the show.

Now-a-days, Television Industry has become the best place to choose as career for students who are working in the area of multimedia technology and visualization. They are encouraging newcomers and also with a good salary. We can learn and also can earn at a time and can build a good professional career. In Bangladesh there are lots of satellite channels where we can have a scope to work. Therefore, I have undertaken a project through internship. So that I can create a professional level motion graphics and also can take taste of professional life. This internship provides broader understanding of development program in a professional manner.

I have created only program package of a business news due to time and resource constraints but further bigger and more complex projects can be taken in the future.

Various problems were faced, nevertheless, the report was completed and managed successfully within shortest possible time. More students of multimedia and creative technology will be interested to undertake such type of projects in future. It will improve their skills in multimedia software and will help them to build their career in Television Industry.



## References

[1]Beane, A (2012). 3D Animation Essentials. Indianapolis, Indiana: John Wiley & Sons. ISBN 978-1-118-14748-1.

[2]Masson, T (1999). CG 101: A Computer Graphics Industry Reference. Digital Fauxtography Inc. ISBN 0-7357-0046-X.

[3] Callahan, D (1988) Cel Animation: Mass Production and Marginalization in the Animated Film Industry, Film History vol. 2, pp. 223-228.