

**COMPANY BRANDING (SMART WATCH),  
DEVELOPMENT 3D MODEL, 3D VISUALIZATION COMPOSITING**

**BY**

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of  
Bachelor of Science in Multimedia and Creative Technology

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**DAFFODIL INTERNATIONAL UNIVERSITY**

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## APPROVAL

This Project titled “**Company Branding(Smart Watch)Development 3d Model, 3d Visualization Compositing**”, submitted by Most. Sharmin Jahan 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 has been held on 26<sup>TH</sup> December 2019.

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I hereby declare that, this project has been done by me under the supervision of **Md. Samaun Hasan, Lecturer, Department of MCT**, Daffodil International University. 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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## **ABSTRACT**

The project is a Watch Company branding. Which can be used for the purpose of advertisement, watch features, 2d, 3d element and attracting consumer attention. The entire project was created Branding and using this work technology. Our company branding is related to watch. The name of our branding is 'HOUR'. Our brand owned a digital watch in which many features have been included. It exactly looks like a smart watch. We have shown 2D, 3D, and 3D Watch model to for our branding. We use some specific elements for our branding which represent our brand.



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# CHAPTER 1

## INTRODUCTION

Brand refers a name, position design, symbol, or any characteristics that defers the quality of a brand from others. Brand is used in commercially, marketing and in advertisement. Name of brand is often deferring from generic and store brand. Branding represent a company by holding many tasks from marketing to Brand quality element. Any type of product is highlighted to the customer by adding value through branding. Any corporate branding has no limitations on specific matter.

This project we are inspired by some watch company branding by Rolex<sup>[1,2]</sup>, pebble<sup>[3,4]</sup>, Fast track<sup>[5]</sup>. We can generate our Project ideas by viewing these branding companies. Pebbles, Rolex, Fast track, Apples, Xiaomoi, Honor etc. such type of brands provide color, features, design that attracts to the clients. These types of brands hold all the task in their market place so that people show interest to their brands. They are commercially successful for their brand when we see the promo video of their brand. They also produce casual watch besides smart watch.

This is a watch company's branding project. Where it will show different kinds of watch and their design. The hand watch in particular will be a digital watch.

We are creating branding company of watch in which we will show mechanical features, how products resemble better that belongs to outside country. We are manipulating our own brand through researching such materials, colors, design, etc. of their brands. Logo, Name, color material, needed for utilization will be shown in details and also show its objectives by creating brand animation. We will try to overcome these problem as well as at a favorable price. So that the customers get interested.

We will show the 3D and 2D model of the project. Products have done through 3D models. 3D software has used to provide more realistic 3D models. Necessary task will be taken in case of corporate Branding. Product are produced for the purpose of marketing. We will show every pros and cons of the project for marketing.



Customers are not interested in remaining branded clock/watch present in our country due to lack of expected features. Some brand have not well colored scene their product. The branding of the product cannot do exactly that. Moreover, they are most costly. This product will be able to buy limited prices. This product will have color, design, material, features, quality that will attract customers. It will be casual and fashionable watch.

## **1.1 Project Goals**

The goal of this project is to make an quality brand that will be out looking like the outside country's brand. Our project is related to branding company. Everyone likes a well branded watch. Like other brands we also keep some features for our watch. We keep smart watch and casual fashionable watch in both. Our country has a few branded watches. So, we want to represent our watch for the sake of our country. We are try1.ing to the brand by providing such features and metals as target audience desired like other country.

In modern world smart watch is now an attractive tool for everyday life. Many informative data are presented in this gadget. Few days before we could see smart watch in TV, Animation movie, advertise as we imagine that but now it is available to use. Smart watch is now used commercially like smart phone. It eases the way of life by proving its desirable characteristics.

## **1.2 Target Audience**

Our target audience in this project are young people of age from 15 to 50 people who loves to see attractive features of their product. Job holder persons have a certain time to work on it. They have this watch on the job's Notification and Feature of Different Works.

Young Generation people who like to read the watch in a little fashionable. All things are digital, like a watch, want a smart watch. This comes with our technology. Besides, Luxury Watch comes and will be used by everyone. This watch will be fashionable and will be a digital smart watch. The design, colors, features were kept in such a way that the target audience would be interested to buy



### 1.3 Project Timeline (Gantt chart)

The project will over a sixteen weeks schedule. Below is a Gantt chart of the proposed schedule-

Table-1.1: Company branding (Watch) Gantt chart

			Week															
Number sl.	Task	Total Duration (weeks)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
01	Research	1	█															
02	Brainstorming	1	█	█														
03	Concept Development	5	█	█	█	█	█											
04	Collecting reference	4	█	█	█	█												
05	Design /Modeling create product, Compositing etc.	7			█	█	█	█	█	█	█							
06	All design part correction	2																
07	Animation	7												█	█	█	█	
08	Rendering	7															█	█
09	Editing and sound	2															█	█

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## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Branding

Branding, by definition, may be a marketing practice during which a corporation creates a reputation, symbol or design that's easily identifiable as belonging to the corporate. These helps to spot a product and distinguish it from other products and services. Branding is vital because not only is it what makes a memorable impression on consumers but it allows your customers and clients to understand what to expect from your company. Its how of distinguishing yourself from the competitors and clarifying what it's you offer that creates you the higher choice. Your brand is made to be a real representation of who you're as a business, and the way you would like to be perceived. There are many areas that are wont to develop a brand including advertising, customer service, promotional merchandise, reputation and logo. All of those elements work together to make one unique and (hopefully) attention-grabbing professional profile.

#### 2.2 Branding History

Branding began many centuries before the term acquired its modern usage. The Greeks and Romans et al. before them had various ways of promoting wares or goods, whether or not they were wines or pots, metals or ointments. Modern branding and therefore the use of individual brand names has its origin within the nineteenth century. The economic Revolution and therefore the consequent development of advertising and marketing techniques made the choice of an honest brand name of great importance. In both America and Europe, the rapid increase in population, expansion of the railways and construction of latest factories.

#### 2.3 Important of branding

Branding is completely critical to a business because of the general impact it makes on your company. Branding can change how people perceive your brand, it can drive new business and increase brand awareness. Branding is critical when trying to urge future business, and a strongly



Established brand can increase a business value by giving the corporate more leverage within the industry. This makes it a more appealing investment opportunity because of its firmly established place within the marketplace. A good brand will haven't any trouble drumming up referral business. Branding usually means that customers have a positive perception of corporate. Once a brand has been well-established, word of mouth is becoming to be the Company best and best advertising technique. A professional appearance and well-stage branding will help the corporate build trust with consumers, potential clients and customers. People are more likely to undertake to business with a corporation that features a refined and professional portrayal. A professional appearance and well-stage branding will help the corporate build trust with consumers, potential clients and customers. People are more likely to undertake to business with a corporation that features a refined and professional portrayal. Properly branded gives the idea of being an industry expert and makes the public feel that they trust your company, the products and the services it offers. Any company, ad farm, product visualization, game, film, short film, CGI etc. are going to be branding. Any product So that you'll know all about the merchandise, what might it's like feature everything is branded for something. This enhances the marketing of technology.

## **2.4 Watch Company Branding Industry and we are inspired**

The top company of producing smart watch from the lists are Apple watch, Samsung Galaxy watch, Fit bit versa, Huawei watch GT2.

Pulsar was the first digital watch in 1972 introduced by Hamilton Watch Organization. In 1982 Pulsar was able to store program digit. Then Seiko produce many kinds of smart watch like these.

Galaxy , fit bit versa ,apple ,pebble etc. smart watch features calculation and many more steps, distance, active minutes, sleep reviews, calories, heart-rate, cloud GPS (not built-in)50 meters water is fast. You can find calories and steps tracking, schedules for all-day running, guide theory sessions and review with the Hearts Company, all of the lucky ones here.



Though smart watch has been commercially available since early 80's, it has not gained much publicity or interest from public consumer. However, in the past one-year, smart watch has gained significant momentum and 2013 was even said by analysts “could have been year-of the-smart watch”. That momentum was signified by the release of several smart watch products such as Pebble by Pebble Technology Corp, Galaxy Gear S by Samsung, Smart Watch by Sony and Top by Qualcomm. Later in 2014, Consumer Electronic Shows a large number of new smart watches were released by various companies such as Razor Inc., Arches, LG, Motorola, and even Google Android Wear platform was then introduced. That is on top of what other firms have confirmed that they are in process of developing their smart watch products due for release in near future, such as Apple with Apple Watch and Swatch with Swatch Touch to virtually concludes 2014 as start of “wrist revolution” where many high-tech companies have started their competition in this market.

The name of the brand's watch products has survived for their good work. That is why customers are attracted to those products. The Rolex brand watch is a luxury product. Because of its design, material, machine, which is of very good quality. Pebble Watch's body thinner, glass is gorilla glass and material metal, leather. Fast track / Titan's watches are in fashionable. Apple Watch is a line of smart watches designed, developed, marketed and sold by Apple Inc. It incorporates fitness tracking and health-oriented capabilities with integration with IOS and other Apple products and services. They are such an expansive band because of their good service and brandy overlay. These brands put a lot of creative ideas into their work. Starting with their logo names all over keeps them at bay. Each watch's design is different. That's why they are known as international brands. We are inspired to see these brand.

Almost all smart watch has function that can track your health, physical activity and other daily physical routines. These national applications give consumers an idea of their general health status control. Some smart watch has many functions some of those Bluetooth, call receiving, alarm, maps, and touch screen, etc.





Design has to be done by a 3d software for establish a smart watch. First of all, in case of branding, name of company, their logo etc. are designed through story board. The design of the product is drawn on the storyboard and then the model is designed in the software. The company use 3D base software for making more authentic rendering, features etc. We became to be inspired to see Such brands which models are completed by Cinema 4D, Maya, Max, 3D software. Rendering, texturing is well. Render were monitored by mental ray, key fame, Octane .The brand definitely show lighting set up, Rendering, camera animation, promo video.

These company add specific tagging with their name of brand. Each and every task are well defined from design to material selecting that may create attract to the target clients. Each brand has each of different watch that has different purpose to the different clients they want. Those company which provide branding watch may also design card, Pad, Mug, Box, and Pen Drive etc. for adding marketing value.

## **2.5 Storyboard**

The storyboard is a very important part of the pre-production process because it clearly states how the story will flow, you can see how your shots work together. Brand Storyboard Contact a branding company for its business contact space, contextual and 'mind' steps. Our brand messaging process differentiates the value and value of your customers, the positions they face, and how your solutions are priced.

Design documents are important, because they need to be communicated to your organization's designers and producers. Once you've created a storyboard, you've created a visual map of your project.



## CHAPTER 3 WORK PROCESS IN WATCH MODEL

### 3.1 Watch Model Procedure

Frist of all we take a box. And this object segment to this and extrude here part by part design. And the vertical, polygon and edge set up. The best design in the hole of this smooth and edge. And the light, camera set up octanor sky and render to this.

Step 1: At Frist of all I have create a box object to make a watch. Then the box is manipulated to give the shape of watch.

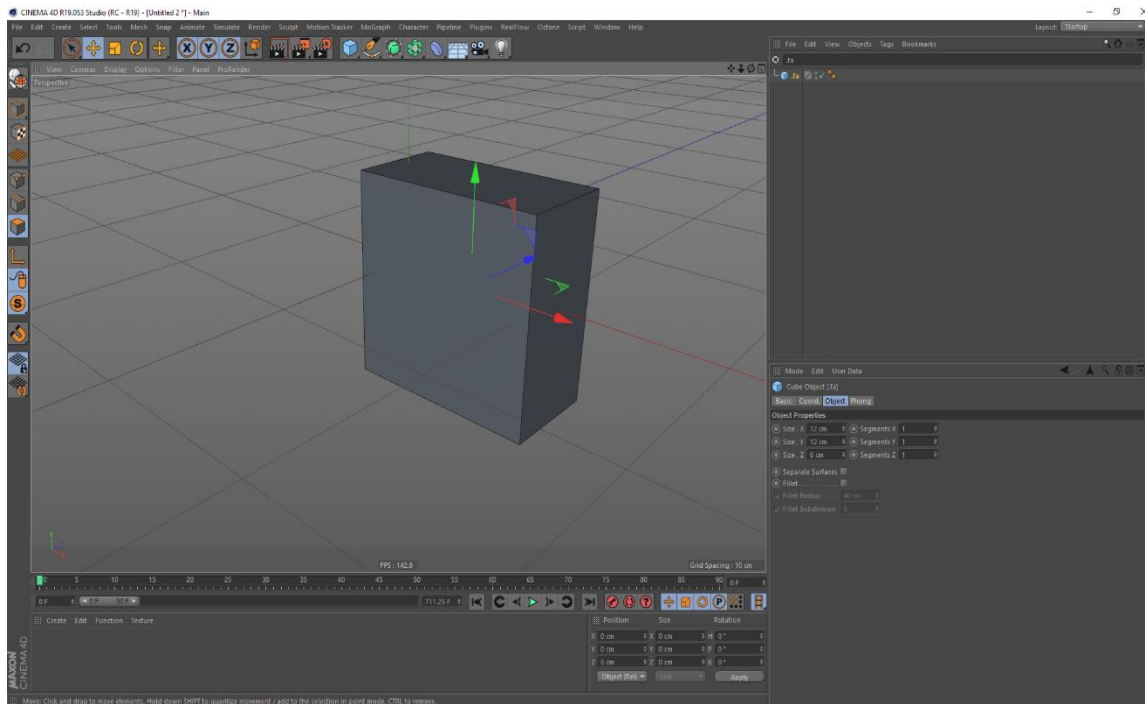


Figure 3.1: Watch model first box create

Step 2: Create a new edge for my watch side and edge making watch have some smooth part that's why need some segments.

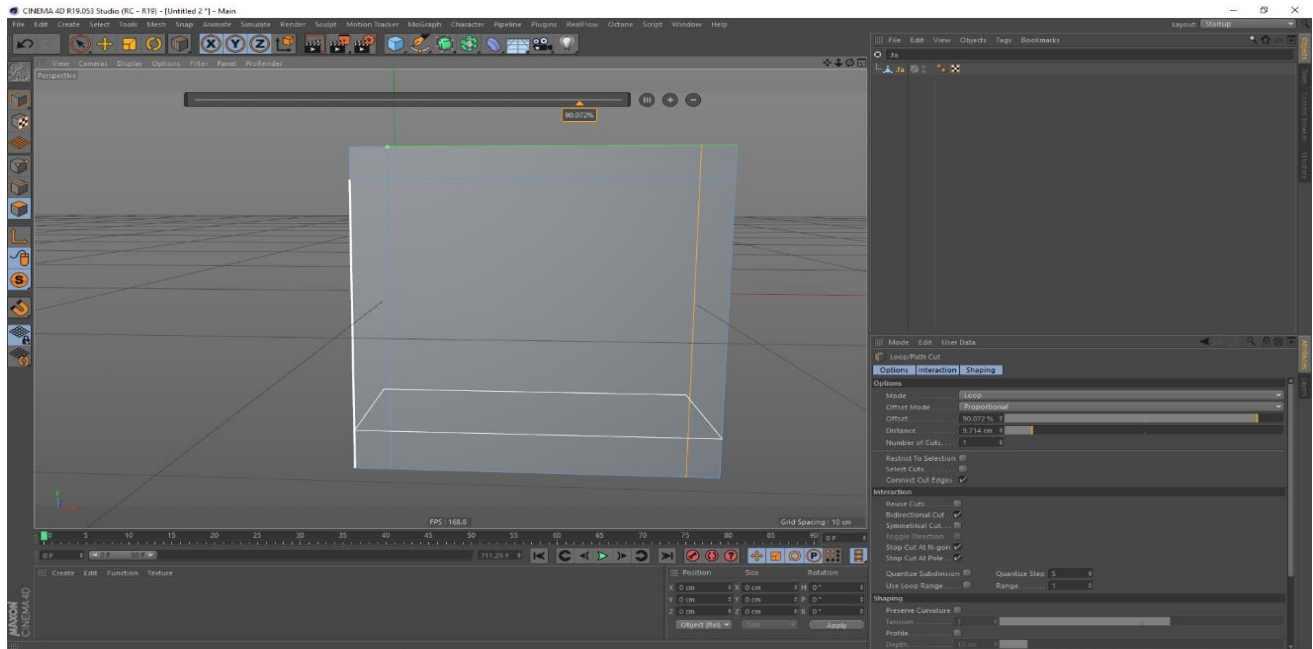


Figure 3.2: Box model extrude

Step 3: That place extrude for make display for our watch and corner point curved because this watch corner is smooth and final part smooth apply and curved this area automatically.

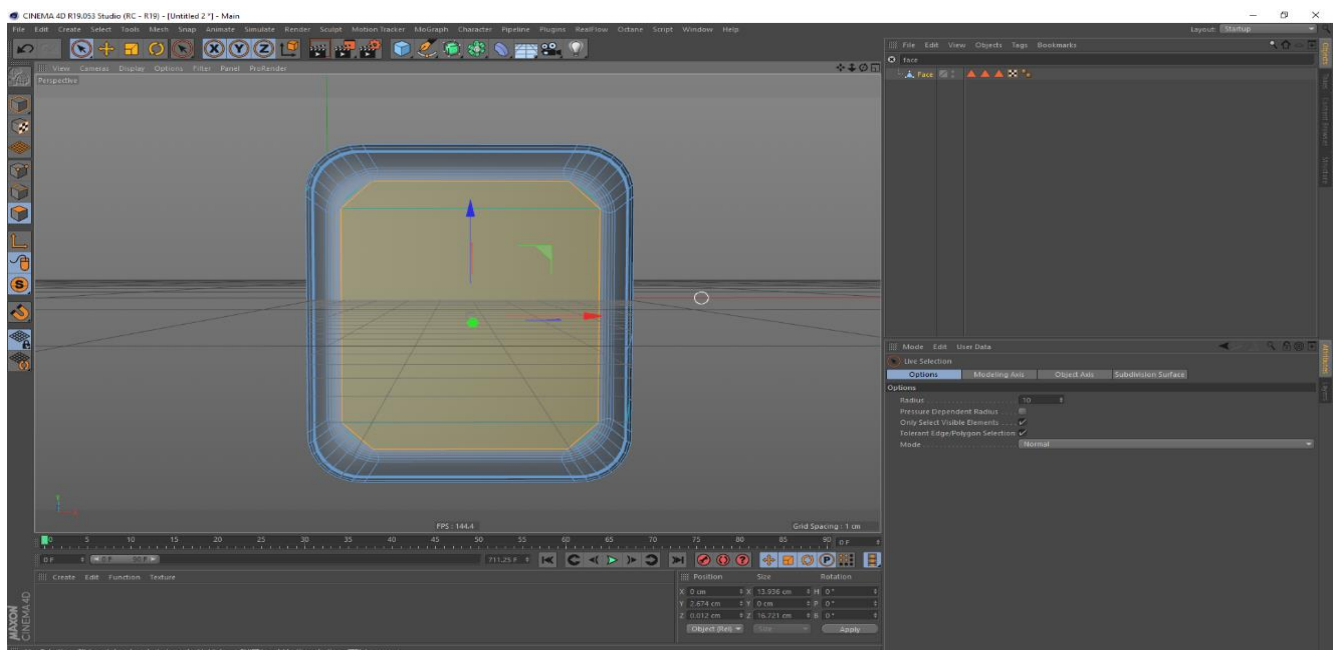


Figure 3.3: Extrude part design



Step 4: Watch power button make inner extrude and then some area curved to change the shape and easily use this button.

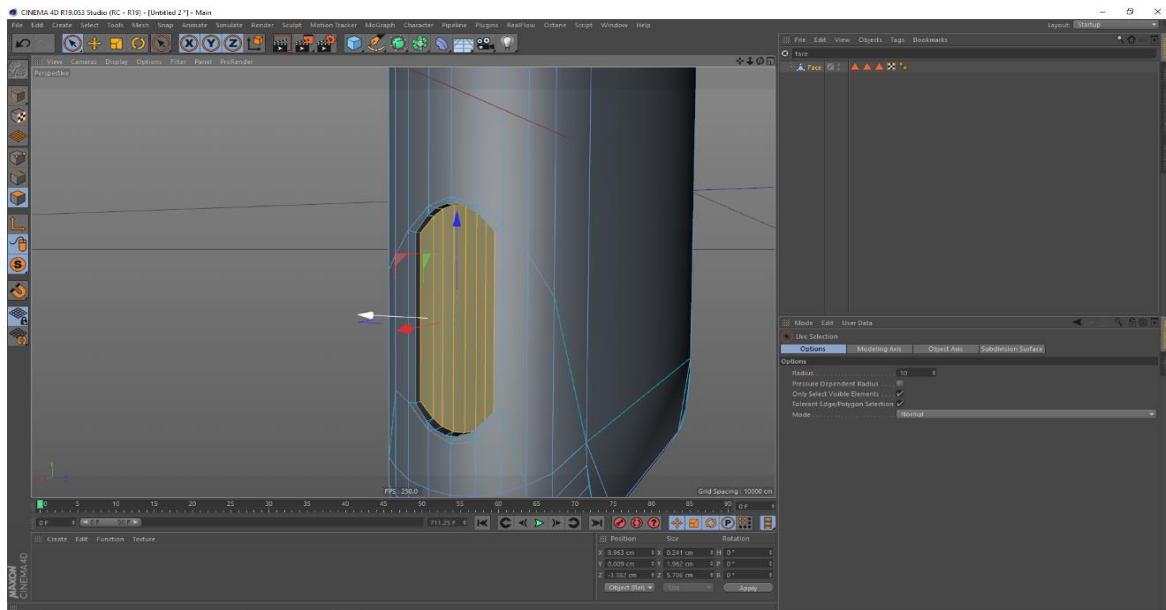


Figure 3.4: Create a box and use to extrude modifier

Step 5: Program button make and separate the power button because we are animate this part.

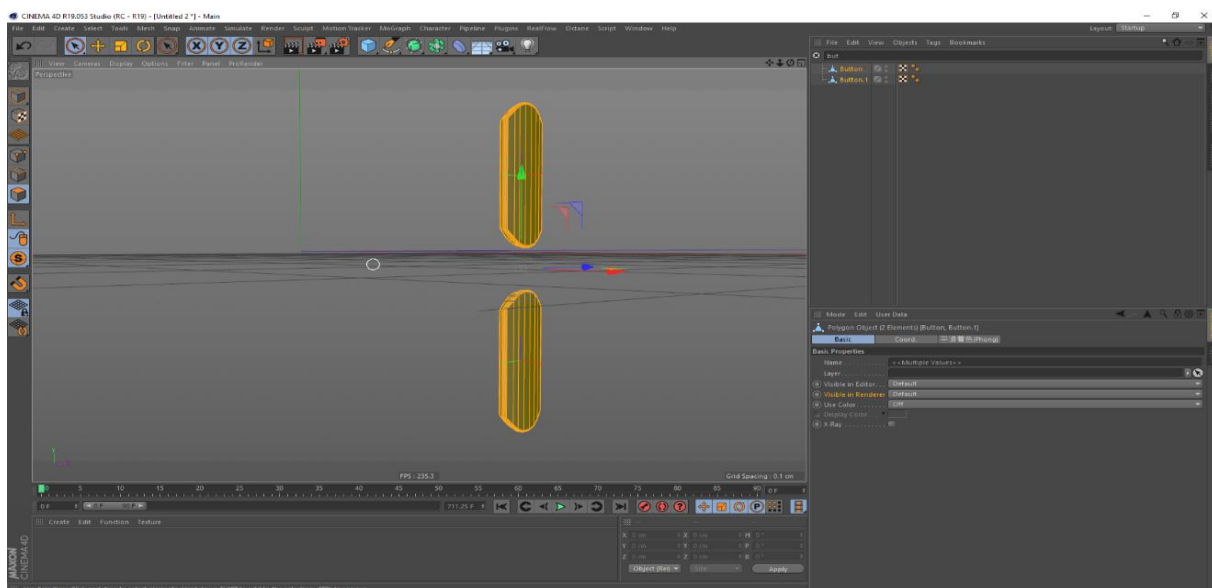


Figure 3.5: Vertex count and polygon set

Step 6: Finally make this look for our watch look because the button is ready button is main part for this watch because it's a smart watch.

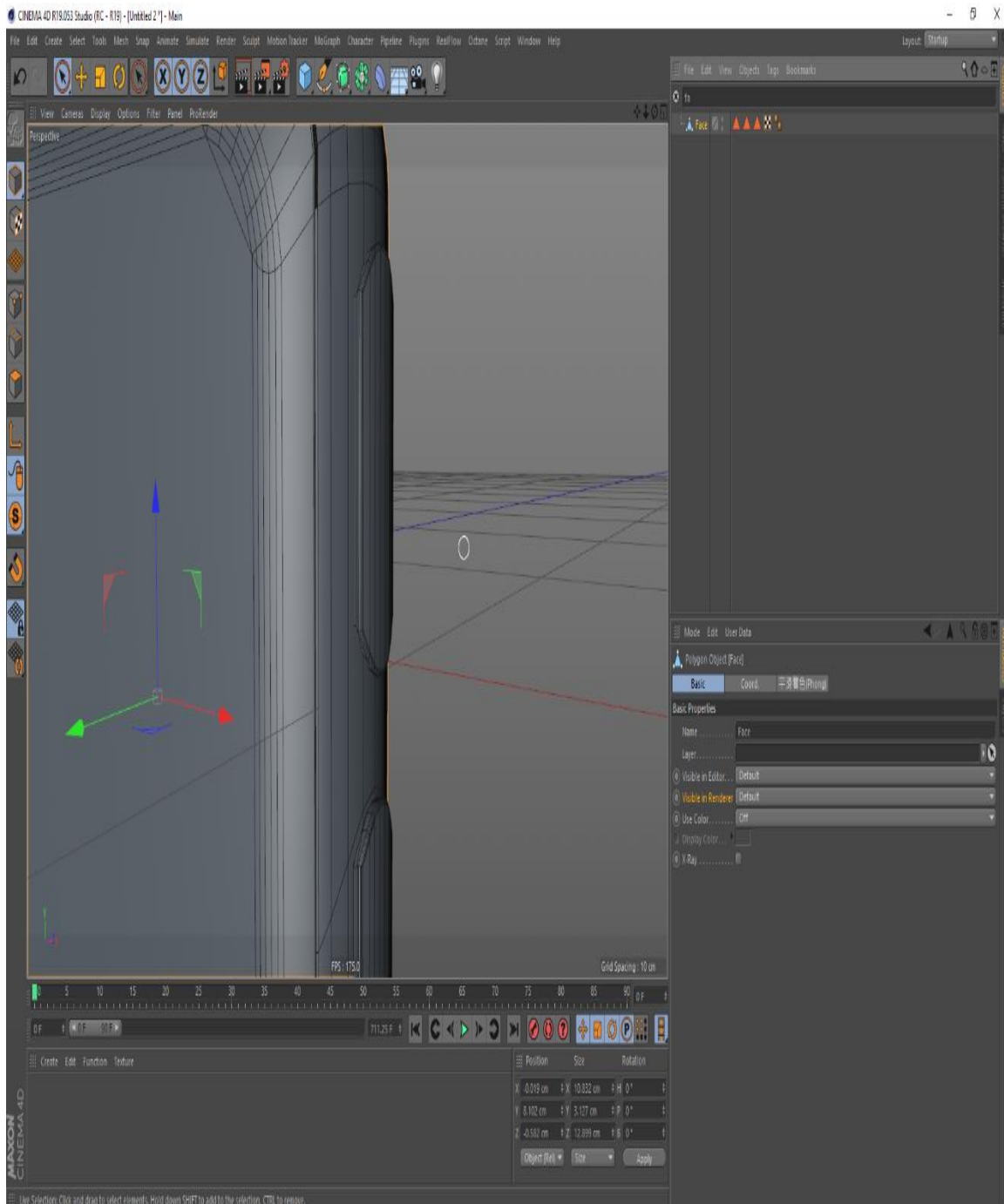


Figure 3.6: Polygon set

Step 7: Then the belt part to grab our hand and smart look that's why hole make for present in our hand.

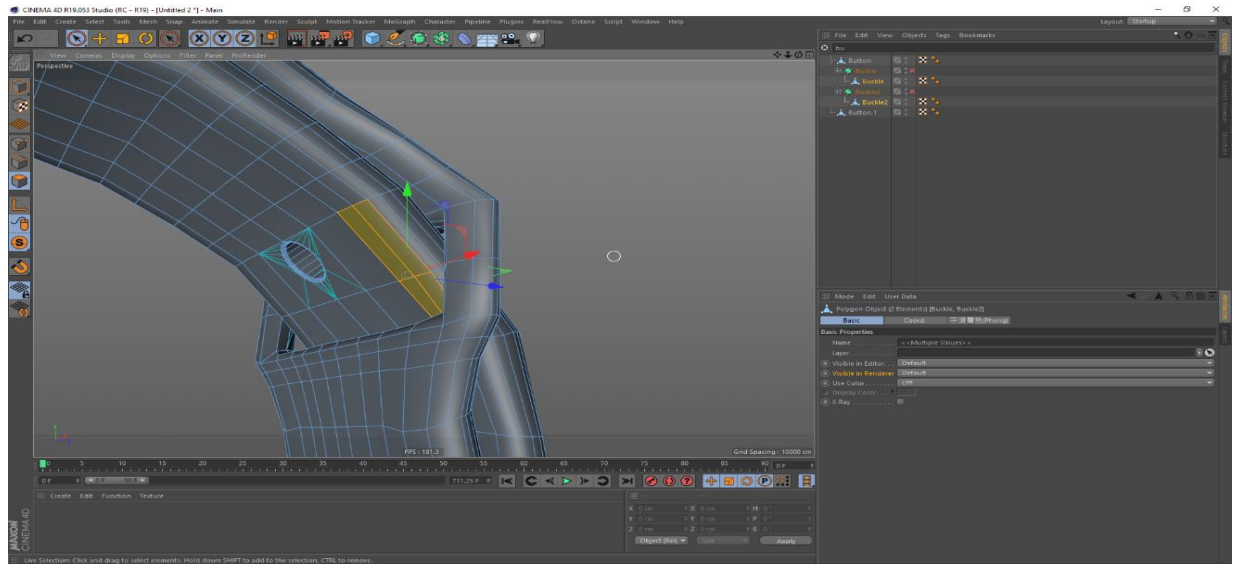


Figure 3.7: Belt design

Step 8: Power button design make and smooth to try this look and then again make it simple and finalize.

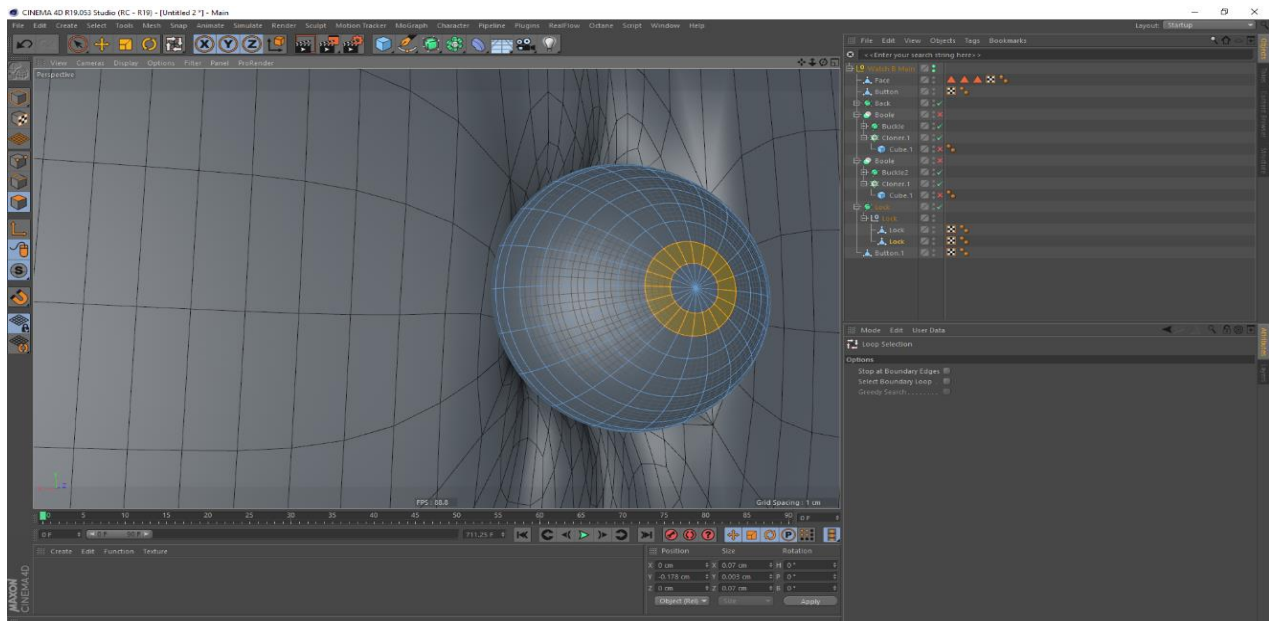


Figure 3.8: Belt design

Step 9: Attaching the belt joints with the body of the watch and smoothing the edges of the belt to make it look better.

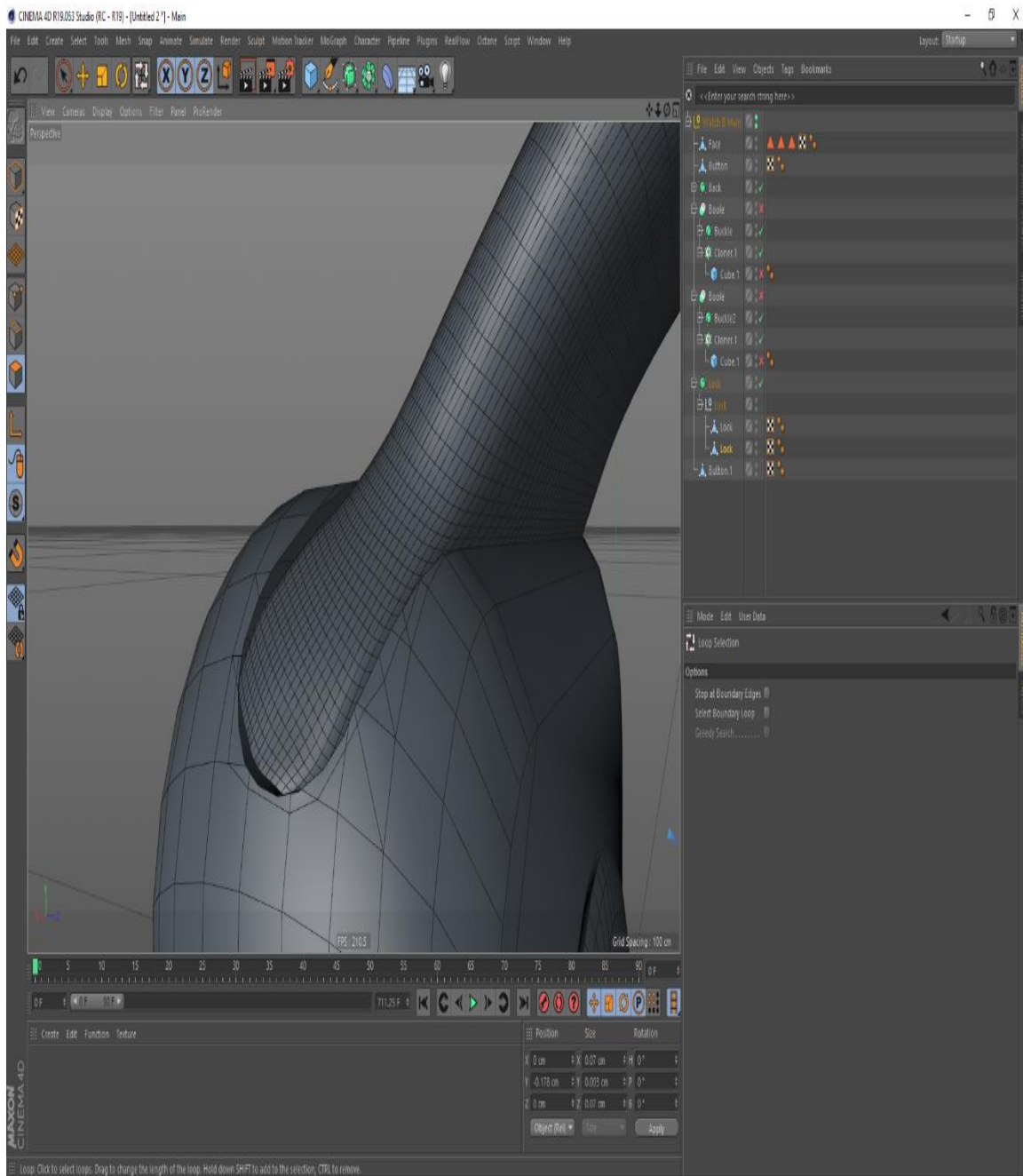


Figure 3.9: Belt design process

Step 10: Belt part made with create a hole using Boolean tool of a box shape and then the belt is smooth at the edges.

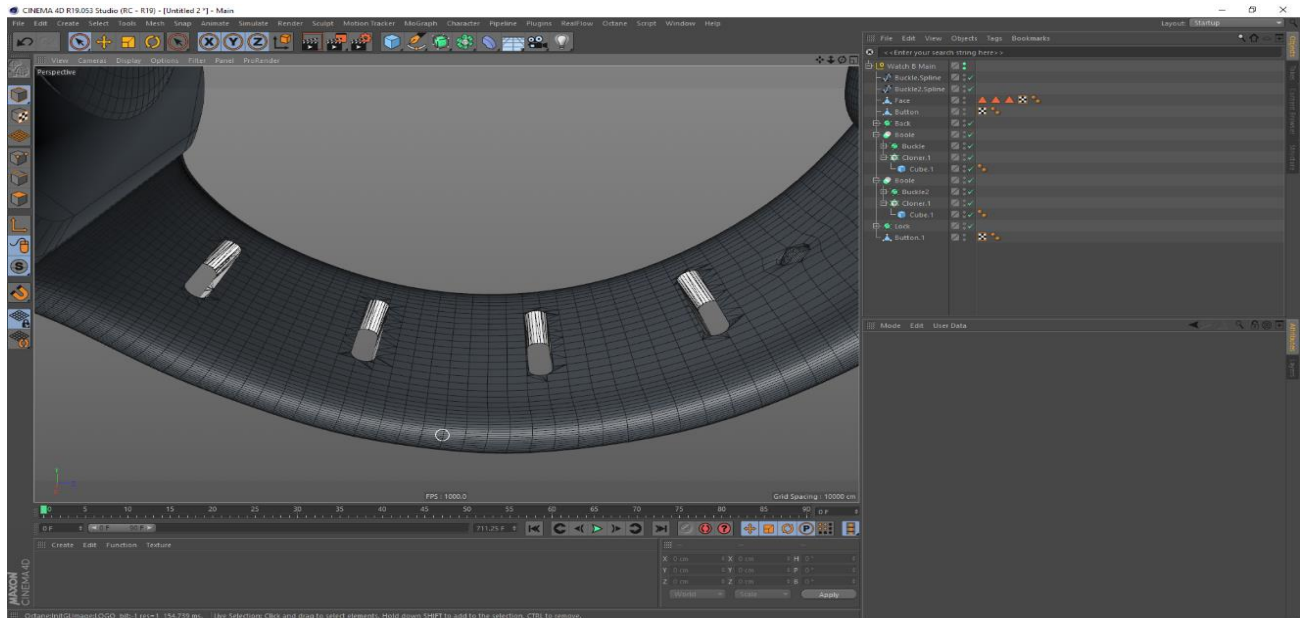


Figure 3.10: Best design process

Step 11: At the end, this the final look of the watch model. The model was just like we desired and then we will go on to texturing process.

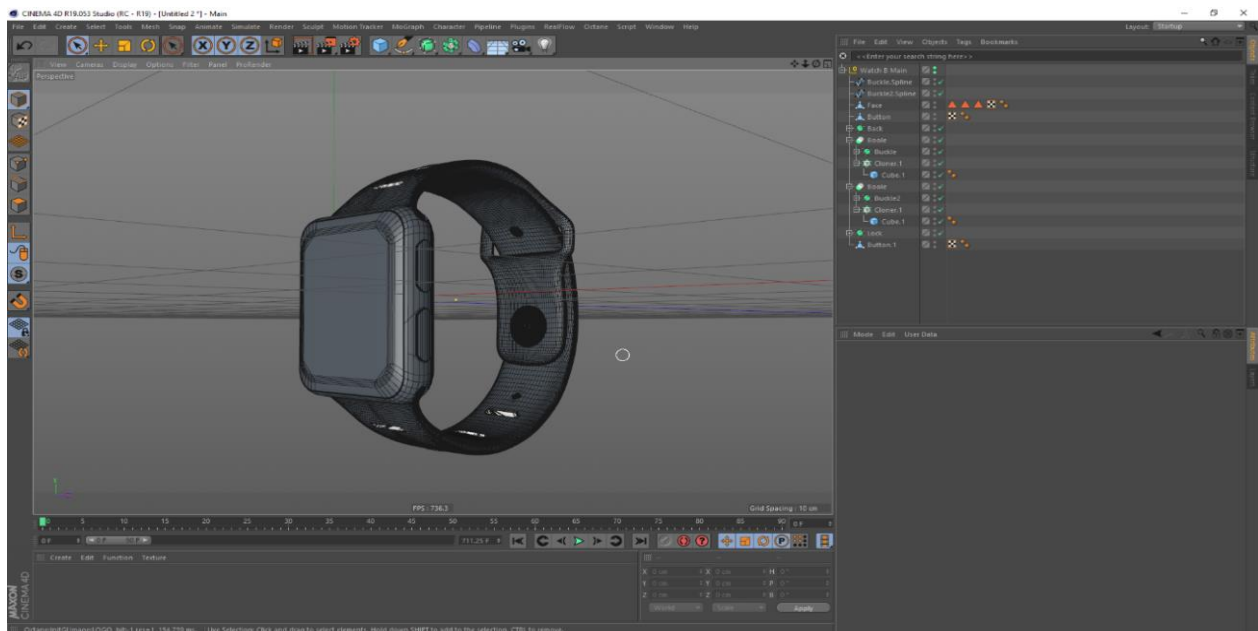


Figure 3.11: Full model design to made





## 3.2 Watch Model Texturing

Step 1: At first, we have put our logo on the watch by creating a shade and importing the texture image. Then mapped in the middle of the watch.

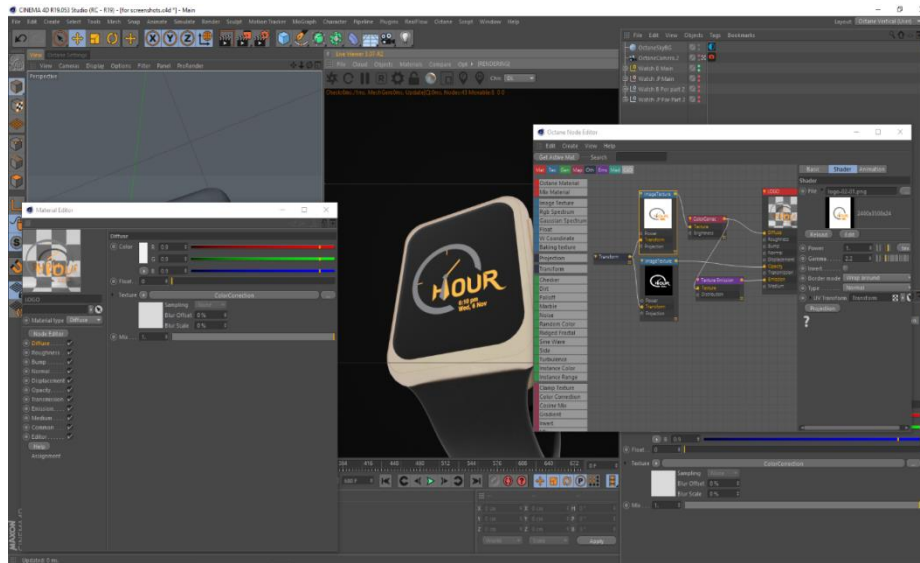


Figure 3.12: Texturing

Step 2: Here I have created a new material for my watch screen. The material was given black color using this.

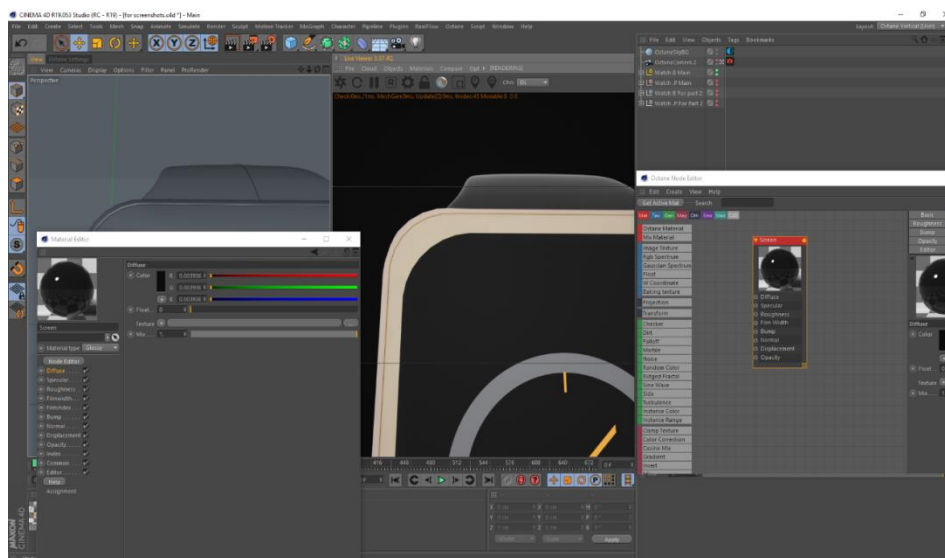


Figure 3.13: Texturing

Step 3: Another material was created for the belt of the watch. The material was given a texture on the bump map channel, displacement channel, roughness channel to get the illusion of high and low depth in the belt. For this reason, the belt looks realistic..

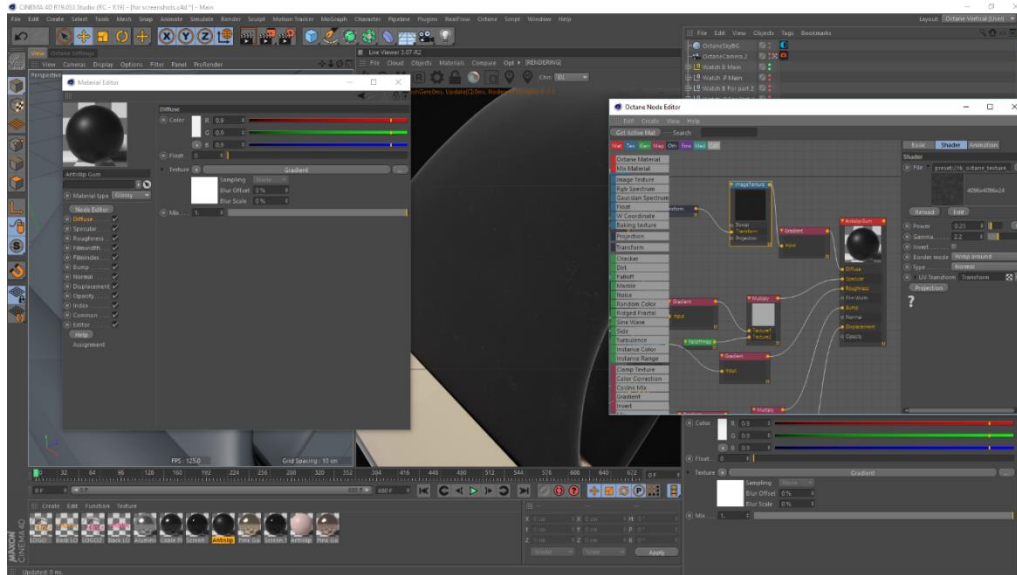


Figure 3.14: Texturing

Step 4: : Similarly, another material of pink color is created for the pink belt watch.

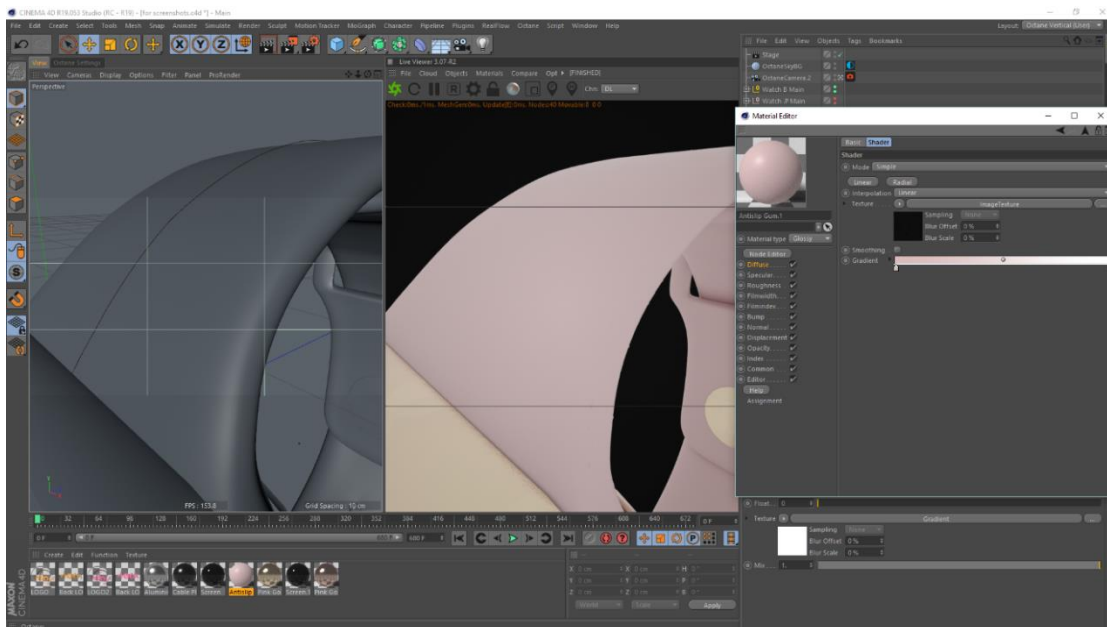


Figure3.15:Texturing render

### 3.3 Lighting Set Up

Step 1: OCTANCE SKY HDRI is for the environment for the watch scene. Also used a OCTANCE SKY background for making it black color.

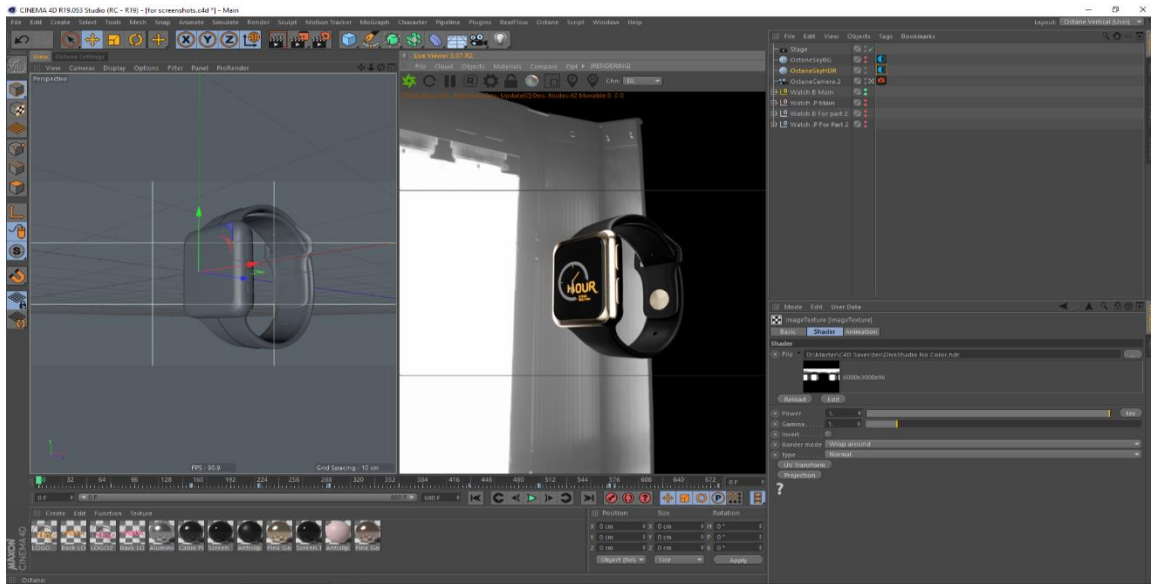


Figure 3.16: Light set up

Step 2: One frame to render and see this light set up

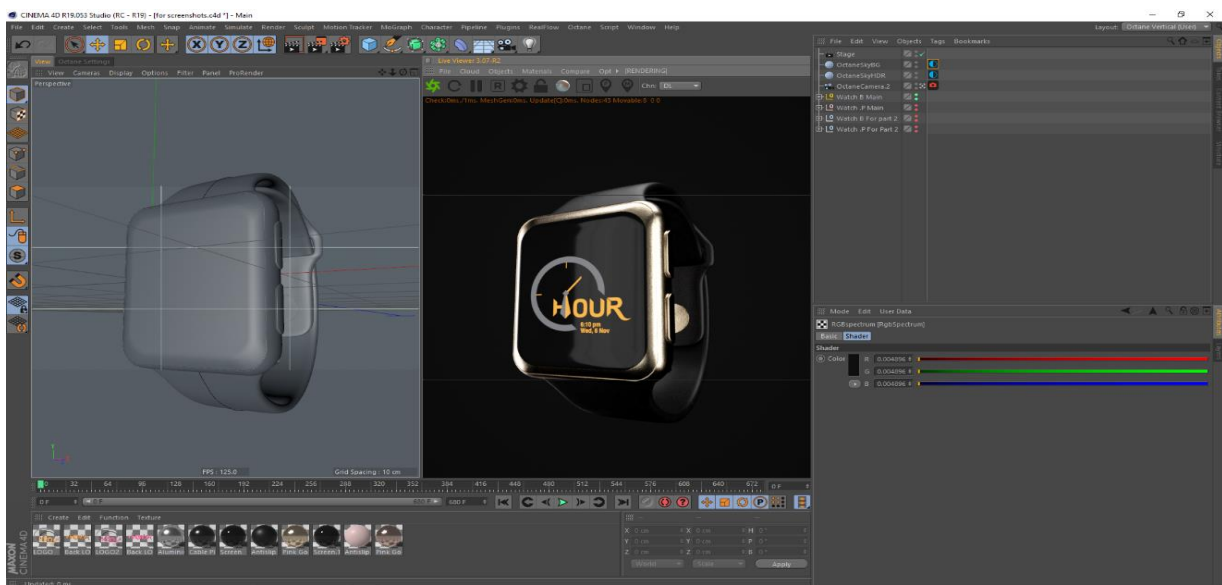


Figure 3.17: Render Lighting

Step 3: Watch model routed and render this. The render file to checking this the lighting all side of watch.

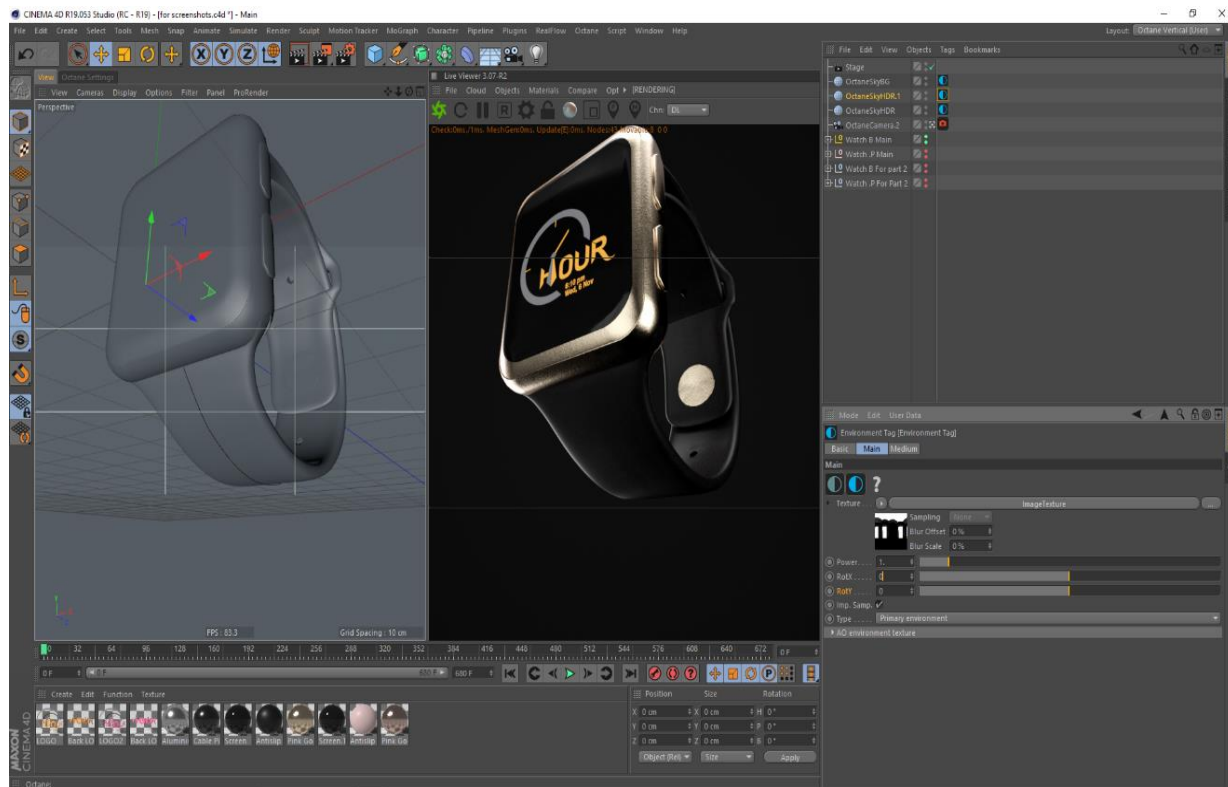


Figure 3.18: Routed render lighting check

### 3.4 Camera setting and animation

Step 1: Camera is animated according to need up our scene setup and desired shot. And angles are being tested. Some of different angle camera and chose the rendering frame. Setting the camera composition.

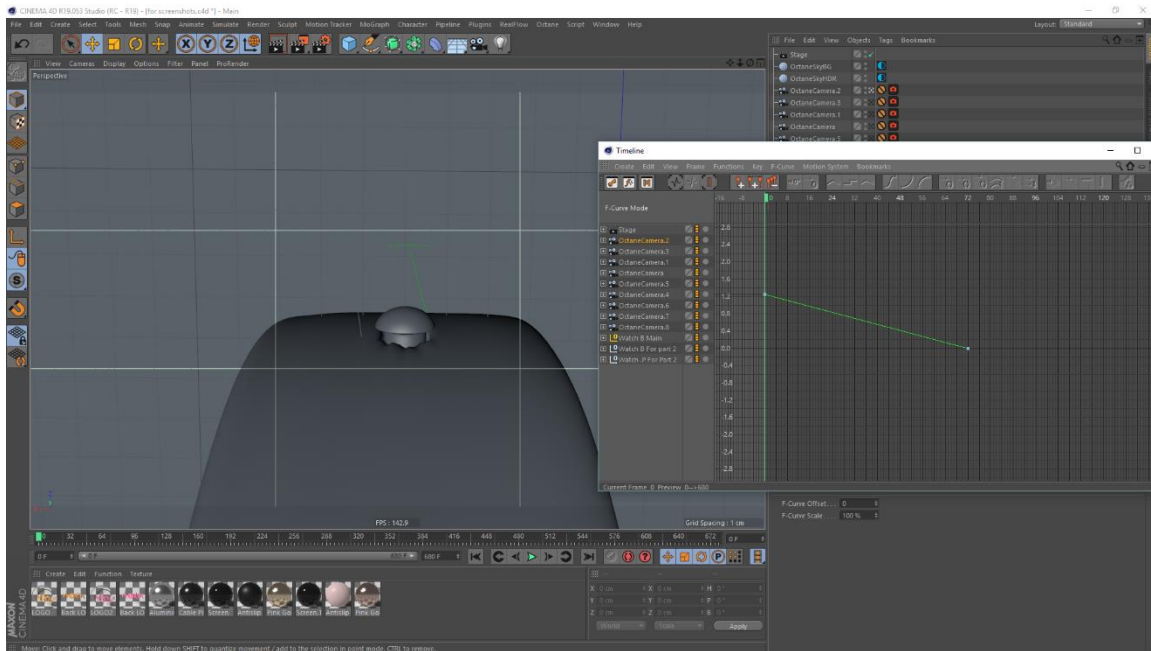


Figure 3.19: Camera set up

Step 2 : Camera animation are being animated by giving the keyframe .

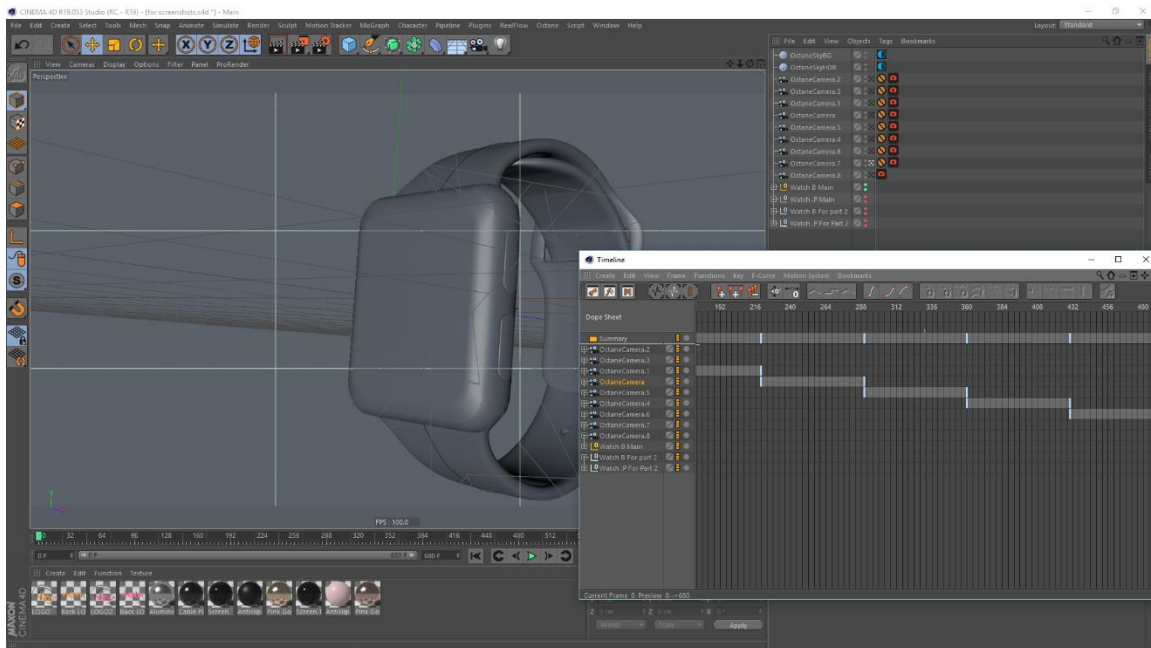


Figure 3.20: Camera set up

Step 3: Those key frame are being animated from the keyframe editor and adjusted with the scene need. Make my watch and setup camera and octane sky.

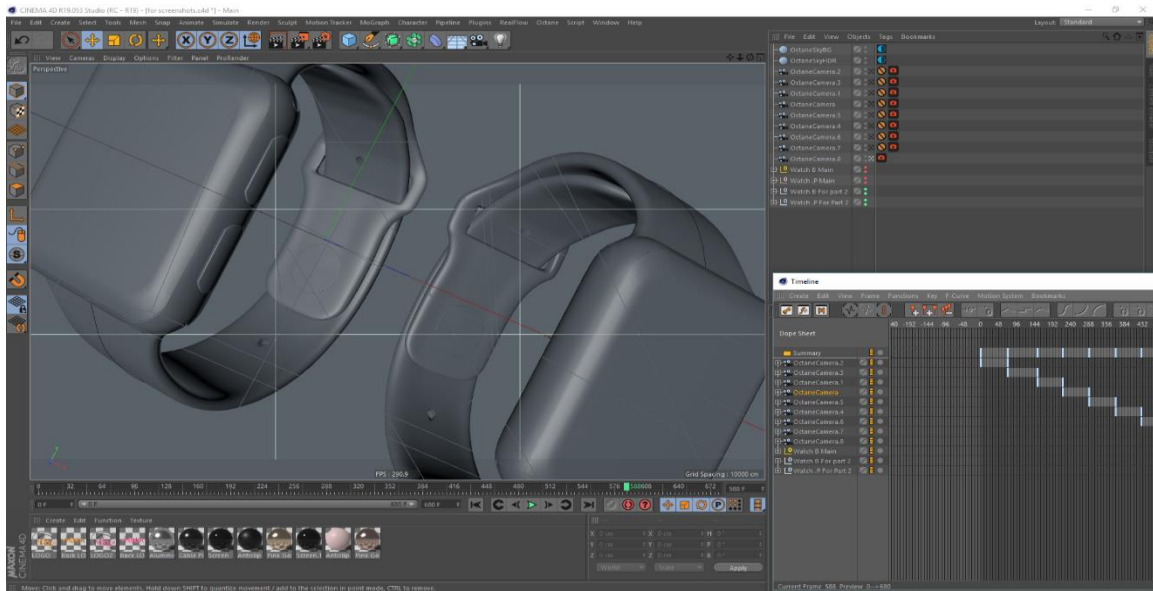


Figure 3.21: Camera set up animation

Step 4: Here the watches are being animated and in the curve editor the keyframe and manipulated to get a pleasing motion of the animation.

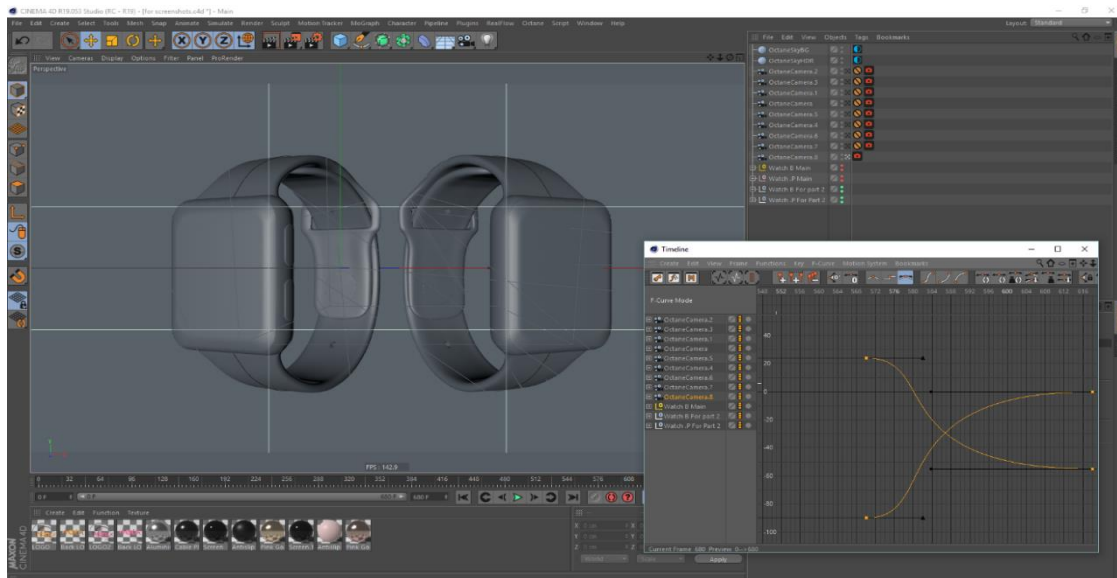


Figure 3.22: Camera set up and animation edit set up

Step 5: Error a problem for rendering purposes. One key frame is error to show.

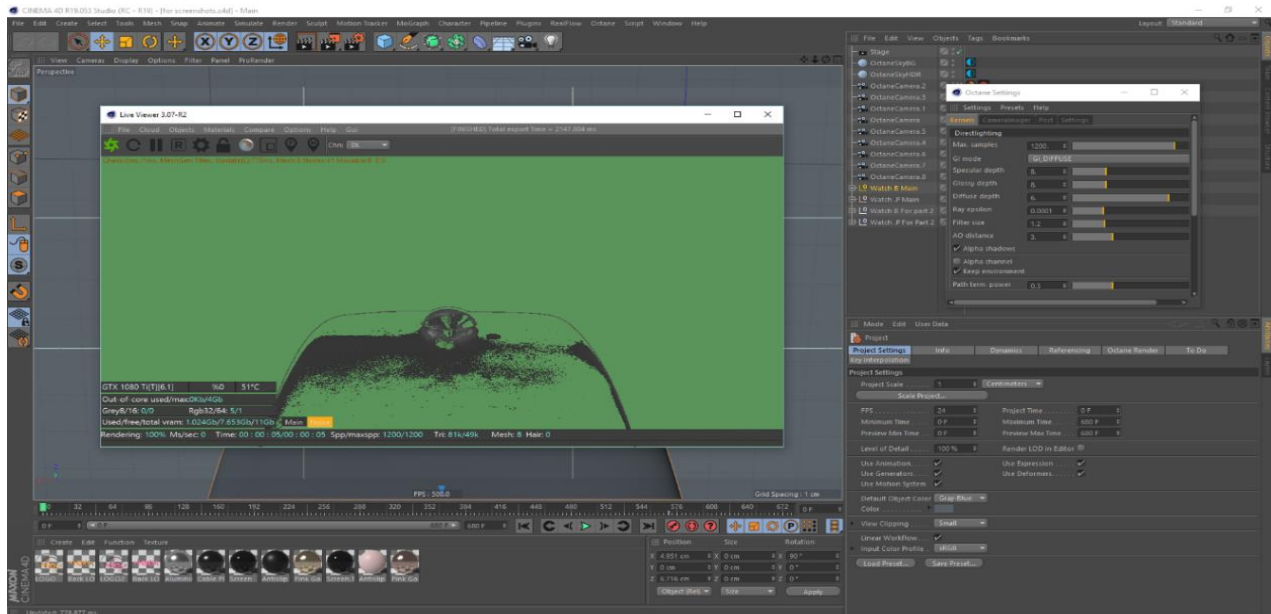


Figure 3.23 : Error rendering

Step 6: Then the keyframe rendering start and the showing render farm.

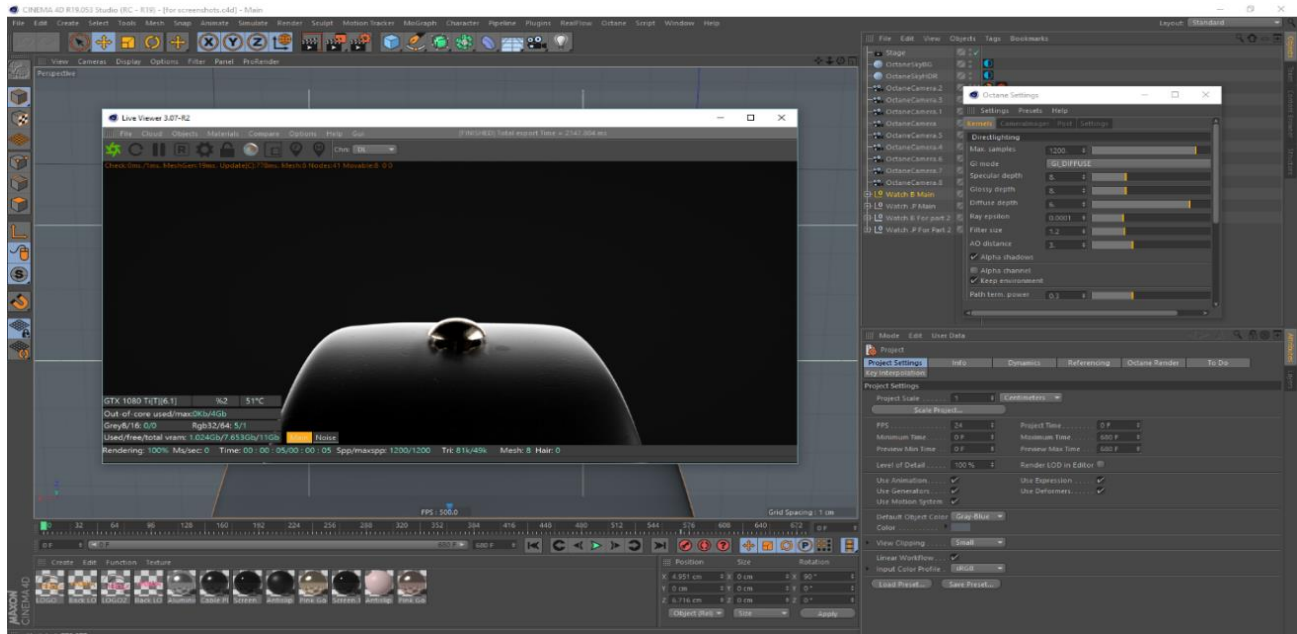


Figure 3.24: Watch animation rendering

Step 7: Animation full rendering for our promo video in our project.

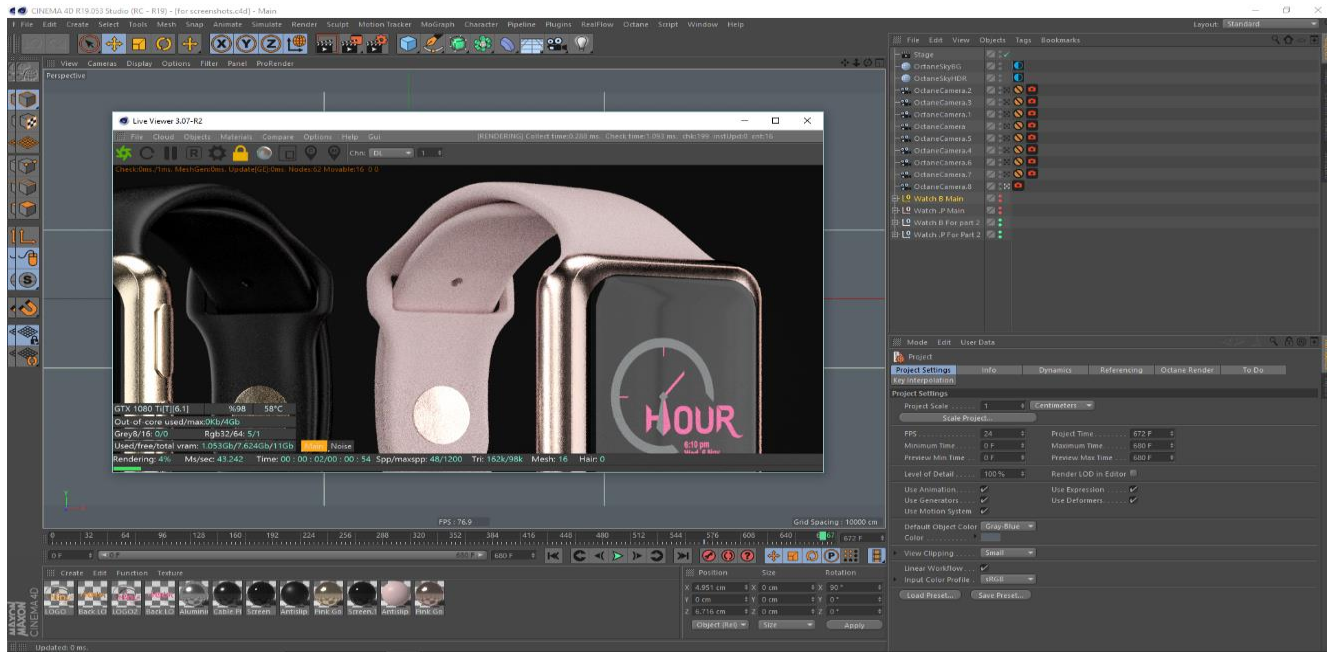


Figure 3.25: Animation rendering

**Watch Rendering Image:** Finally, the watch render image for the real stick look. Two watch this rendering.



Figure 3.26: Render Image



**Watch Rendering Image:** Finally, the watch render image for the real stick look. Two watch this rendering



Figure 3.27: Render Image

Different angle of render image .The camera animation position is different angle and the key frame set this position and render to the watch different position.



Figure 3.28: Render image

## CHAPTER 4

### 3D MODELING, MATERIAL SETUP & RENDERING WORKFLOW

#### 4.1 3D Model

##### Bag

Step 1 : Modeling done by traditional poly modeling method. The Basic Shapes are done using planes and primitives like cubes, cylinders etc.

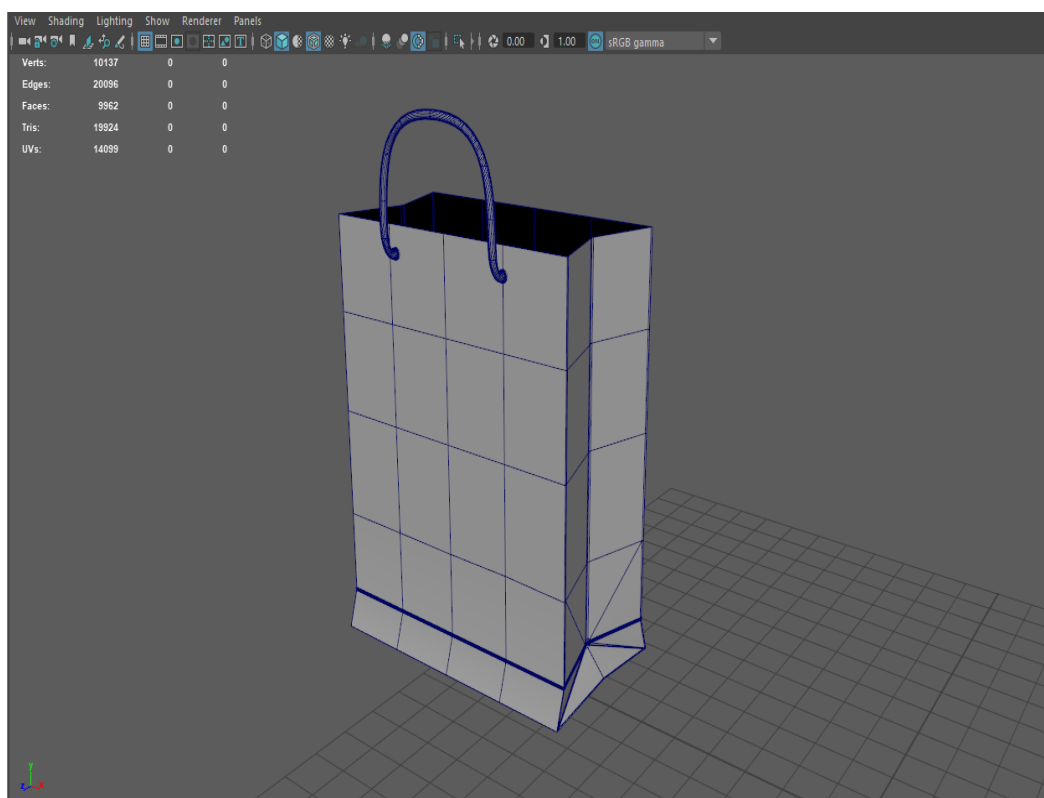


Figure 4.1: 3d model bag

Step 2: The Piping are done using curves . Lots of edge loops are used for using the smooth operation in high poly renderable model. Lots of edge loops are used for using the smooth operation in high poly renderable model. The models are entirely made to be rendered using Keyshot so topology is not concerned.

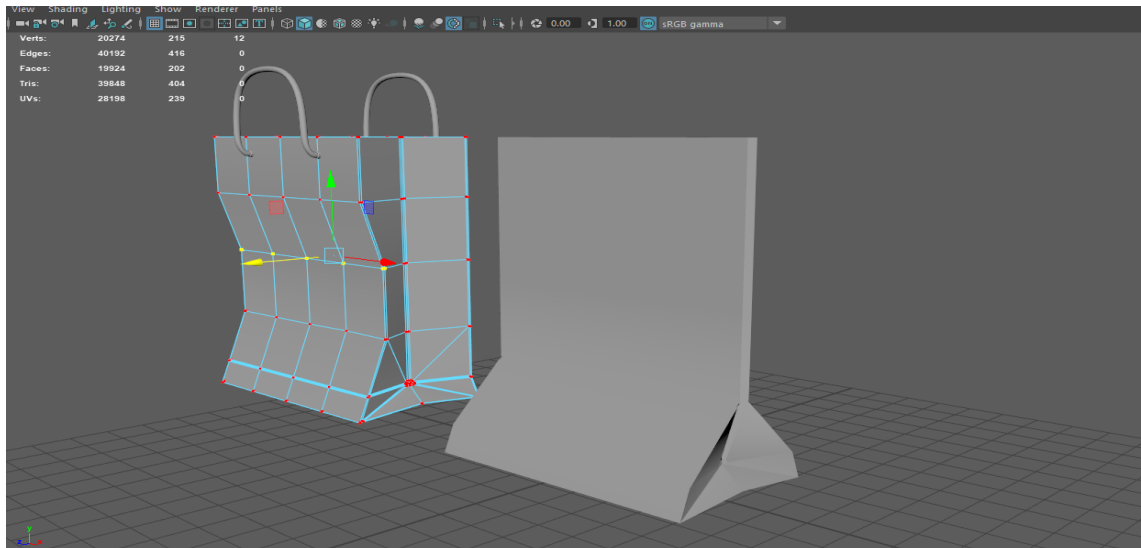


Figure 4.2 : 3d model bag

## Cap

Step 1: The cap is made using a cylinder. Subdividing by smooth algorithm. Extrude is put for the piping.

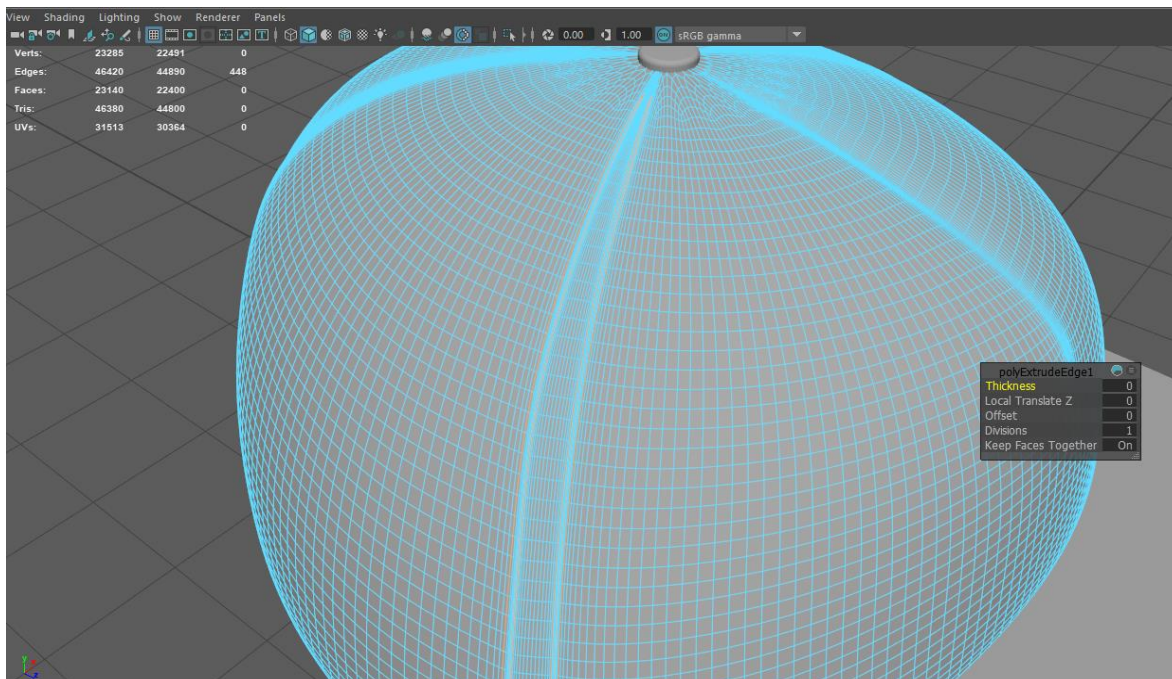


Figure 4.3 : 3d model Cap

Step 2: Front part of the cap was made using a plane. Simply extruding the entire plane works fine. Bend modifier was needed to match it with the shape of the cylinder used to make the rest of the cap.

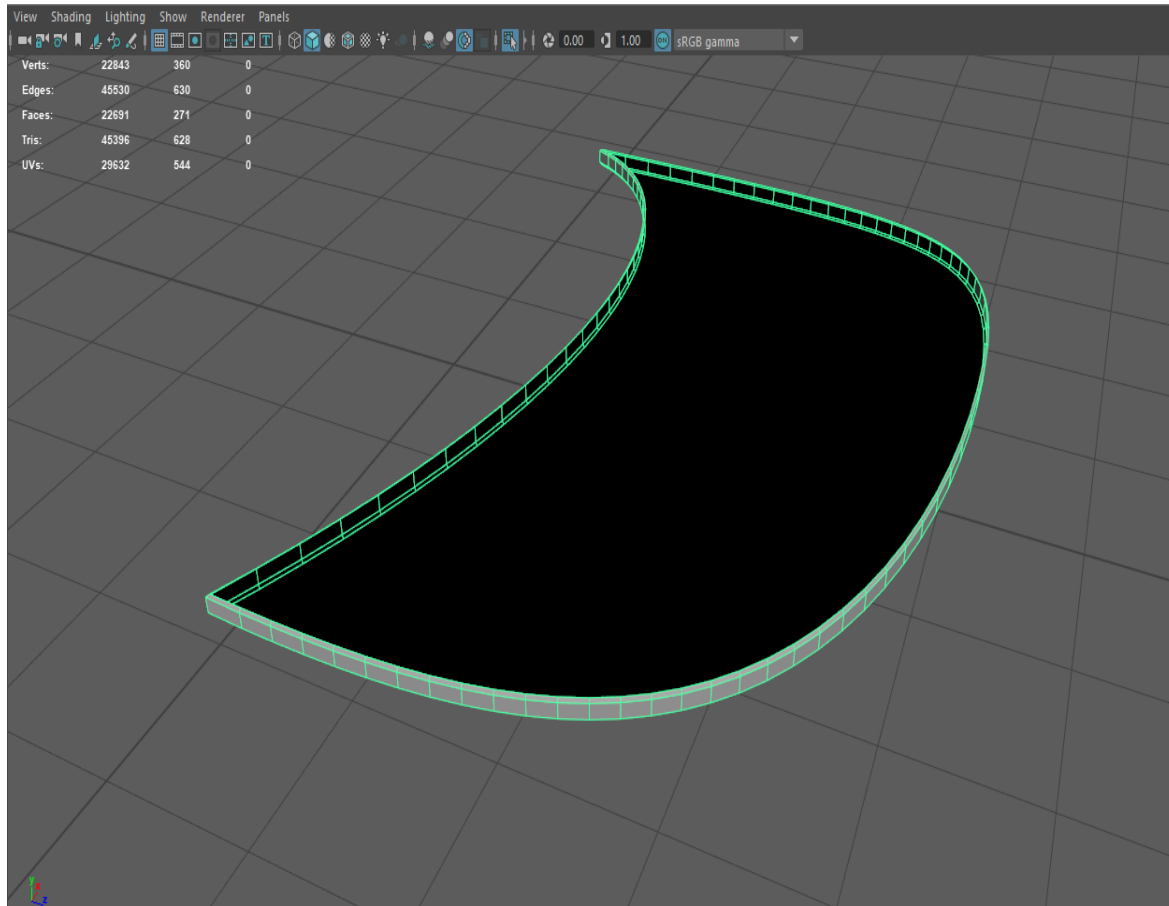


Figure 4.4: 3d model Cap head

## CD Box and CD

Step 1: The CD Case and the CD are done using planes as well. Cutting either of the bottom or upper plane of a cylinder and subdividing it gave us the working shape of a CD.

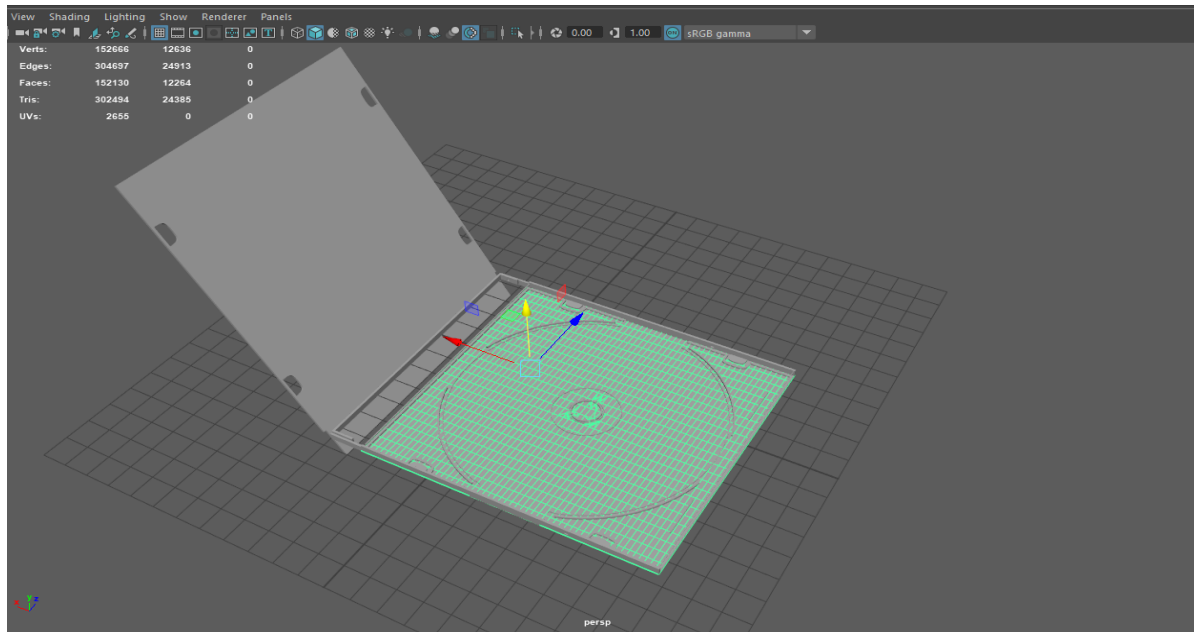


Figure 4.5 : 3d model CD box

Step 2: Cutting the faces in the shape of cd holder, extruding them for thickness and putting them on to the box were the things needed to be done to complete the case.

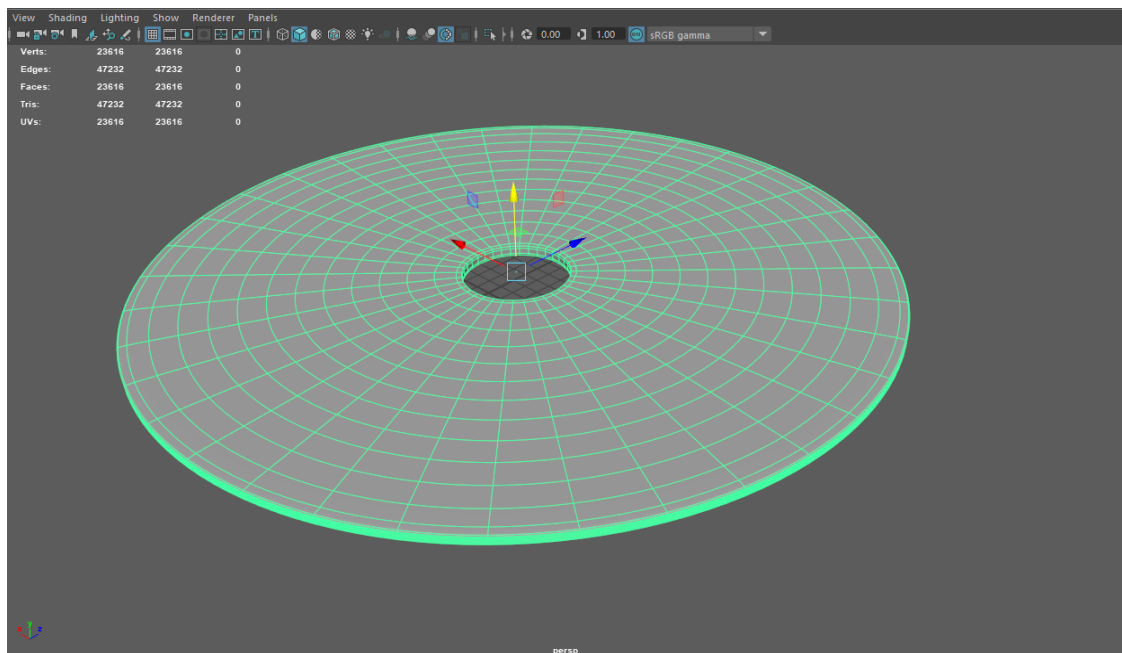


Figure 4.6 : 3d model CD

## Pen Drive Model

Step: Flash drive is made using three cubes. A tiny bit of extrusion here, another bit there and the tip of the drive and cap were ready. To bring the sharp look we transformed the upper vertices in the middle edge along Y axis.

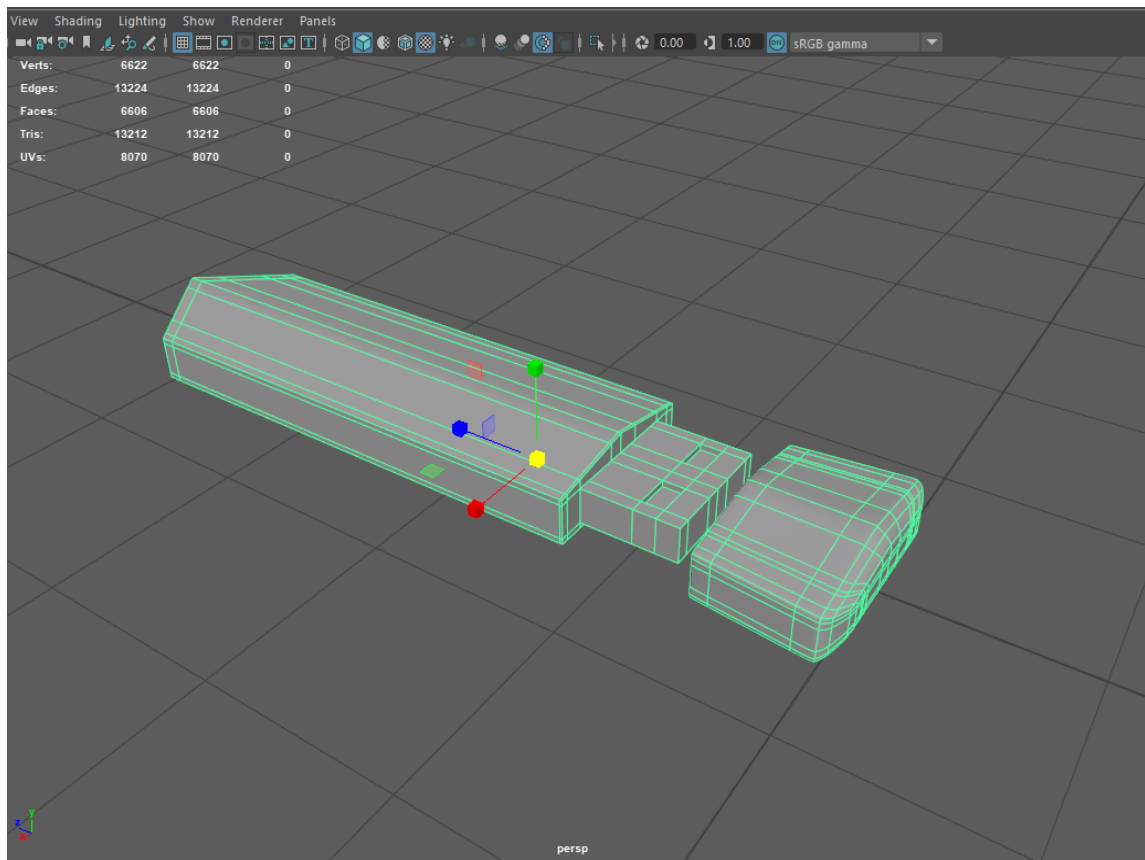


Figure 4.7 : 3d model pen drive

## Mug 3D Model

Step 1: In terms of the Mug we used a cylinder and manipulated the edges and vertices to make the basic shape of the body of a mug.

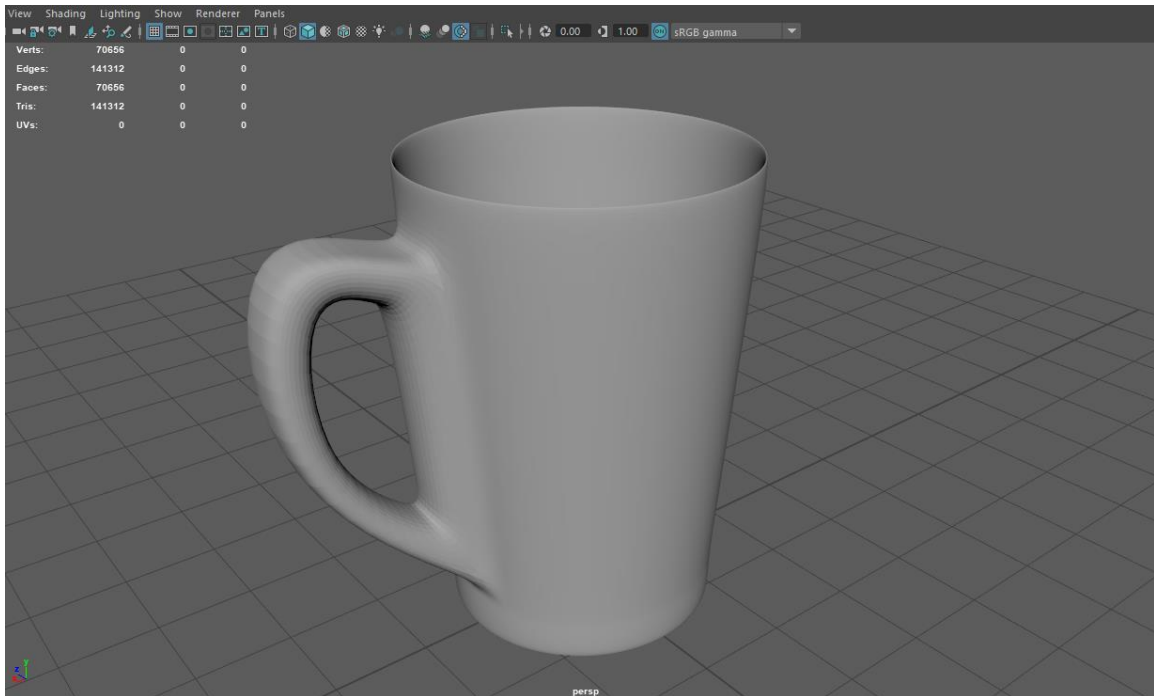


Figure 4.8 : 3d model mug

Step 2: Extruding the polygons and bridging them for making the handle were enough to complete it.

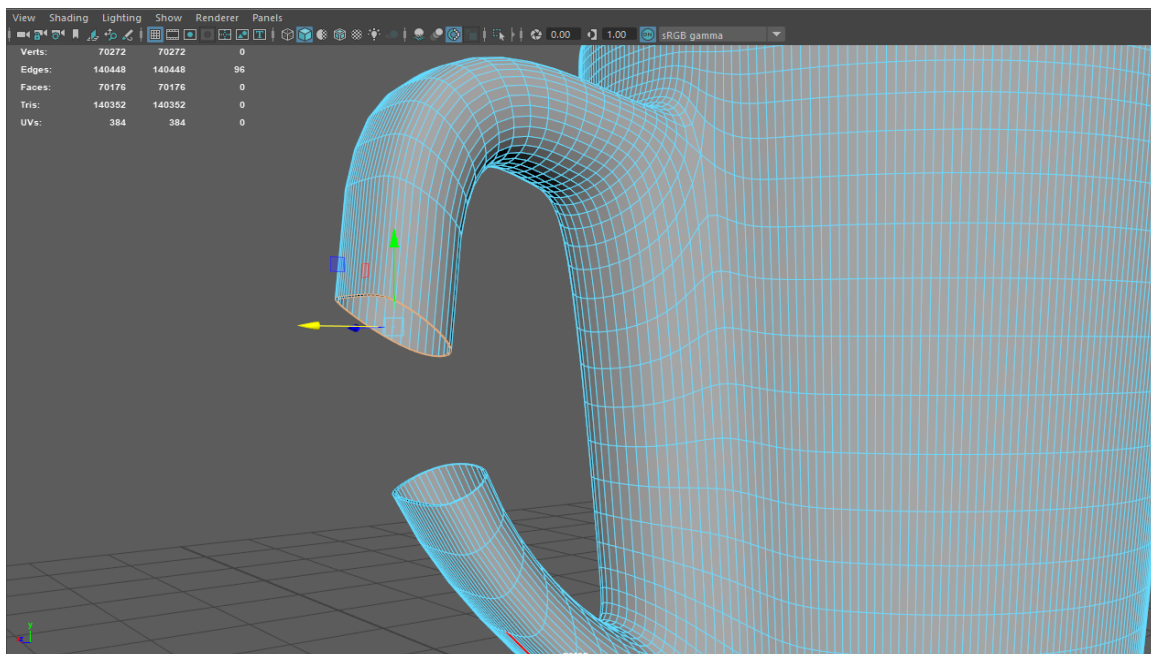


Figure 4.9 : 3d model mug

## Note Pad

Step 1: The note pad is created from a cube and several torus rings. The first page is created using a plane that was deformed by Lattice modifier of Maya.

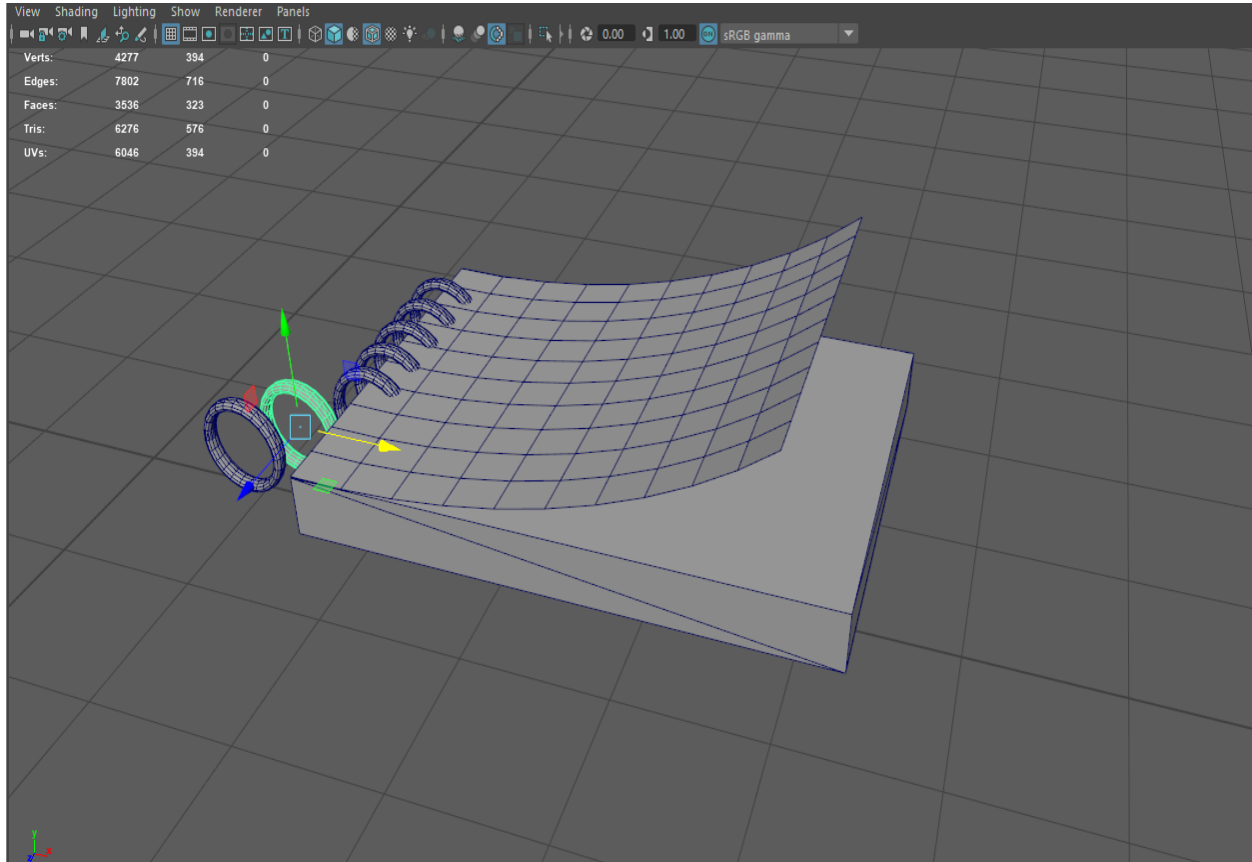


Figure 4.10: Pad model create

## Pen

Step 1: The pen is entirely created from a cylinder, except for the nib. Then I increase the segment of the cylinder and did some exclude and include of vertex and polygons.



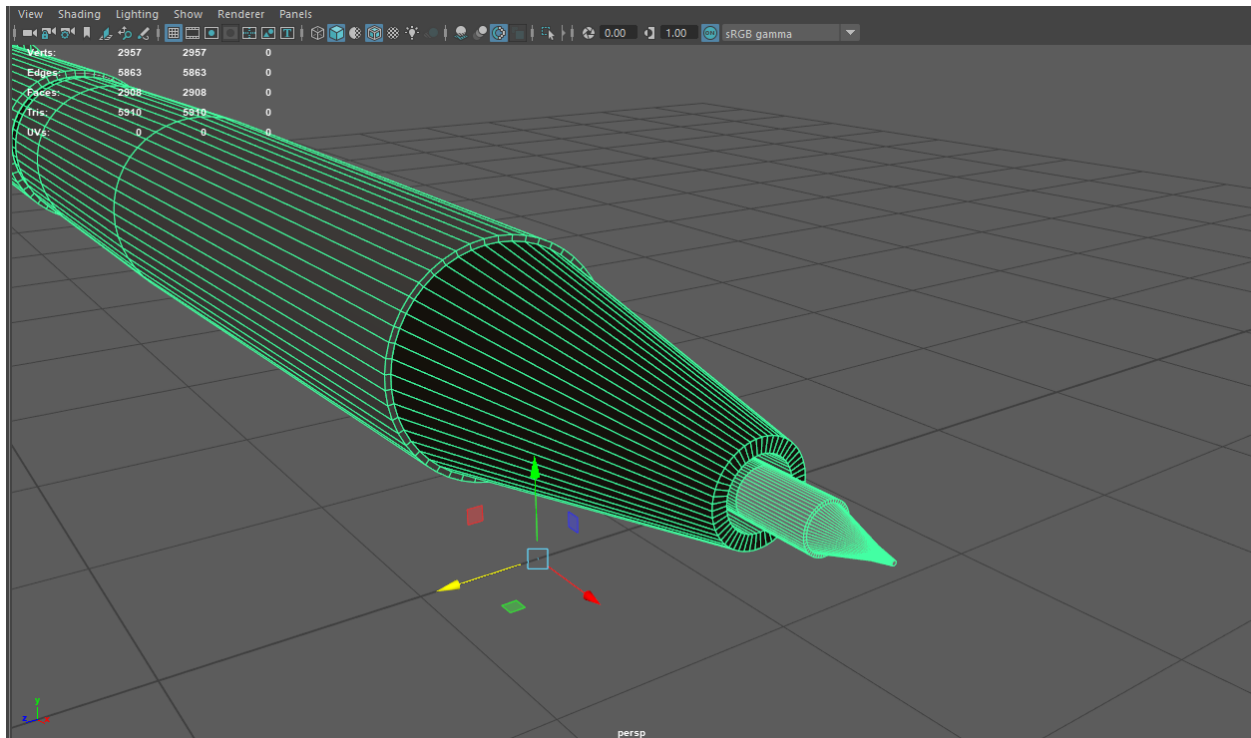


Figure 4.11: Pen model

Step 2: We used a plane to create the handle of the cap.

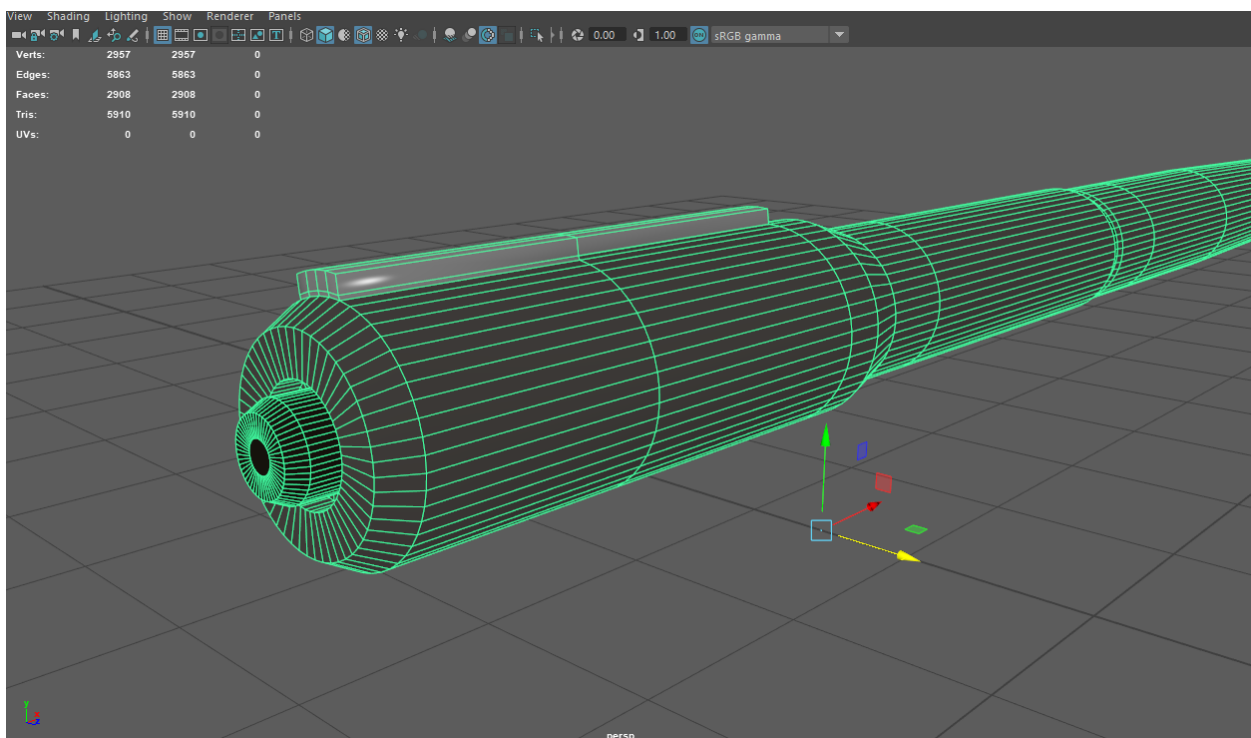


Figure 4.12: Pen model handle

## Box

Step 1: For the multiple unit Watch Box we took a cube and then manipulated it heavily to get our desired shape

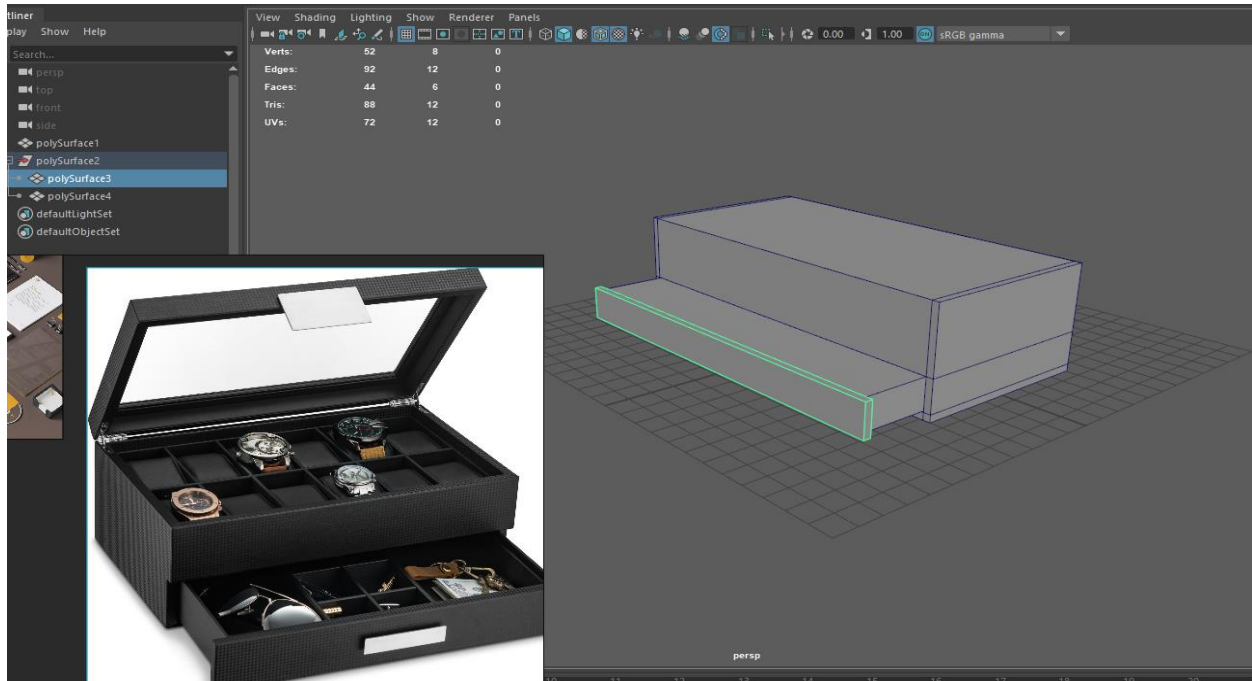


Figure 4.13: Box model

Step 2: After Blocking out we used dividers created from a cube to fit the pouches.

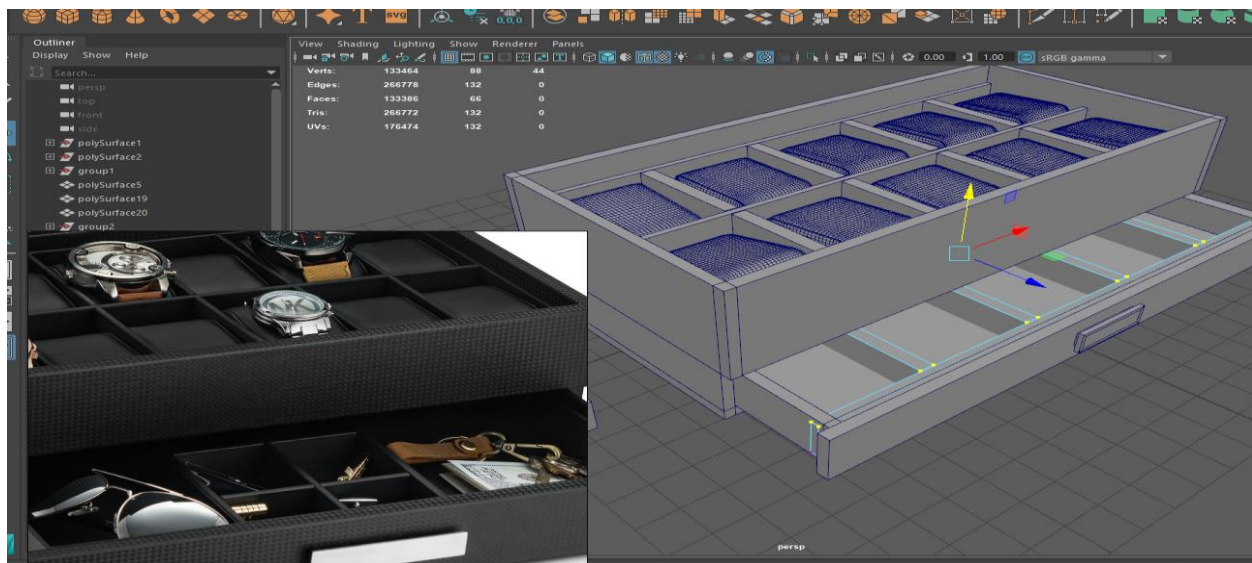


Figure 4.14: Box model

## 4.2 UV Map use

To make a proper unwrap we needed a fast solution for splitting the UVs in the actual proportion of the model and also equalized while maintaining a tight packing to exploit the entirety of the Texel space of a 4k map. We used 3D Coat for cutting the edge loops of the seams for splitting the UV Islands. 3D Coat's smart unwrapping and packing algorithms made it possible to achieve a neat unwrap

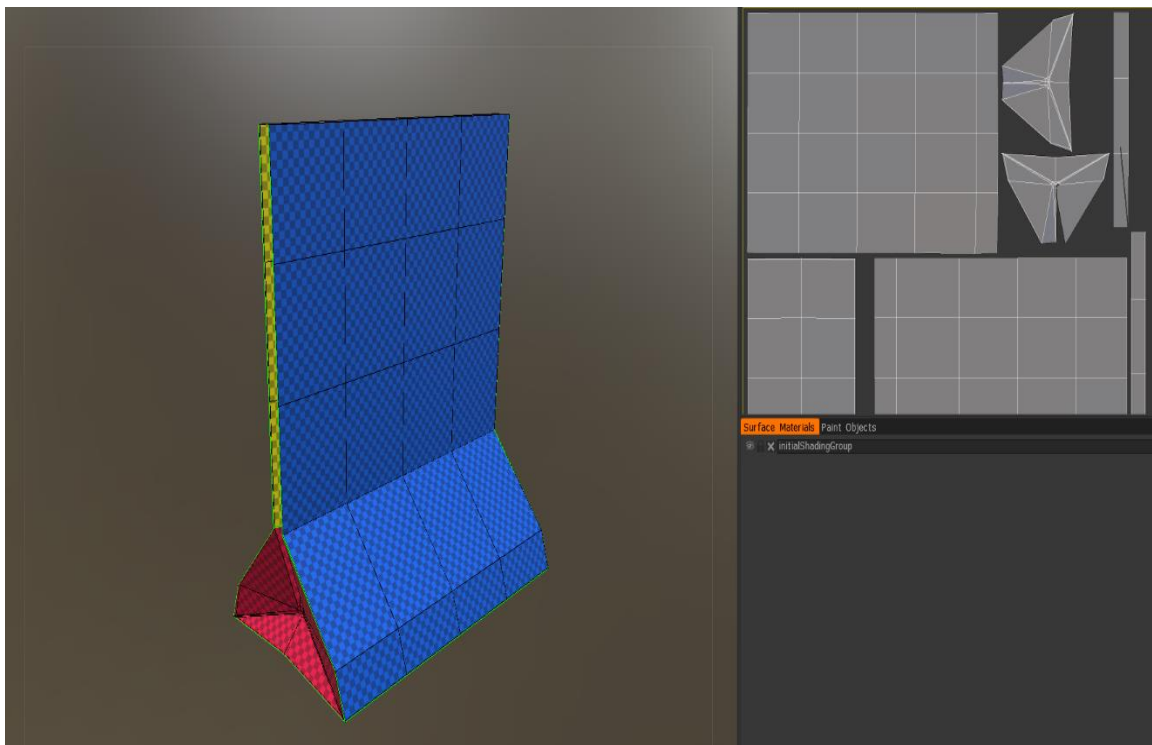


Figure 4.15: 3d uv map

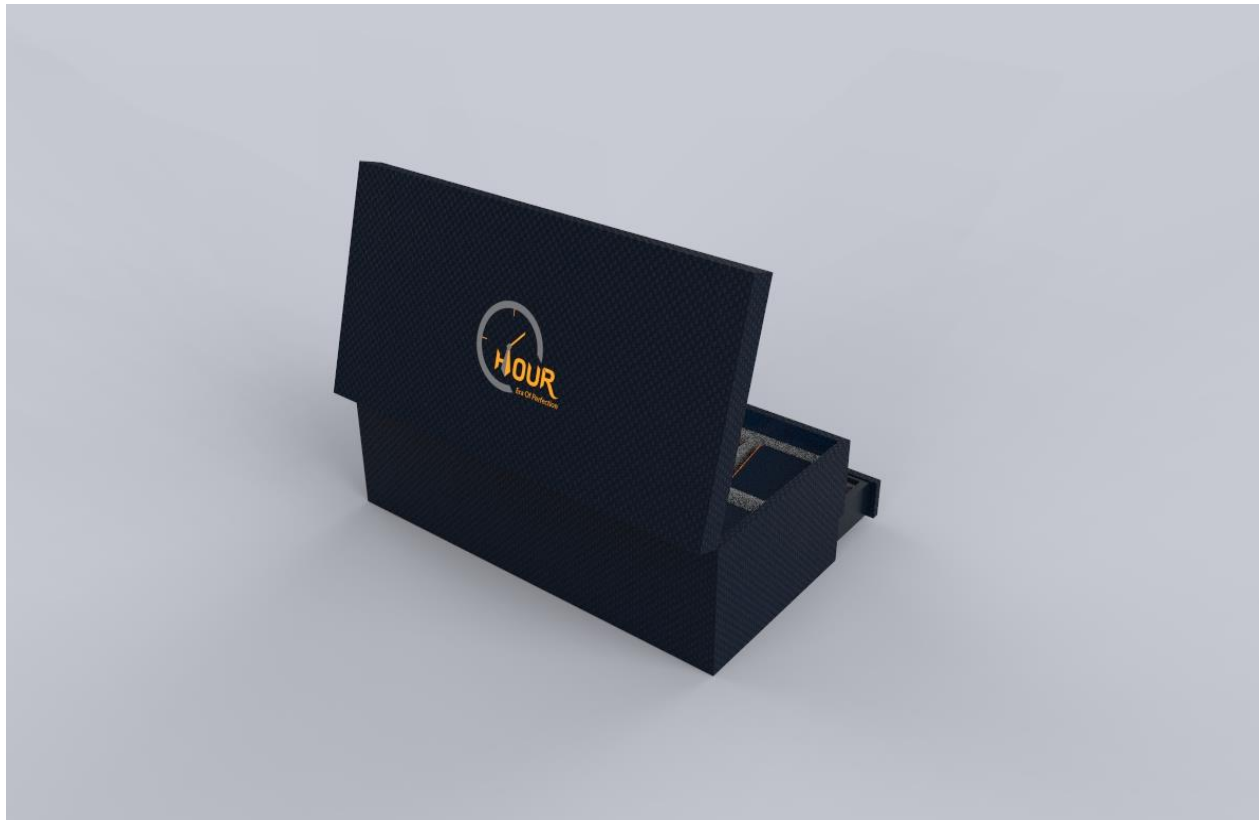


Figure 4.16 : 3d Model light set up uv map

Both the UV map of our models and Key shot's Label feature were needed to place the logo perfectly in all of the branding elements. Before that we needed to resize the logo according to the UV layout of each

### **4.3 Materials & Lighting & Texturing**

Step: We have used Key shot as our primary material creation and rendering tool. First, we put all our models and set up our scene to present the complete package of all branding elements. The lighting is done using HDRI editor of Key shot. Placing the most suitable HDRI was the first step. After that we used pin lights to create the highlights, shadows, contrast and dimensions.

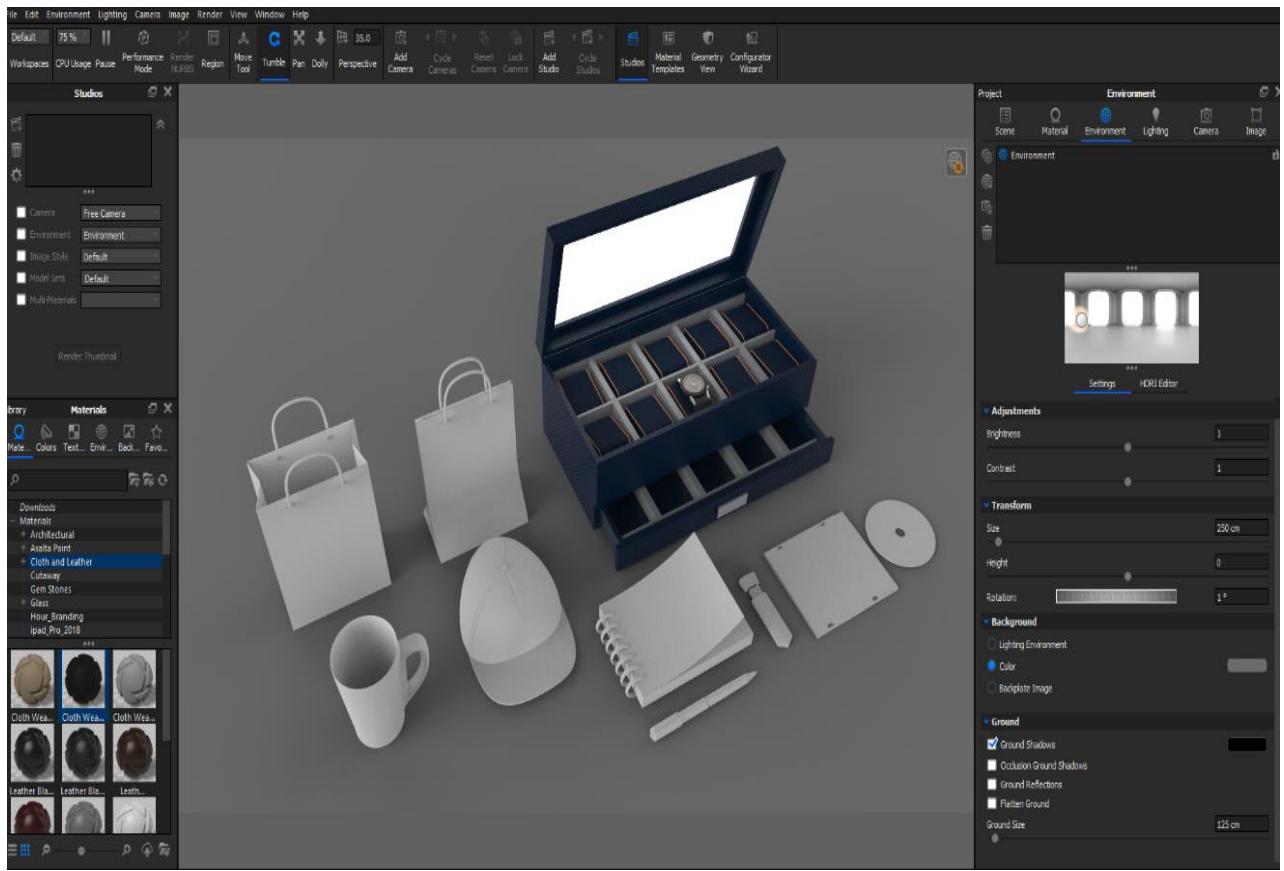


Figure 4.17: 3d light set up

Step: We created 20 different materials to cover the different surfaces of our models. From cloth to plastic, nylon, paper, metal, leather and anisotropic; we needed them all to get the most accurate look. We played with the roughness, bump and diffuse values of the materials. We also worked on the material graph to put our own noise pattern for bumps and roughness variations. Iterating the scene to get the best product render is required. For that we need a lot of pin lights to support the HDRI image and complete our lighting. The pin lights are needed to create dramatic reflections that help producing the ultimate look of a product.



Figure 4.18: Logo texturing

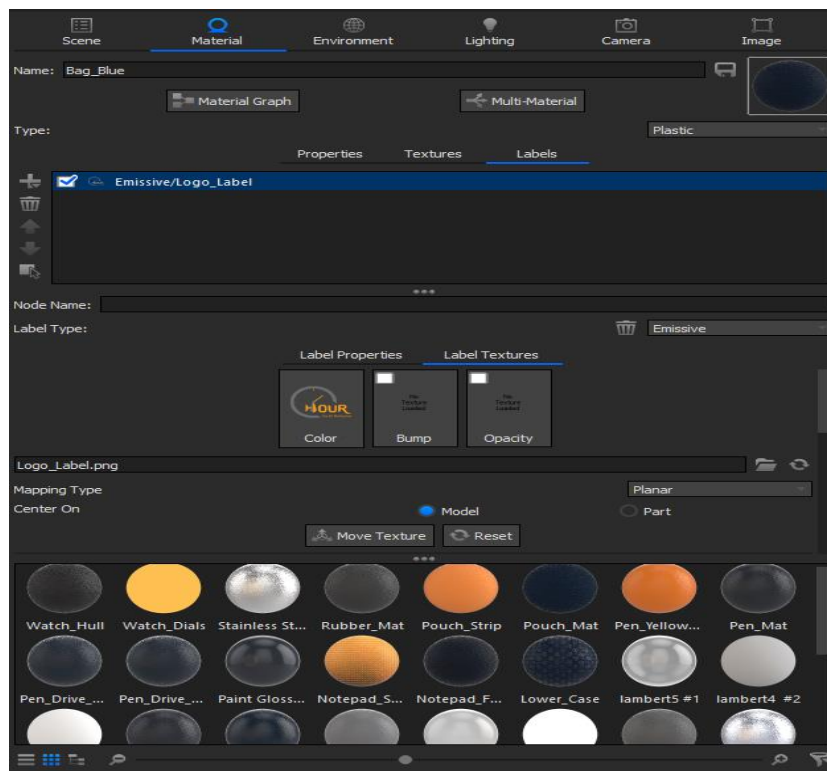


Figure 4.19: Texturing



## CHAPTER 5

### PROBLEM DURING WORKING

#### **Problem**

1. Technical problem
2. PC configuration problem
3. Measurements
4. Choose color
5. Typography for logo
6. Font for logo
7. 3D model (texturing)
8. Composition

#### **Solve**

1. Pc restart
2. Size notes from online
3. Color sense from one line
4. Written in pages
5. Tried a lot of font
6. HDRI mapping



## CHAPTER 6

### SOFTWARE, SOUND

#### **6.1 Software used our project**

1. Adobe Illustrator
2. Adobe Photoshop
3. Adobe After Effect
4. Cinema 4D
5. Autodesk Maya
6. Adobe Premiere Pro

#### **6.2 Sound source**

Any add, project video, animation video to use the background music. The background music is attract to customer .The audio sound we search online .Then our project video and sound to mixed up. Throughout video production, sound is quite important. If put to good use, the video can be significantly enhanced by words, sound effects, music and even silence. Nevertheless, bad sound can ruin your video. ... However, when it comes to creating a complete experience for the viewer— audio is probably more important than video quality.





## CHAPTER 7

### CONCLUTION

The watches are designed for a high speed life on or off the city. The advanced technology was inspired by the handmade Swiss, Apple, watches that are the most renowned around the world. It's tough enough for the pros, but comfortable enough for everyday use thanks to brand-new cutting-edge ceramic material developed especially for this colorful line.

Branding identity of a watch not only promotes the brand itself but also, it's a way to express to the people how essential it is to define a lifestyle. Through the complete process of ideation, identity creation, logo, elements design and 3D Visualization we tried to put our concept into reality on how it's going to work in existing market for capturing the interest from handmade and luxury watch consumers. The identity sets green light for the brand to start its journey and go forward. It's the most important among the brand's first steps to shape its destiny. Our endeavor launches the brand as well as puts us ahead in terms of growing as a professional designer in the Graphics and Visualization industry.



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