

“TVC PRODUCT VISUALISATION BY MOTION GRAPHICS & CGI”

BY

Bithika Benta Azam

ID: 161-40-313

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

Supervised By

Dr. Shaikh Muhammad Allayear

Associate Professor and Head

Department of MCT

Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

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APPROVAL

This Project titled “**TVC PRODUCT VISUALISATION BY MOTION GRAPHICS & CGI**”, submitted by Bithika Benta Azam 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 26th December, 2019.

Board of Examiners

Dr. Shaikh Muhammad Allayear
Associate Professor & Head
Department of MCT
Faculty of Science & Information Technology
Daffodil International University

Chairman

Arif Ahmed
Adjunct Associate Professor
Department of MCT
Faculty of Science & Information Technology
Daffodil International University

Internal Examiner

Md. Samaun Hasan
Lecturer
Department of MCT
Faculty of Science & Information Technology
Daffodil International University

Internal Examiner

Dr. Mohammad Zahidul Rahman
Professor
Department of CSE
Jahangirnagar University

External Examiner



DECLARATION

I hereby declare that, this project has been done by me under the supervision **Dr. Shaikh Muhammad Allayear, Associate Professor and Head, 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.

Supervised by:

Dr. Shaikh Muhammad Allayear
Associate Professor and Head
Department of MCT
Faculty of Science & Information Technology
Daffodil International University

Submitted by:

Bithika Benta Azam
ID: 161-40-313
Department of MCT
Daffodil International University



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ABSTRACT

Human being has always been looking for having an intellectual connection with other people; and, for this goal, with regard to his need at every time period, he has chosen an appropriate method for communication; once by means of the paintings on cave walls, and once by means of computer. On this path, the magic of motion has always been attractive for human and helped him have a better communication with his environment. Nowadays, the art of animation is considered as a powerful and effective factor in the process of communication; and this art finds a new aspect every day. Regarding the growing development of media in today's world, the necessity of familiarity with a new tool called motion graphics is becoming obvious for more effective communication. TVC, product visualization, CGI works using motion graphics is the main objective of this report paper. I used After Effect and Adobe Illustrator for complete my production CGI. Motion graphics are graphics that use video and/or animation technology to create motion, similar to a video. These motion graphics are usually combined with audio and animation for use in multimedia projects. As with any communications activity, it is important to define your intended target audience(s) in order to develop and communicate messages and graphics that appeal to my audience and prompt them to take action. The main work process was done by creating motion and animation. I use graphical contents and plugins for making everything realistic.



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CHAPTER 01

Introduction

Motion graphics are pieces of animation or digital footage which create the illusion of motion or rotation, and are usually combined with audio for use in multimedia projects. Motion graphics are usually displayed via electronic media technology, but may also be displayed via manual powered technology. ^[1] It extends beyond the most commonly used methods of frame-by-frame footage and animation. Motion graphics can be distinguished from typical animation in that they are not strictly character driven or story based and often represent animated abstract shapes and forms such as logos or logo elements. CGI (Computer Generated Imagery) is the term for computer-generated images mostly used in film producing or other visual media. The term usually covers 3D computer graphics, digital animations, computer animation, digital effects (visual effects). The usage of CGI is widespread mostly in movies, television series, TV shows, commercials and printed media. Motion pictures with CGI are also known as motion graphics. ^[2] For this kind of works we use Adobe After Effect. By using after effect we create motion and for other works such as 2D graphics works we can use Illustrator. We add motion, composite the whole work, edit and render in After Effect. We work on CGI and 3D animation. Gather all the elements then we animate them and make a composition. I join the company as an intern. I worked there for six month. I learned a lot in this period of time and developed my skills. We basically work for local clients such as companies, agencies etc. In the mean time we work for Walton, Sena Kallan Sangstha, IDLC Bank, Igloo, Toyota, Yamaha and some other local clients. Some of the works were so basic and some of them were tough and took a lot of time to done. We work as group like we planned the whole project in a meeting then divided those works to all creative artists. We use particles, motion, templates and plugins in our work process. Bangladesh is still behind in the CGI sector. There are a few number of CGI studio who produce good quality advert or motion graphics or animation. Even this department is not available in every university. A low number of animator and designers are available for such great and productive works. So this is challenging for this country to improve in CGI sector in a short time.

CHAPTER 02

Literature Review

This chapter will be discussing the thesis on the different companies and agencies about Motion Graphics in CGI.

In our country there are a lot of companies and agencies such as Grey Advertising Bangladesh, Asiatic Experiential Marketing Limited, Mindtree Advertising, Pixelaa Studios, A2i etc.^[3] All the companies and agencies do motion animation. They use the animated contents to achieve the market goals. They do animated TV commercial, animated online video commercial, animated short film.^[4]

2.1 Grey Advertising Bangladesh

They divided their services in four sections and those are intelligence, content & stories, experiences and delivery. They create ideas and express through communication in their works. They have a lot of clients in the local market. They work for Coca-Cola, Gsk, Uber, MasterCard, ACI, Apex, gain, GrameenPhone, Pran, UCB and etc. They work for abroad companies too such as Indian Oil, New Zealand Dairy, PERFETTI and etc. Design, 3D environment, product advertisement, 2D animation for products are their main works.^[6]

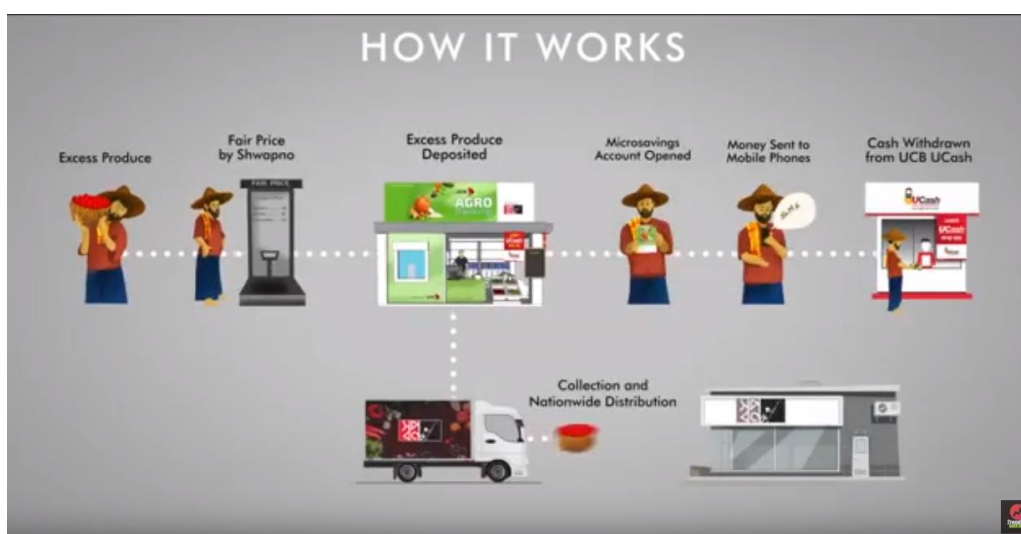


Figure 2.1.1: work of Grey



2.2 Asiatic Experiential Marketing Limited

They started from productions, video editing, color grading, CG productions, down to post production solutions focusing on animation work and many more, we have teams specializing in production and post-production services, working with various world-class brands like NTV, Nagorik TV, BTV, UNICEF and USAID. Forging strong relationships between brands and consumers, they have deep partnerships with social platforms with clients, like Reckitt Benckiser Bangladesh, Thyrocare Bangladesh, EnergyPac Electronics, HP, BMW, Peugeot, Obhai (MGH) and New Zealand Dairy Bangladesh, a leading edge. Building on that knowledge, they use insights from social data to develop social strategies, run campaigns and deliver contagious content.^[7] Bringing together some of the best people in the business with hands-on training and finding solutions that are global when needed, or as singular as a simple human emotion, they provide any kind of communication your brand needs. Their specialty caters to the unique objective and need of the brands to help increase sale, and Top-of-mind Awareness. They build pioneering brands with purpose. Advertisement Communication is not only limited to products and services but also it has its impact on social awareness and humanitarian causes. Their team dedicated to Social Communication deals with social welfare needs of people and provides specialized services. Working with humanitarian giants like UNICEF, WHO, ASA, BRAC. They are working with brands like Unilever, HSBC, Facebook, PepsiCo and Loreal.^[8]

2.3 Mindtree Advertising

The media industry is in the midst of enormous reinvention at the hands of digital. Technology is erasing the lines between content creators and consumers. Powerful online communities are pushing news and events into real time viral storms. New distribution channels and partnerships are creating unprecedented business opportunities. Mindtree uses its expertise to enable broadcasters, publishers, gamers, out-of-home services, advertising agencies and sport. Mostly they work for digital marketing and IT consulting.^[10]



Figure 2.3.1: work of Mindtree

2.4 Pixelaa Studios

They have a lot of clients in local market. They work for BIRTAN, Nescafe, Pran, SIBL, Vivacom Solution Limited. They are so popular among all the agencies and companies for their works and creativity. They did a lot of nice CG works and those are amazing. They have 75+ successful animated productions. ^[5] Pixelaa is only one years old but it create a high value in market and now Pixelaa is trusted by a lot of remarkable companies and agencies such as Mobil tm, Robi, ACI, Unigas, Incepta, Jantrik, United Group, Social Islami Bank Limited, Nescafe, Pran, Square, Radio Furti 88.0 FM, Easytrax, Doctorola, PetroMax LPG, SHANTA asset management, City Bank, ASIATIC etc. ^[10]



Figure 2.4.1: Work of Pixelaa

Pixelaa is trying to do something new and different than others. They are trying to make 2D animation using digital art. They are trying to have the market attention so that they can do better job in this market place.



Figure 2.4.2: work of Pixelaa

They are making graphical contents using digital art. By doing this they are working better and faster than others. And also they are having a lot of projects from well-known companies and agencies.



Figure 2.4.3: work of Pixelaa

2.5 A2i

A2i is Government project. Their major areas are e- governance, innovation lab, and informative projects. They have a lot of partners such as UNDP, GAIN, Telenor, Mozilla, LIFE ACADEMY, COPENHAGEN CONSENSUS CENTER, Griffith University, JICA, NICT (Maldives), Urban Launchpad, Google, ColudCamp USA, eGL Singapore, Behavioral Insights Team and British Council. ^[11]

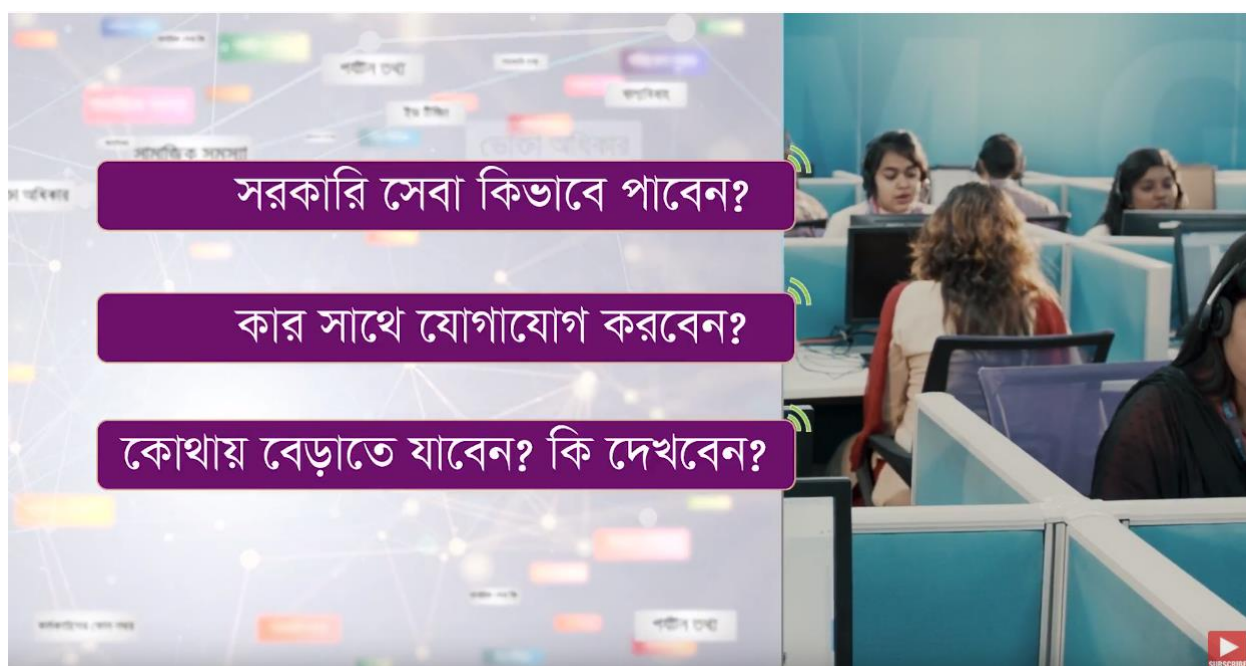


Figure 2.5.1: work of A2i

CHAPTER 03

Project Workflow

This chapter will be discussing the uses of different software and workflow of how to create a CG product. In this part, I will describe some CG works that I did in my intern period. I will do this in a step by step process and use After Effect cc 2019, Adobe Photoshop and Adobe Illustrator.

3.1 Marcel AC

I work in the CG of Walton AC. I learned a lot from this project. This one was challenging for me because I learn lot of different tools while I was working on this project. I learn about red giant trapcode particular plugin for this work.

1. I use particle for make ac wind
2. Change the emitter behavior to continuous
3. Particle second was 100 and the type was light
4. I change the position to linear and direction to uniform for make the wind realistic
5. I use masking in this CG
6. I use template

Make a particle path with pen tool and animate the path with these particles moving.

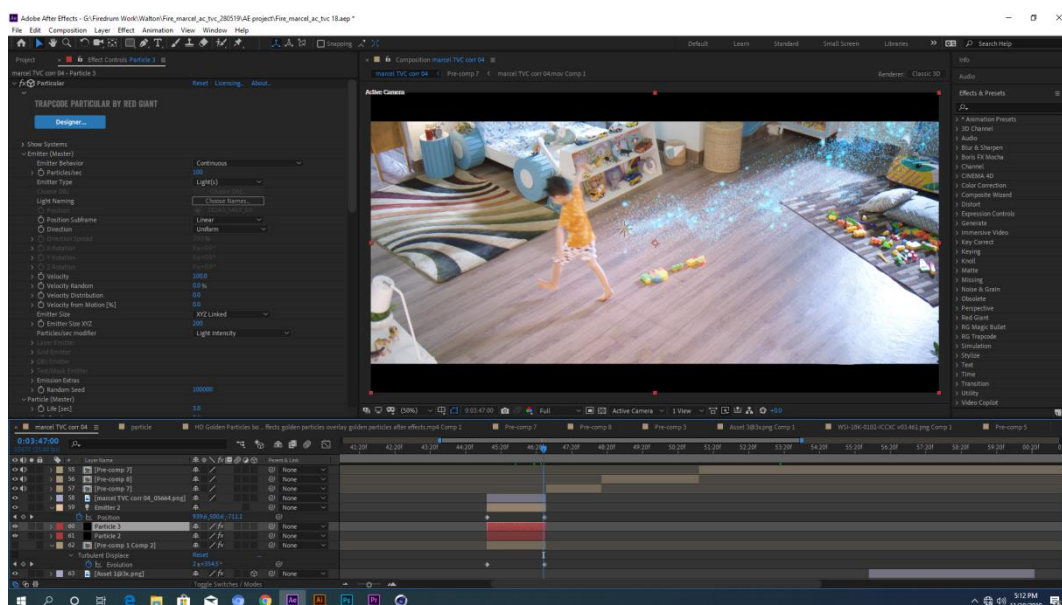


Figure 3.1.1: work of Marcel AC

Fix the emitter behavior and time for fix the particle. I make a path by using particle and animate this by fixing the emitter behavior. I change the time. Life cycle, particle type, sphere feather, size, color to make this wind.

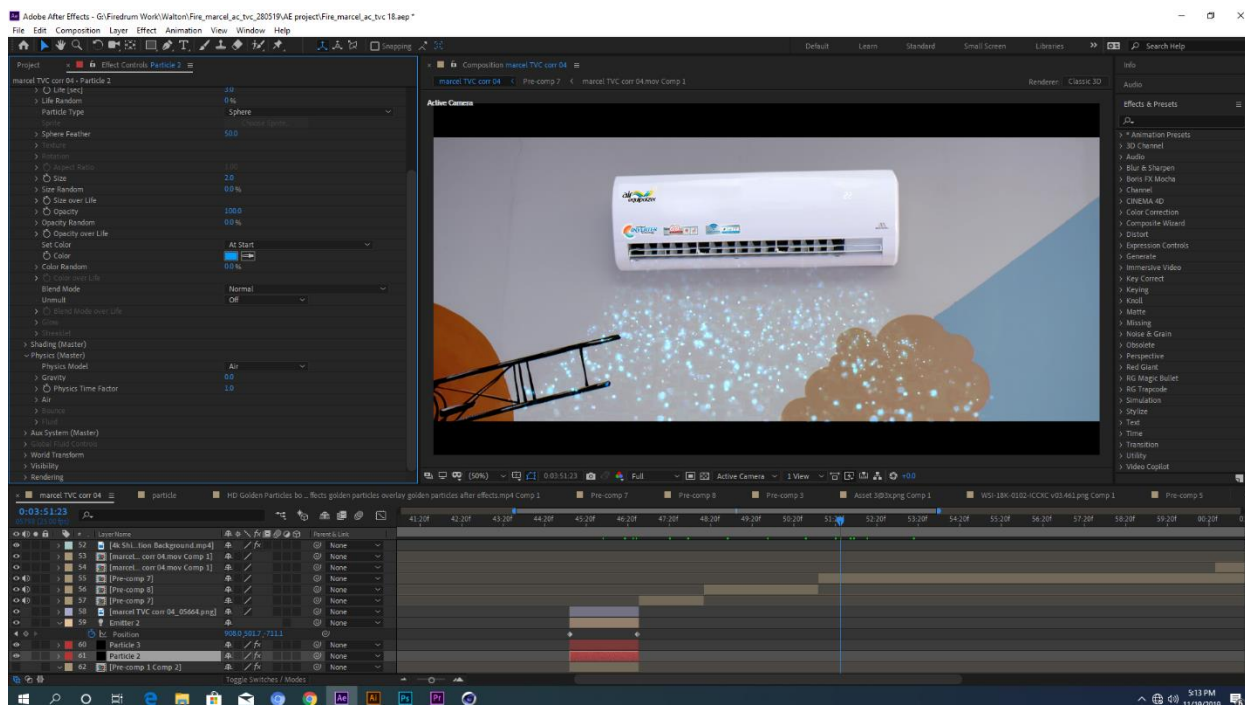


Figure 3.1.2: work of Marcel AC

Composite all elements and animate them properly. Animate the layers in section and complete this animation part. I use some basic animation for complete this project using scale tool, position tool, opacity.



Figure 3.1.3: work of Marcel AC

I divided this project to different composition to make this easier when I am going to composite the final project. I use a single composition only for particle so that I can found that easily when I need that.

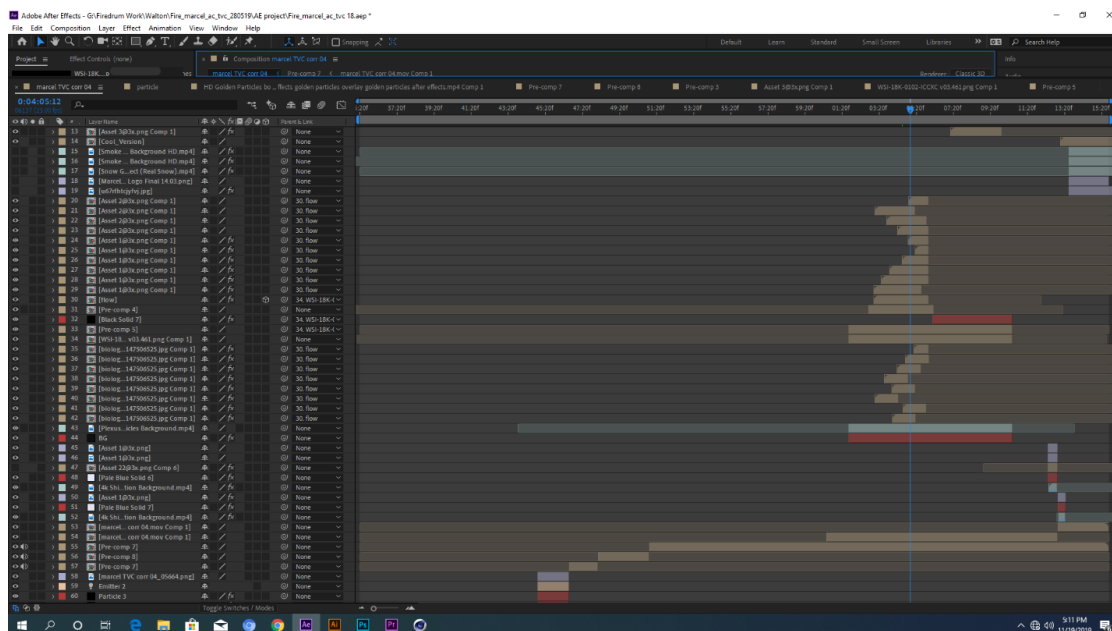


Figure 3.1.4: work of Marcel AC

Used element 3D for making this text effect and animation. Used optical flare in the top of the text to make it better and complete. Fixed the color tone and background color to match with the video and logo.

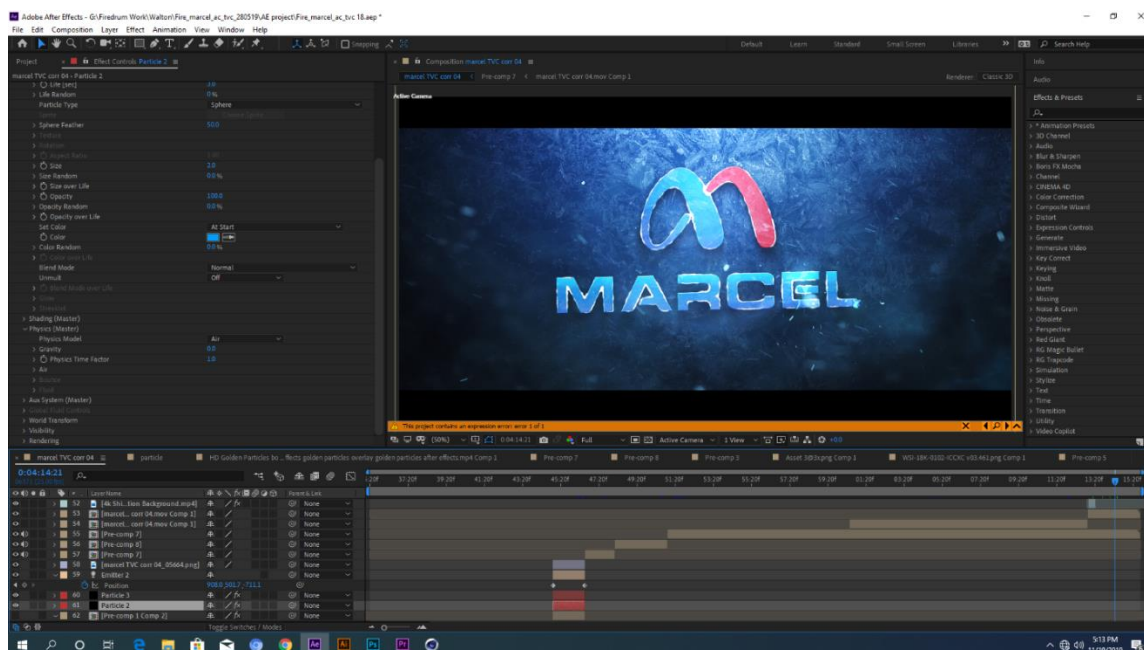


Figure 3.1.5: work of Marcel AC

3.2 Cheese Fluffs Chips

1. Used puppet tool for character animation
2. Used some illustrator file
3. Position animation
4. Transition for moving animation
5. Shape line transition for animation

Used puppet tool for animate the character, fixed there anchor point. Made the background, environment in Adobe Illustrator. Animate those illustrator files in after effect using basic tool of after effect.

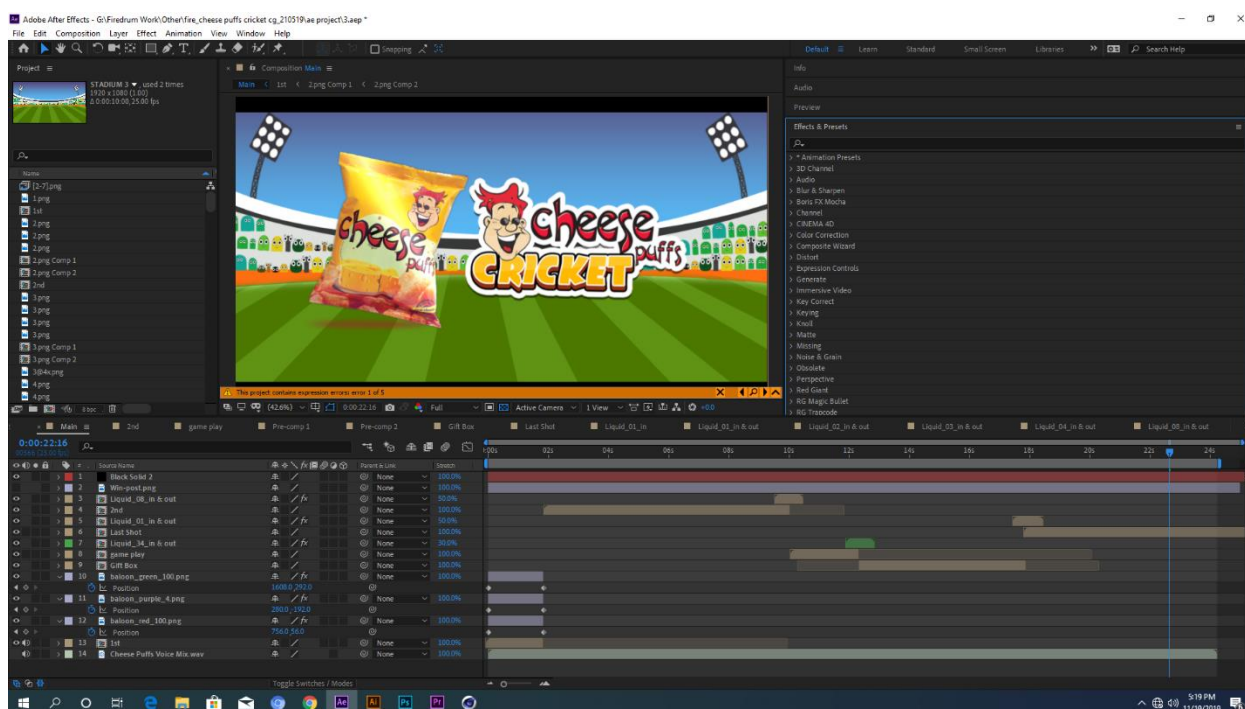


Figure 3.2.1: work of Cheese Fluffs Chips

I used some motion graphics in this section of the animation. Animate the main character using puppet tool and basic tool of after effect such as position and scale. Used color gradient for background and also used ramp for it.

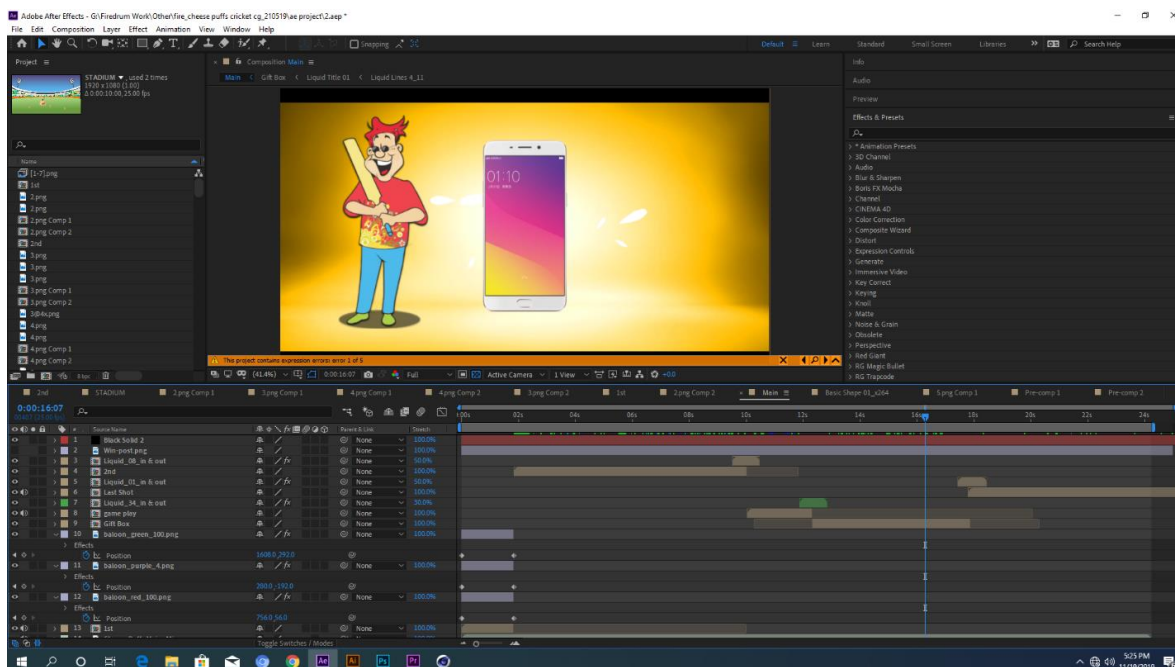


Figure 3.2.2: work of Cheese Fluffs Chips

I used some footage for this scene. Made some balloon in illustrator and animate them in after effect. Used puppet tool for animate the character and the audience characters. I used a loop reaction for this character animation.

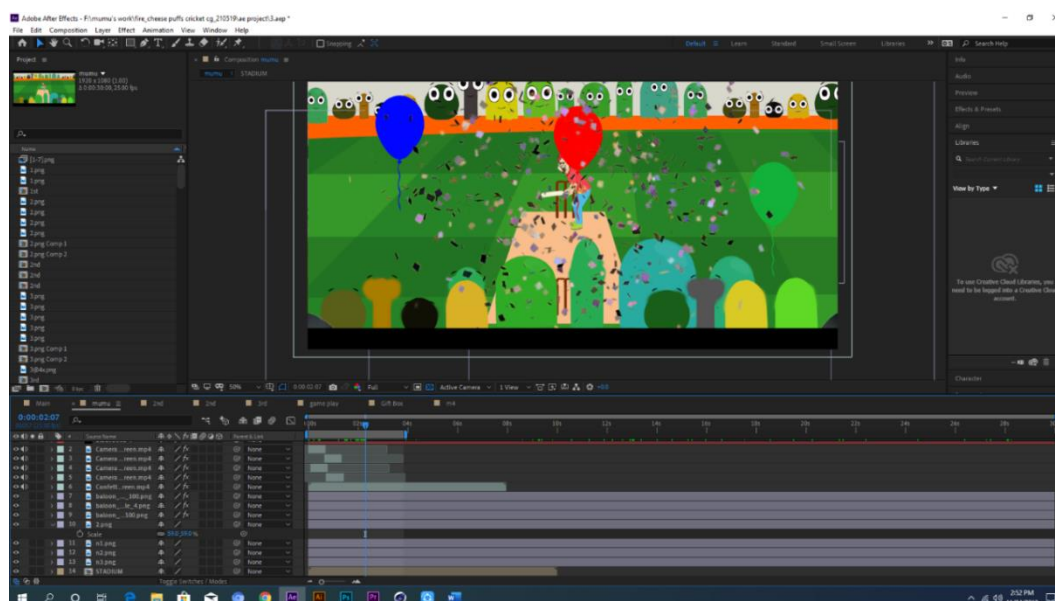


Figure 3.2.3: work of Cheese Fluffs Chips

3.3 Akash

1. I use a 3D model for this project
2. I use simple animation for complete this CG
3. I did the composition

Composite all layers and animate them using scale, rotation. Position tool

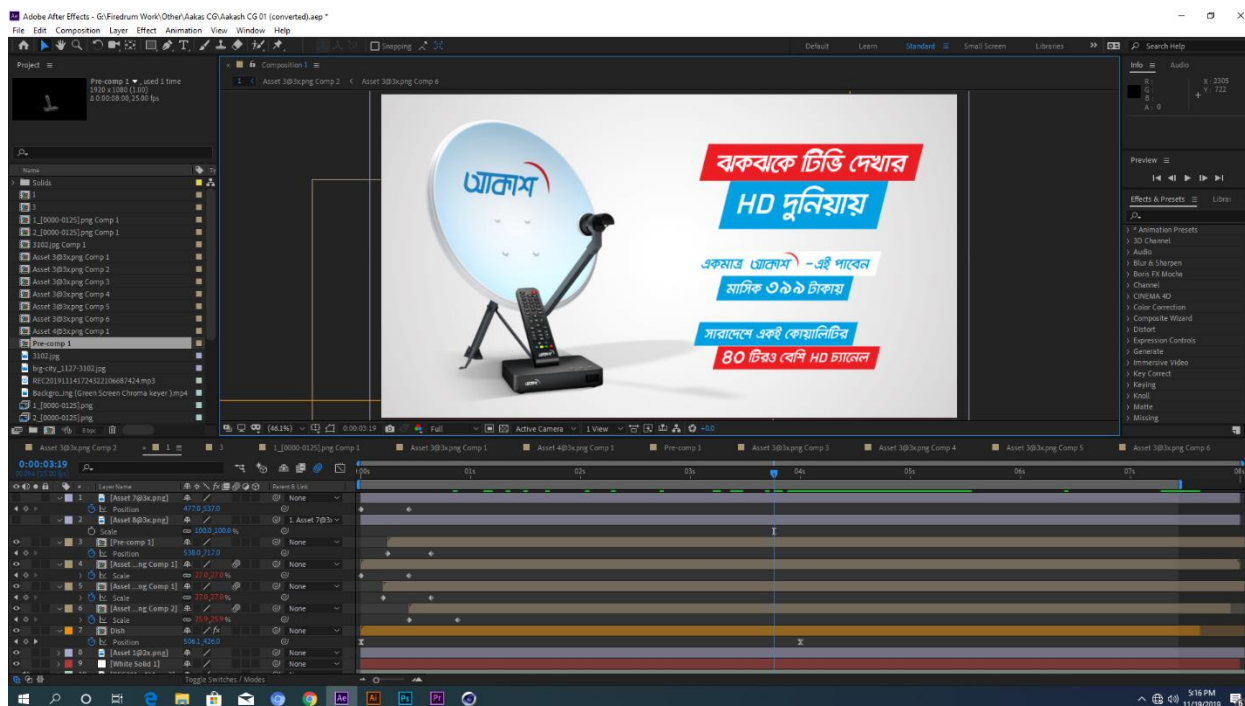


Figure 3.3.1: work of Akash

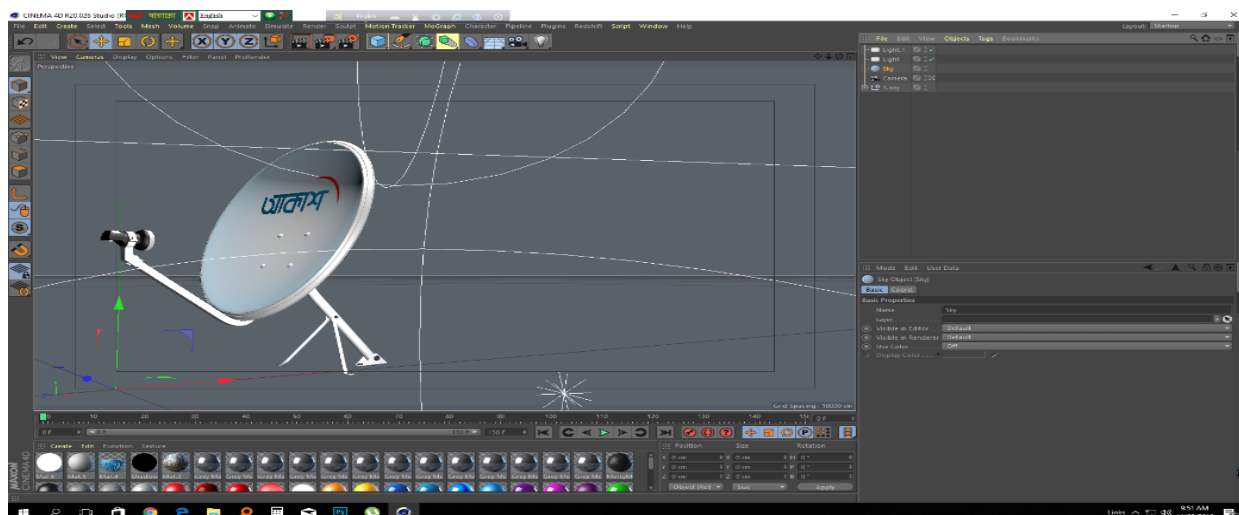


Figure 3.3.2: work of Akash

3.4 Eagle Coil

1. I used corner pins for make this tracking composition and used a 3D model for the Coil
2. I used smoke simulation for make this realistic. This smoke simulation is a render form which was made in Maya and reflow
3. Composition the whole project and animate them

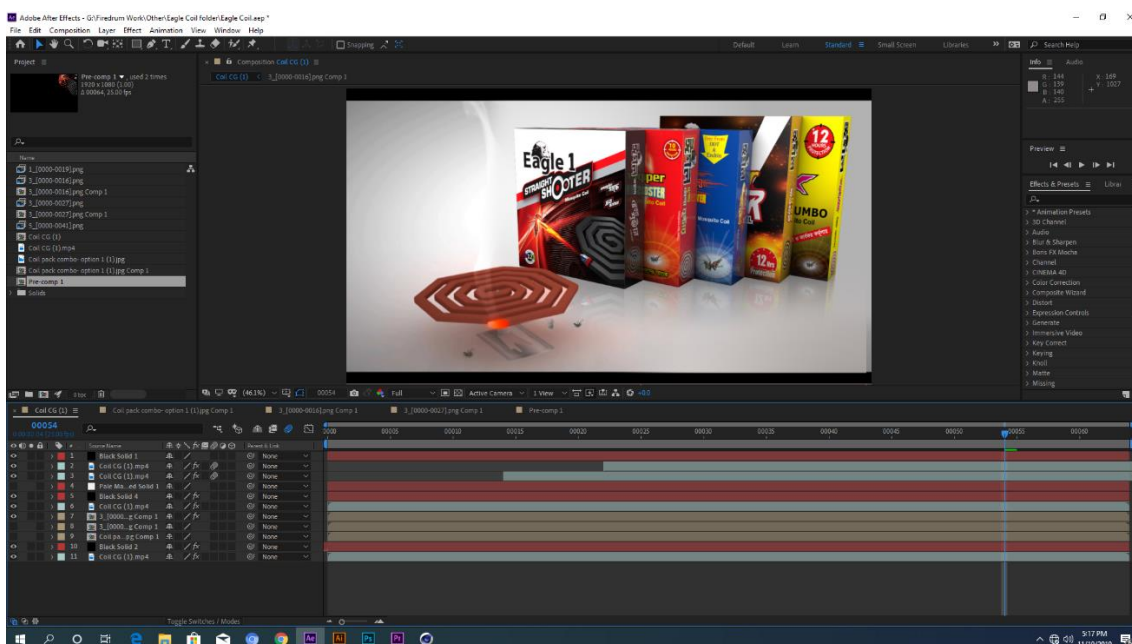


Figure 3.4.1: work of Eagle coil

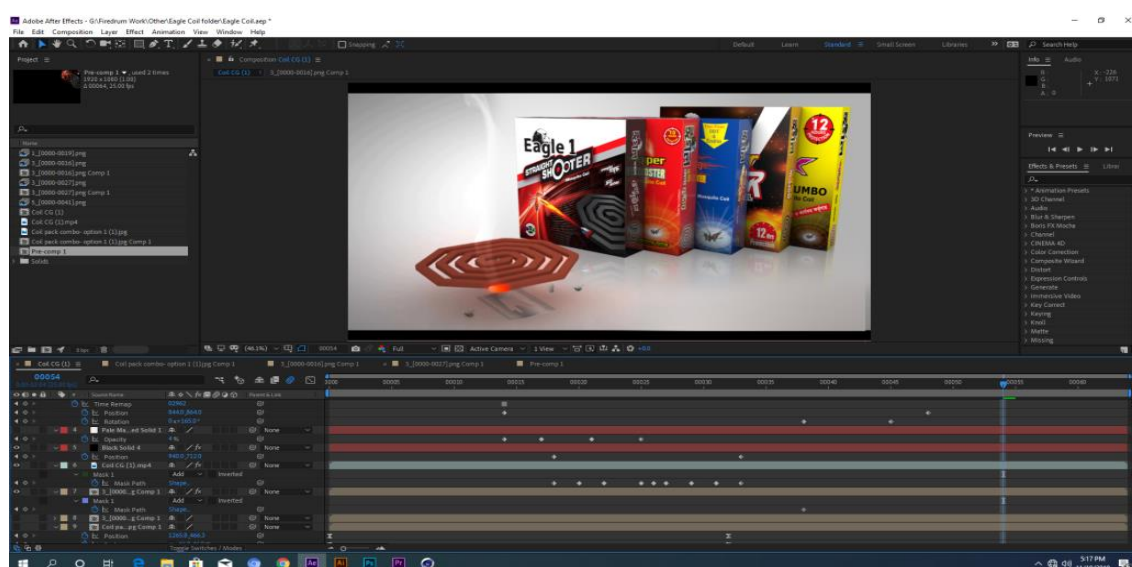


Figure 3.4.2: work of Eagle coil

3.5 Baby Rhymes (oi dekha jay talgach)

1. I made illustration of the background using illustrator
2. Composite them in different layer in Illustrator
3. Use toolkit for character
4. Animate character's movement
5. Animate all the different layers from illustrator
6. I use 3D camera for animation

Illustrate the heron in Illustrator, composite them in different layers and animate them with puppet tool.

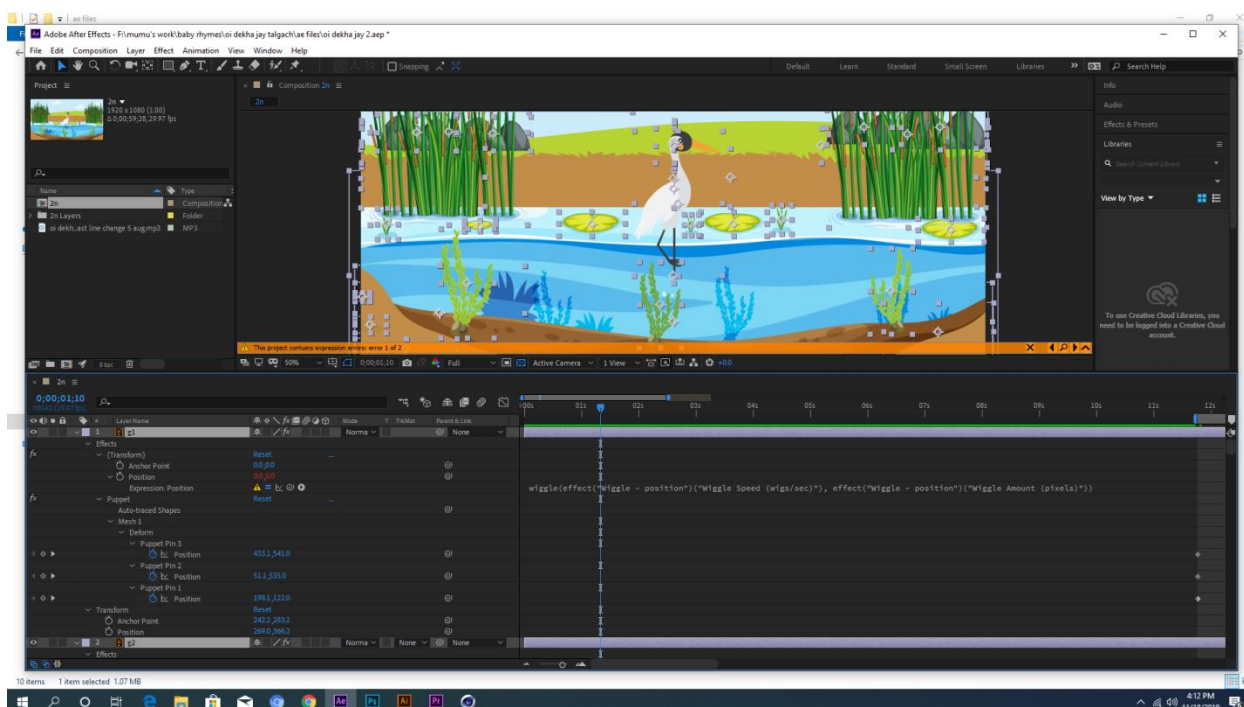


Figure 3.5.1: work of rhymes

Animate layers using 3D camera, scale, rotation, position, for make the basic animation. I used focus distance for make the difference between front elements and the backward elements. I used aperture for make it blur.

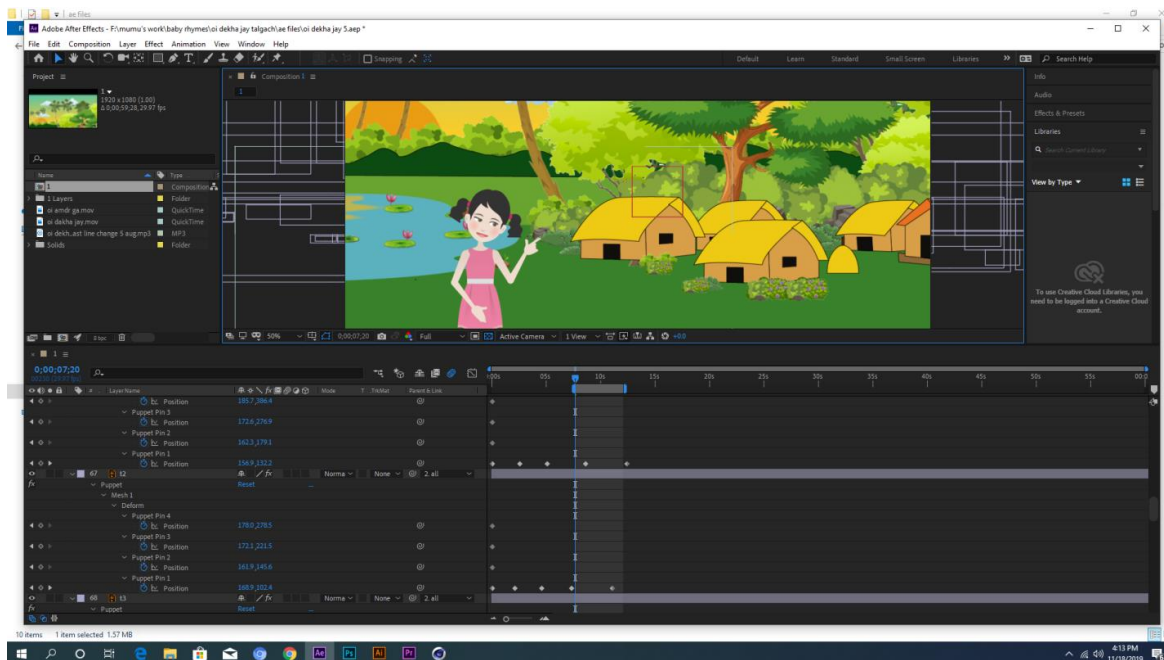


Figure 3.5.2: work of rhymes

Animate the character from toolkit, animate its movement and motion in another composition for the animation. Animate the environment and sky. Animate the front grass and water environment.

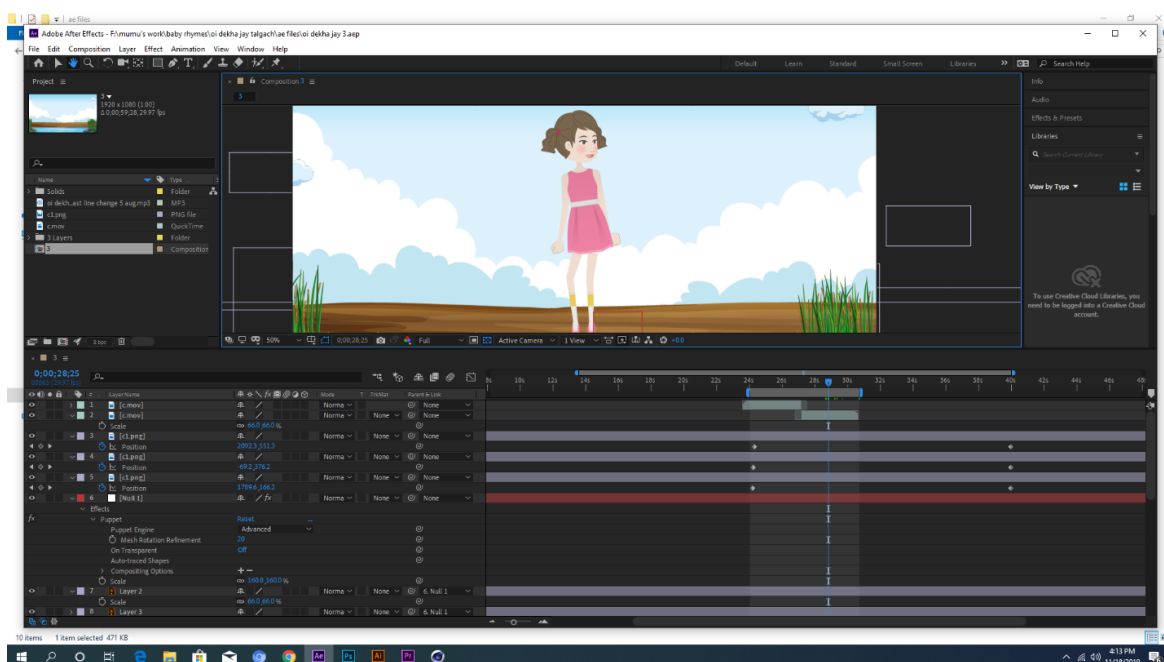


Figure 3.5.3: work of rhymes

Animate this heron character in after effects by using puppet tool and I made this 3D version of this character in illustrator. Animate the environment and the other elements in after effect. Animate the water. I used 3D camera for make the differences between front elements and back elements.

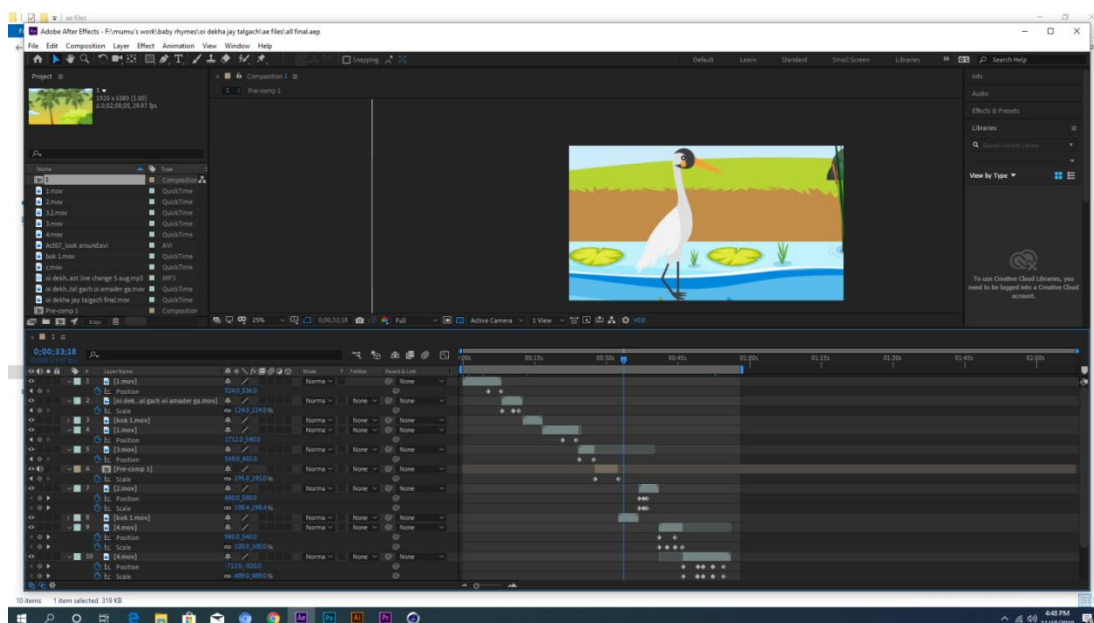


Figure 3.5.4: work of rhymes

I used 3D camera for make this more realistic and comfortable. I made the environment in illustrator. Animate the environment by using basic tool such as scale, rotation, position. I fixed the camera for create the blur effect for it.

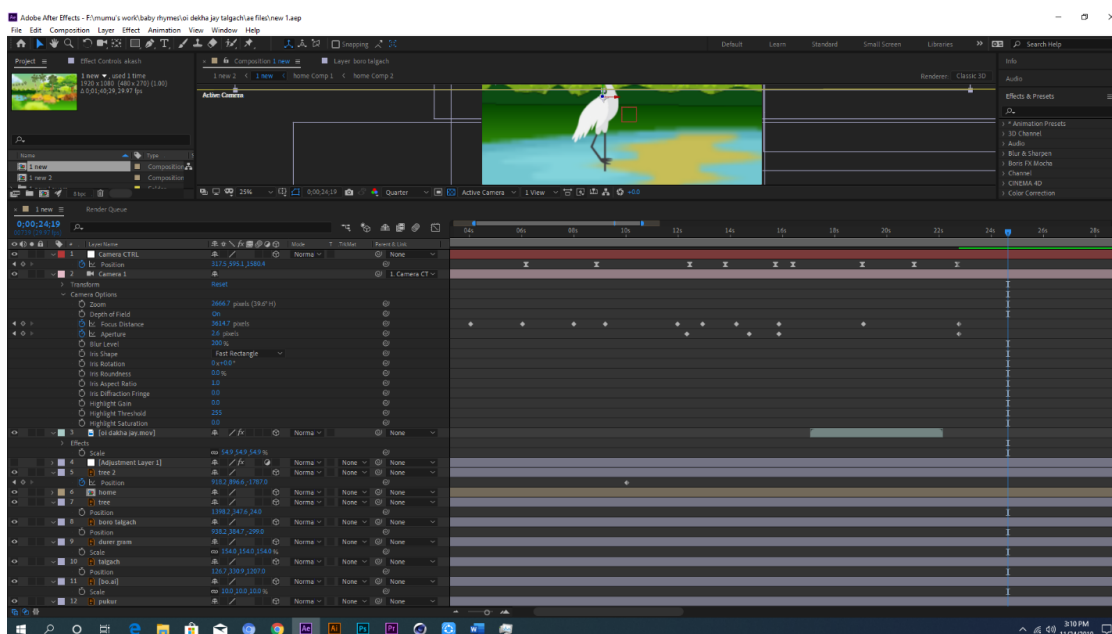


Figure 3.5.5: work of rhymes

3.6 Yamaha

1. Used 2D background and 2D character
2. Character was rigged in after effect
3. Used transition, toolkit, timecode plug-in, matte transition and a lot of effects

Animate the character in after effect. I used timecode plug-in for make the time animation in after effect. I used a footage and composite it for make the camera view. I used some vector file and animate them.

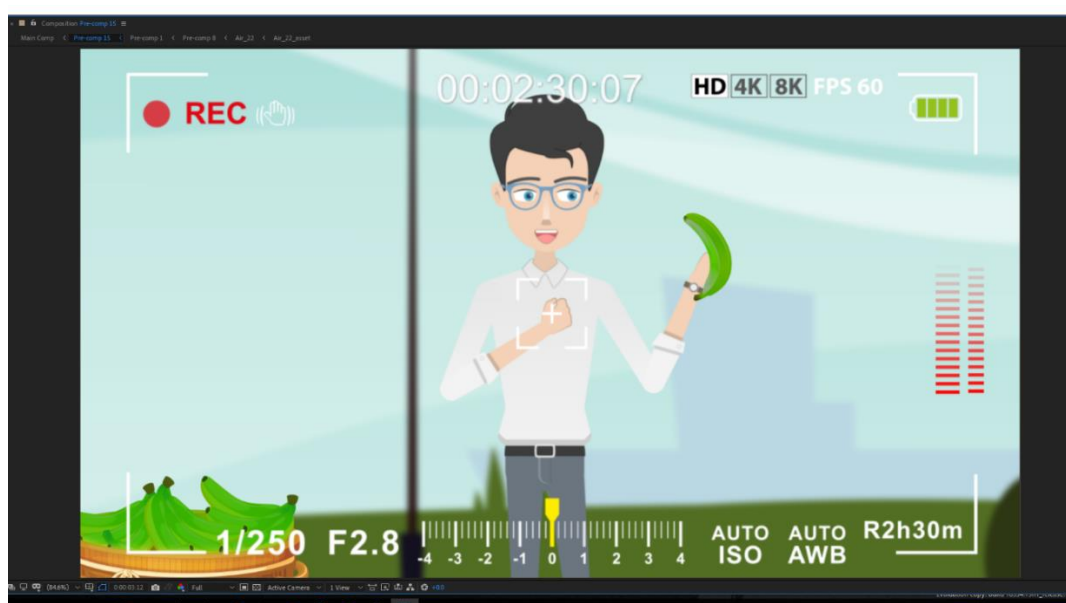


Figure 3.6.1: work of Yamaha

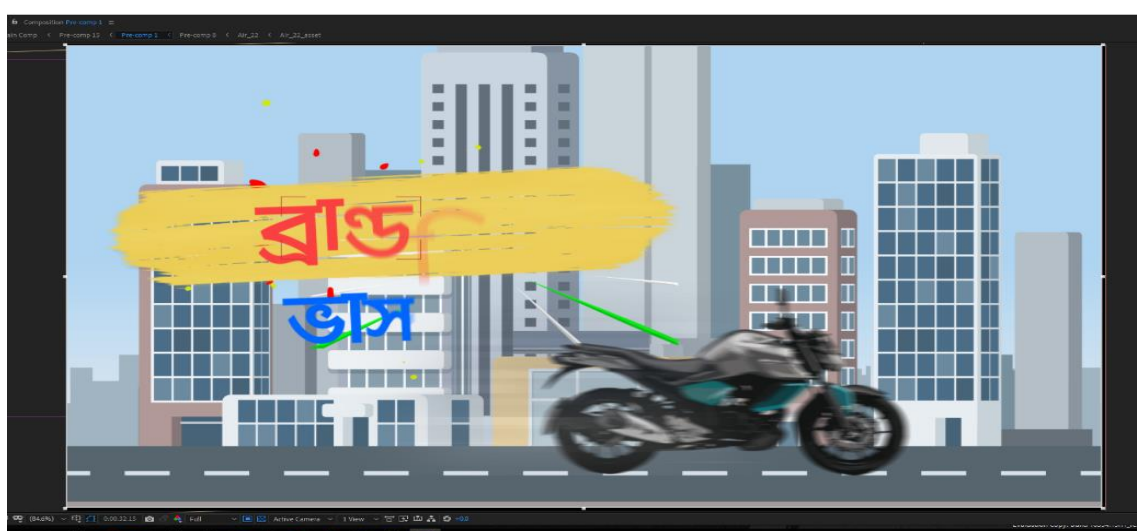


Figure 3.6.2: work of Yamaha

I used 2D background for this animation. I made the environment in illustrator and also used some vector files for the background. Animate the files and composite it in after effect. I used some plug-ins for this animation.

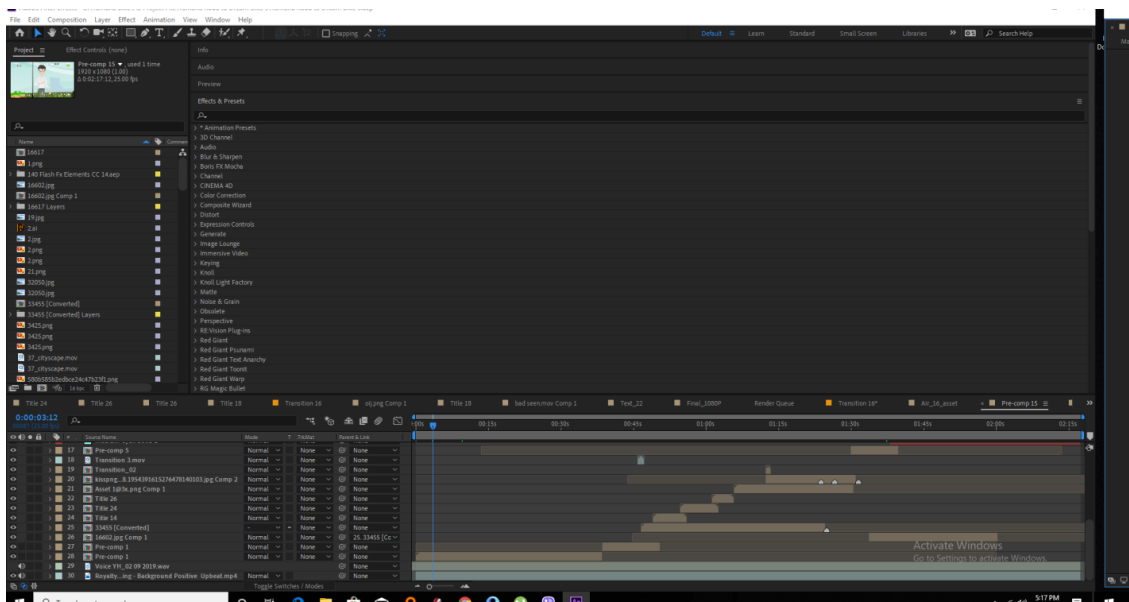


Figure 3.6.3: work of Yamaha

I made this website design in illustrator and animate it in after effect. I used scale tool, position tool and the other basic tool of after effect. Animate the texts and composite them in one layer.

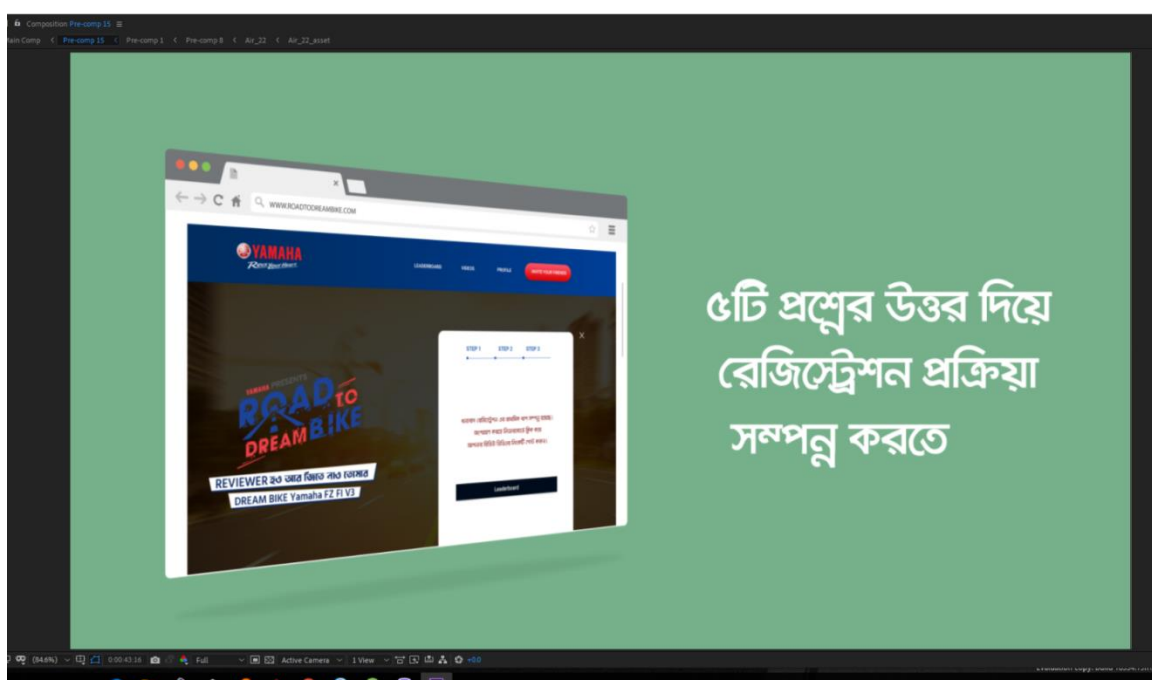


Figure 3.6.4: work of Yamaha

3.7 Walton CG

Walton Company is the most reputed company among all companies in Bangladesh. In local area Walton have a great reputation. I work for Walton refrigerator and ac. Now I am going to describe the refrigerator part.

Walton wants some CG work for their refrigerator. They want to make some videos about the tricks and tips for safety of the refrigerator. They want to make awareness video about fridge.

Refrigerated food storage system and tips for cleaning

1. Firstly I make a work process so that I can do the whole work in a row
2. I make some illustration for make the video more realistic
3. In this CG I use a 3D character. I fix the movement and lip moving of this character manually in After Effect. With the storyline, music and voice over, I fixed character's movement and lip moving
4. I use some green screen shot for making the CG more realistic
5. I create animation for making motion and perfection in CG
6. Composite all the elements and make the CG

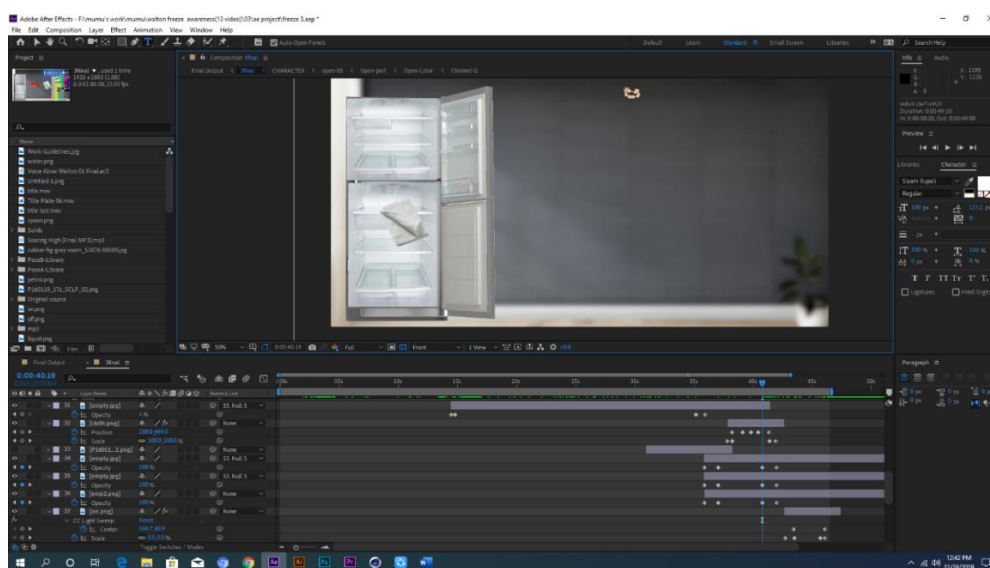


Figure 3.7.1: work of Walton Refrigerator

Animate elements using opacity, position and scale tool in after effect. I used some vector files and illustrator file for this animation video. I used loop reaction for some movement of the elements.

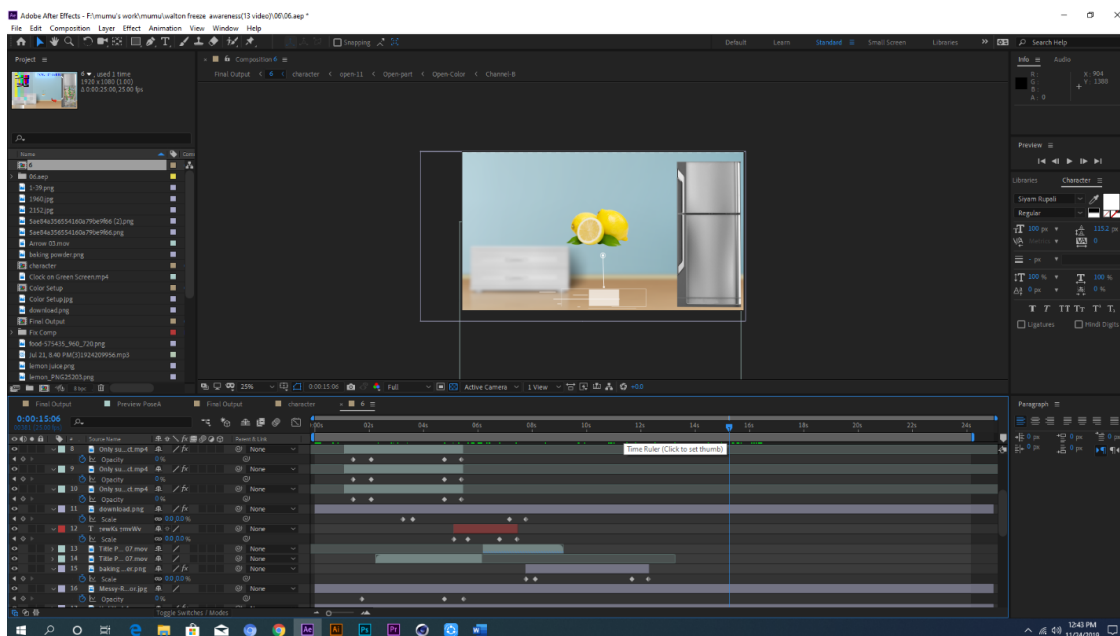


Figure 3.7.2: work of Walton Refrigerator

Animate the character in after effect. This character is animate by using toolkit. I used some vector files for this animation. I used some text animation for the texts. I fixed the movement of mouth of the character.

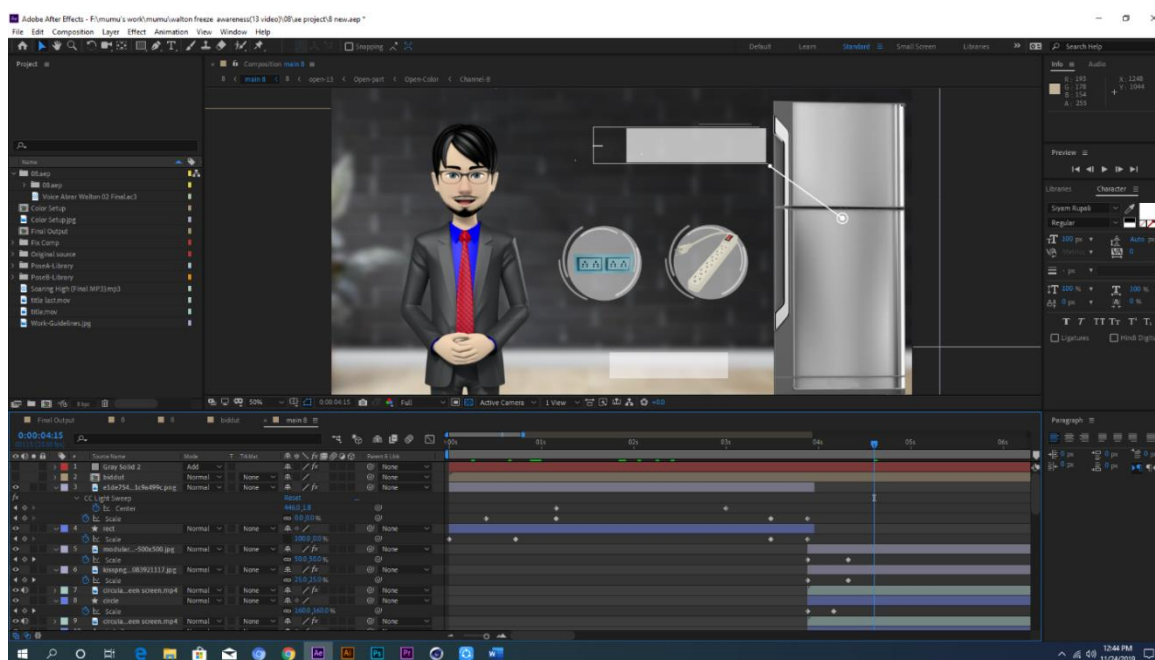


Figure 3.7.3: work of Walton Refrigerator

3.8 Igloo Ice-Cream

1. Used 3D ice-cream model
2. Used real flow for make the juice simulation
3. Used 2D vector elements for background
4. Animate layers using position, scale and rotation

Divide the background layers into two colors to make the difference between two ice-cream flavors. Animate the background to make it complete. Animate the oranges and mangoes with the animation. Composite the layers and elements and finally animate them. I used some text animation in the last part of the animation.

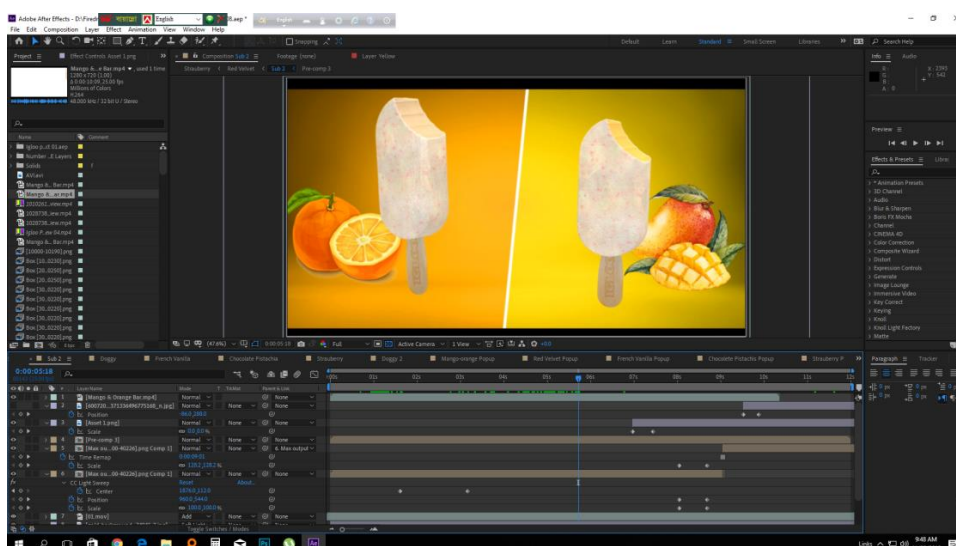


Figure 3.8.1: work of Igloo

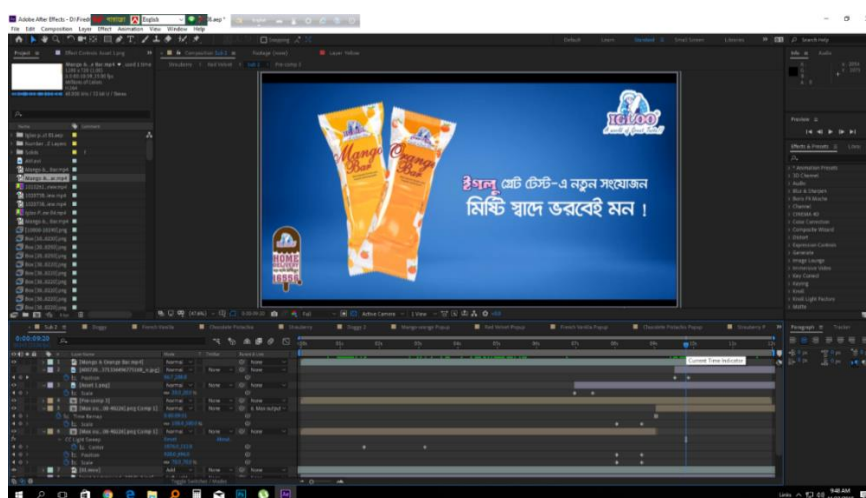


Figure 3.8.2: work of Igloo

CHAPTER 04

Project Final Output

4.1 Works of Marcel

Used element 3D for making this text effect and animation. I used optical flare in the top of the text to make it better and complete. Fixed the color tone and background color to match with the video and logo.



Figure 4.1.1: work of Marcel

Fix the emitter behavior and time for fix the particle. I make a path by using particle and animate this by fixing the emitter behavior. I change the time. Life cycle, particle type, sphere feather, size, color to make this wind.



Figure 4.1.2: work of Marcel

4.2 Works of Walton

Animate elements using opacity, position and scale tool in after effect. I used some vector files and illustrator file for this animation video. I used loop reaction for some movement of the elements.



Figure 4.2.1: work of Walton

I used some vector background and fixed the contrast, brightness and saturation for have the night view in the animation. I used illustrator for made the vector files that I used in the animation.

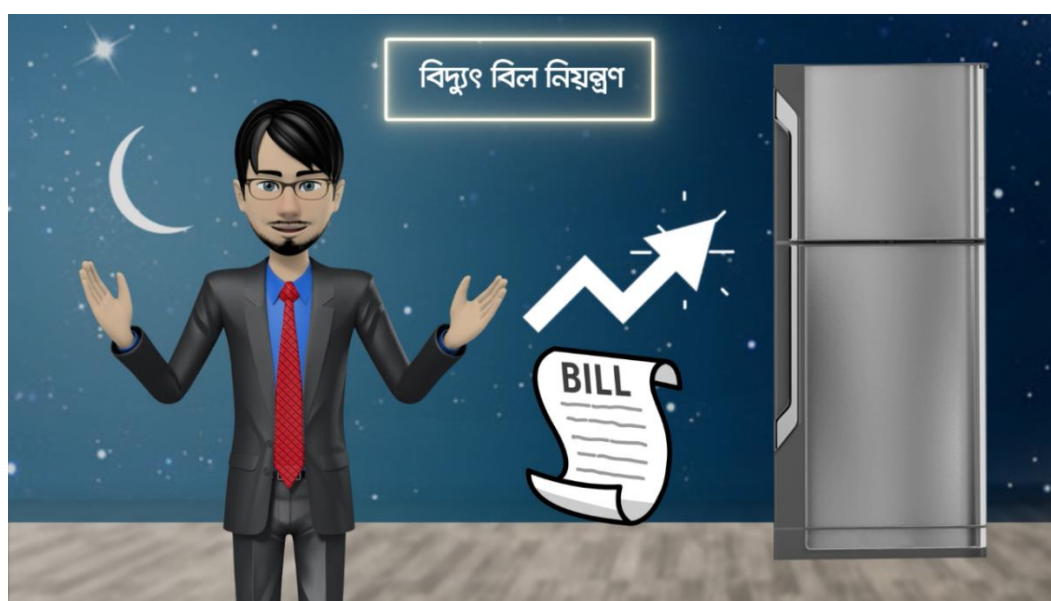


Figure 4.2.2: work of Walton

4.3 Works of Cheese Fluffs Chips

I used some motion graphics in this section of the animation. Animate the main character using puppet tool and basic tool of after effect such as position and scale. Used color gradient for background and also used ramp for it.

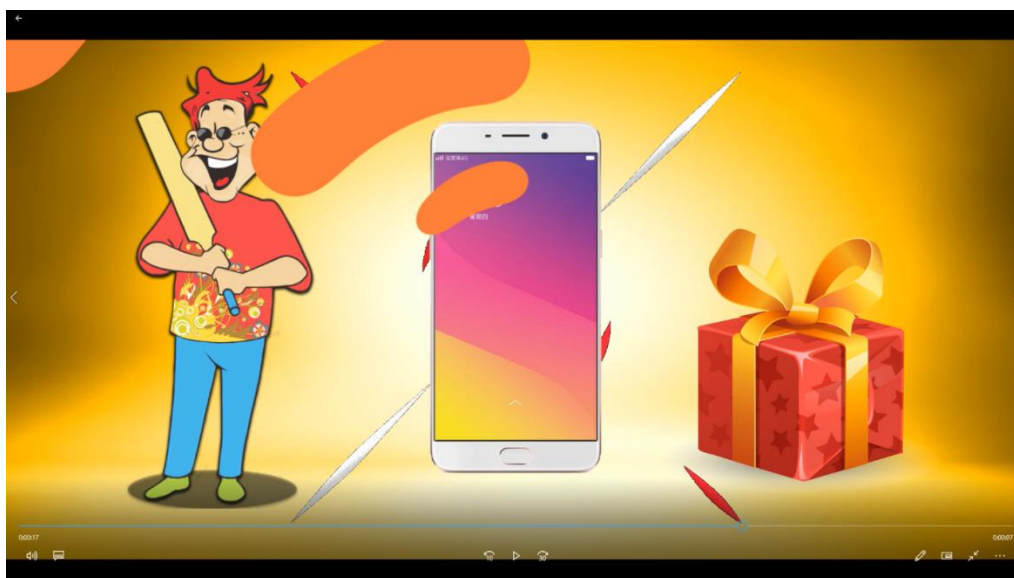


Figure 4.3.1: work of Cheese Fluffs Chips

I used some footage for this scene. Made some balloon in illustrator and animate them in after effect. Used puppet tool for animate the character and the audience characters. I used a loop reaction for this character animation.



Figure 4.3.2: work of Cheese Fluffs Chips

4.4 Works of Akash

I use a 3D model for this project. I used simple animation for complete this CGI in after effect. I did the composition for this project. Composite all layers and animate them using scale, rotation, position tool in after effect.



Figure 4.4.1: work of Akash

4.5 Works of Igloo Ice Cream

Divide the background layers into two colors to make the difference between two ice-cream flavors. Animate the background to make it complete. Animate the oranges and mangoes with the animation. Composite the layers and elements and finally animate them. I used some text animation in the last part of the animation.

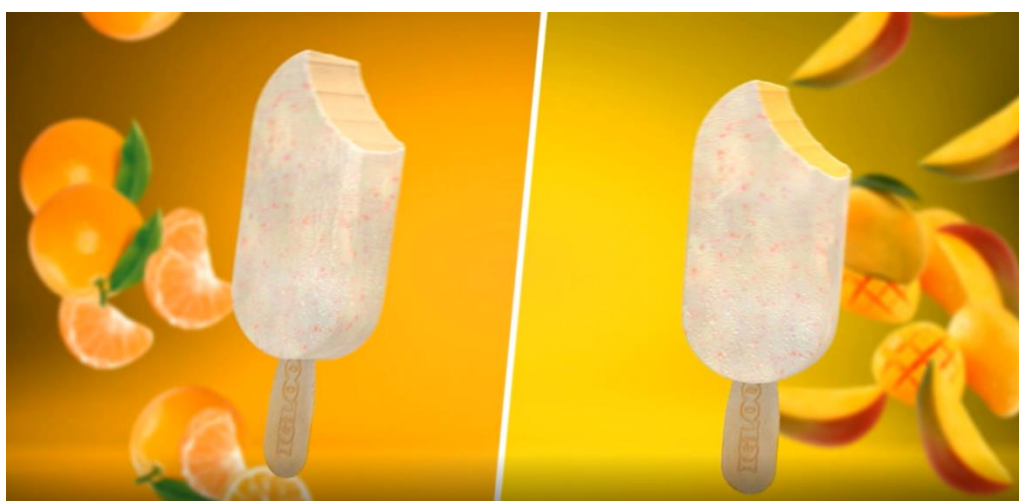


Figure 4.5.1: work of Igloo

I used text animation for the last part of this CGI. I used some basic animation for this composition. I used scale tool, position too and rotation tool in after effect for complete this CGI.



Figure 4.5.2: work of Igloo

4.6 Works of Baby Rhymes

Animate layers using 3D camera, scale, rotation, position, for make the basic animation. I used focus distance for make the difference between front elements and the backward elements. I used aperture for make it blur.



Figure 4.6.1: work of rhymes

I animate the underground of water in after effect. I used vector files and illustrator files for this part of animation. I animate the sky with cloud, animate fishes, water, and the underground elements. I used 3D camera for animate.

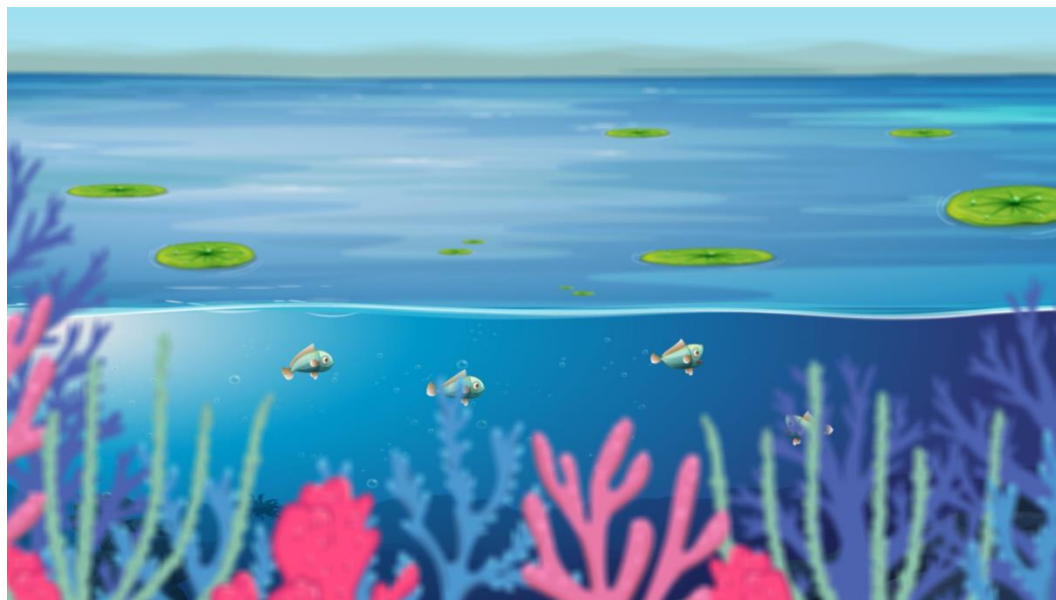


Figure 4.6.2: work of rhymes

I used vector and illustrator files for make the environment. I animate the environment and used a 3D camera for make it more clear and perfect. Animate the heron and animate the whole animation with the music.

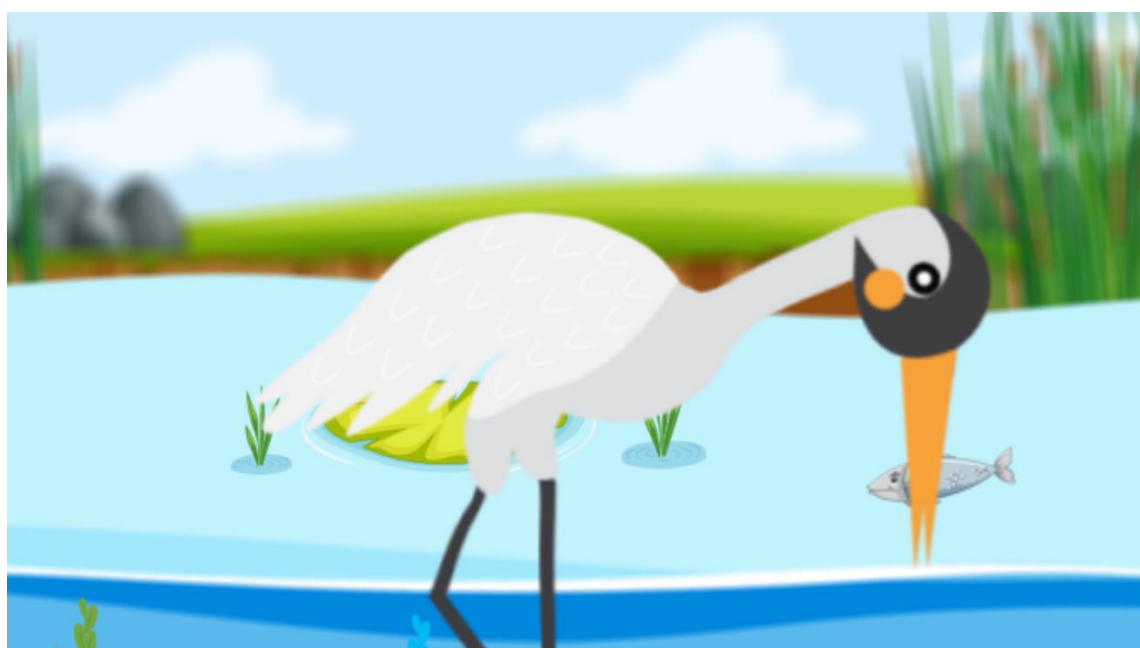


Figure 4.6.3: work of rhymes

4.7 Works of Yamaha

Animate the character in after effect. I used timecode plug-in for make the time animation in after effect. I used a footage and composite it for make the camera view. I used some vector file and animate them.

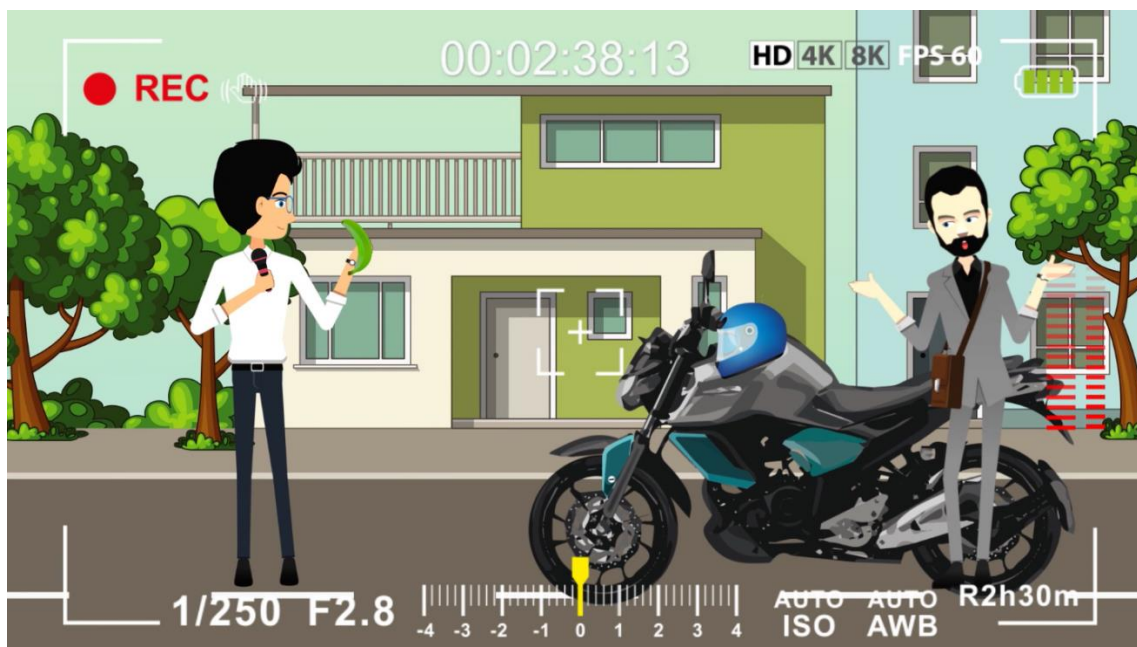


Figure 4.7.1: work of Yamaha

I used 2D background for this animation. I made the environment it illustrator and also used some vector files for the background. Animate the files and composite it in after effect. I used some plug-ins for this animation.



Figure 4.7.2: work of Yamaha



CHAPTER 05

Problems during Working

I face a lot of problem while I was working. A lot of works was difficult and challenging for me. But whenever I faced problem, I learned a lot from mistakes. I learn new ways and new tools new teams. Most of the time plug-in doesn't work properly, bugs and crashes of software was common. Matching key frames, fix positions, rotations were difficult sometimes. Working with 3D character was tough but I enjoyed a lot. Making of backgrounds was also a little problem. But the experience I gathered is the most important thing in this Intern period.



CHAPTER 06

Conclusion

At this report I discuss about my intern period, work process and workflow in FireDrum Studio. For last 6 month I was doing a lot of work for FireDrum Studio on motion graphics, CGI, 2D animation and some graphics works. At this intern period I learned a lot while I was working. I enjoyed a lot and try to work hard. In future I wants to work with this company and work in this area. Sometimes it gets challenging for me to continue working like as usual because of time. I have faced various issues during doing these projects. Done some research and development online and solved most of the issues. But, also failed to solve few of them. Learned some very useful shortcuts that made the production process much comfortable and less tedious. Through this Report I represented the complete and proper pipeline and workflow my work process.



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