

FINAL YEAR PROJECT REPORT

Research and Preproduction for Product visualization and Advertisement

By

**Kazi Sara
ID: 171-40-409**

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 Multimedia and Creative Technology
Daffodil International University



**DAFFODIL INTERNATIONAL UNIVERSITY
DHAKA, BANGLADESH
24th OCTOBER, 2021**

APPROVAL

This Project titled “**Advertisement for Headphone**”, submitted by **Kazi Sara, ID : 171-40-409** 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 24th October 2021.

BOARD OF EXAMINERS



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

Chairman

Arif Ahmed
Associate Professor
Department of Multimedia and Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Internal Examiner

Md. Samaun Hasan
Lecturer (Senior Scale)
Department of Multimedia and Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Internal Examiner

Dr. Mohammad Zahidur Rahman
Professor
Department of Computer Science and Engineering
Jahangirnagar University

External Examiner

DECLARATION

I hereby declare that, this project has been done by us under the supervision of **Dr. Shaikh Muhammad Allayear, Associate Professor and Head** Department of Multimedia and Creative Technology Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere forward of any degree or diploma.

Supervised by:



Dr. Shaikh Muhammad Allayear

Associate Professor and Head

Department of Multimedia and Creative Technology

Daffodil International University

Submitted by:



Kazi Sara

ID: 171-40-409

Department of Multimedia & Creative Technology

Daffodil International University

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

Finally, we must acknowledge with due respect the constant support and patients of our parents.

ABSTRACT

Making a advertisement of headphone brand with visualisation is really a challenging work. Day By day advertisement sector is growing rapidly worldwide. From multimedia technology sector Bangladesh has earned \$800 million in 2017. In 2021 Bangladesh, will be fully digitalized by It sector. Govt. has investing in this sector. It has a future with huge value. Day by day it is growing faster. Visual world will covered whole world very soon. In future everything will be based on this.

Our Final Project is a visual advertisement of a headphone brand which is telling a unforgettable story to our audience. In this project we have built a complete brand advertisement. Which is unique, rememberable, which can deft other company. Our company name is Beat. It is a headphone brand company, focusing on headphone sound beat or quality. First we have to realize what audience wants from a headphone which one he/she use regularly, what are they focusing on. If we understand about audience needs, we can make any unique brand advertisement. First of all a brand needs a unique brand name which is rememberable, a unique logo with color combination, meaningful slogan and finally an advertisement with heart touching story telling and a mind blowing visual combination.

The advertisement telling a unforgettable story to our audience, where they can see a dream world which was in their mind, so they will dive in the advertisement story and often remembering that. In advertisement there will have visual actions in real footage, this theme is trending in the world and our target audience, young generation will accept that very fluently. By this combination of visualization and real world, will reach our audience too easily. A successful advertisement will depend on percentage of reaching target audience.

TABLE OF CONTENTS

Contents:	Page
APPROVAL	ii
DECLARATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
CHAPTER 1 : INTRODUCTION	1
1.1 OVERVIEW ANALYSIS FOR OUR BRAND	1
1.2 GOALS.....	1
1.3 Inspiration.....	2
CHAPTER 2 : RESEARCH	3
2.1 Similar project work analysis.....	3
2.2 Audience.....	3
2.3 Graphics.....	3
2.4 Abandonment.....	4
CHAPTER 3- DETAILS OF SOFTWARE USED.....	5
3.1 Adobe Photoshop.....	5
3.2 Storyboarder.....	6
3.3 Adobe Illustrator.....	6
3.4 Adobe After Effects.....	7

3.5 Mocha Pro	7
3.6 3d elements	8
3.7 Media encoder.....	8
3.8 Adobe premier pro.....	9
3.9 3ds Max	9
3.10 Autodesk Maya	10
CHAPTER 4 – EXPLANATION OF PROJECT	11
4.1 Introduction	11
4.2 Concept	11
4.3 Production	11
CHAPTER 5 – DEVELOPMENT AND WORKFLOW	13
5.1 Project pipeline	13
5.2 Pre-production	13
5.3 Production	42
5.4 Post-production	42
CHAPTER 6 – DISCUSSION	44
CHAPTER 7 – CONCLUSIONS	45
REFERENCES	46

TABLE OF FIGURES

CHAPTER 1 : INTRODUCTION.....	1
CHAPTER 2 : RESEARCH	3
CHAPTER 3- DETAILS OF SOFTWARE USED.....	5
CHAPTER 4 – EXPLANATION OF PROJECT	11
CHAPTER 5 – DEVELOPMENT AND WORKFLOW	13
CHAPTER 6 – DISCUSSION	44
CHAPTER 7 – CONCLUSIONS	45

CHAPTER 1: INTRODUCTION

1.1 Introduction

As a second degree in interactive media and imaginative innovation at Daffodil International University, there are numerous areas in this department that I can call my life. There are many areas such as Illustration Plan, 3D Motion, 2D Animation, VFX, Game Programming, and Advancement. This segment is divided into great similarities, 3D animation and visual effects design, visual expressions and exchanges, game plan and trailer. I took a lot of things from this office. My exception, however, was the visual effects segment, which is why I chose visual effects for my project last year. I would like to thank our dearest department head, Dr. Many thanks to Shaikh Muhammad Allayear (associate professor and principal) for giving me permission to take on this endeavor as my project last year. Since the first semester, I have been interested in the plans segment and have worked with many excellent clubs. In addition, I have done numerous types of this related work.

1.2 Goals

As a final project, I decided to make an advertisement with visual effects. This ad will be a combination of the visual and real world. We made this ad on branded headphones. We also develop the brand, logo and slogan of the headphones as a whole. So this project will be the general marketing of a headset with visual effects. This announcement is closely related to our daily life. If we stay in a busy and annoying city / street, in this moment when we hear our favorite song, in that moment we will blow up another world, this time we are so happy with this song, this feeling is our main theme in our advertising. In our advertising we show you that with good headphones you can feel comfortable with your favorite song. Your imagination will be explored everywhere, that imagination and the real world will come together in our advertising. Since our target group is young people, they will dominate the topic of our ad. So this will be a memorable and successful headphone ad, and the success of an ad depends on its reach. Here we work for headphone branding, logo, headphone color, headphone tagline, headphone modeling, lighting and rendering, headphone 3D motion animation on storyboard, animations for preview.

Then we will do our production and filming work. And finally, it goes on to post-production, where we carry out the projection, roughing and unfolding of the footage. We then did rotoscoping, 3D camera tracking, 2D and 3D animation tracking, 3D character tracking, matte painting, 3D environment creation, CGI work, color correction, lighting and rendering, and finally 3D headphone product visualization.

1.3 Inspiration

The motifs for these visual effects come from VFX movies, amazing commercials, short films, and a newer area of study that inspires more visual effects. Many fascinating and interesting works work in the head and become inspiration for the development of a new visualization. An idea can come from anywhere. There are many open world adventure visualizations. We're going to build something new that we haven't seen yet, but we wish it existed. For now I will clarify my role and make available each of my files that have helped me complete my work. Since this is a collection company, I will demonstrate it all in some parts. In Chapters 3 and 4 I will explain my individual work that I have done up to this point. I will also share my encounters in the last segment of all in all. In the middle parts, I will take basic records of our company. This task will be a novel.



Figure 1.1: VFX breakdown

CHAPTER 2: RESEARCH AND ANALYSIS

2.1 Similar project work analysis

Advertising is mass media content that is designed to convince the audience, readers, viewers, or listeners to act on products, services, and ideas. The idea is to guide consumer behavior in relation to a product, service or concept in a certain way. However, some other scholars disagree, Cook (1992) claims that advertising can amuse, inform, misinform, alarm or warn. For my background studies, I have an advertising analysis that deals with the advertising of Fructis shampoo. These ads appeal to women in this audience by addressing concerns about beauty, especially concerns about a woman's hair. The appearance of a woman's hair is of great importance in American society, and women are constantly looking for products and services that help them keep their hair in line with the latest style trend. This ad, like so many hair product ads, seeks to tap into a woman's insecurities about her hair to offer her a product that will boost her confidence and make her beautiful. Therefore, the implicit messages of this ad include the promise of a woman's beauty, confidence, and strength.

2.2 Audience: This ad is from an issue of Cosmopolitan magazine. The target audience for this magazine are adult women, mostly between the ages of 18 and 40. These women may be married or single, but most readers are interested in romantic relationships, beauty, and fashion.

2.3 Graphics : The chart has a strong emotional stimulus (pathos). The main focus of the ad is on the long-haired model shown on the page. The other graphics in the ad also serve as emotional draws. The fresh fruit images in the top corner of the ad speak to the target audience. The target audience tends to associate fruit with health and beauty, as society advocates fruit as a beneficial way to maintain a healthy weight and beautiful, healthy skin and hair, which means that products for the hair contain fruit ingredients. Even the text on the bottles indicates that the products are Nutritive Fruit MicroOils, a line that promotes the idea that fruit can help a woman have beautiful hair. The display colors also enhance the theme of the fruit visible on the screen. The bright colors of green, orange, and yellow make the reader think of fresh citrus fruits like

oranges, lemons, and limes. The fruit theme gives readers a sense of security when using hair products, as they associate fruit with health and beauty, so women can be confident that the product is a safe option, as it could be a product based on natural ingredients rather than chemicals and artificial ingredients.

2.4 Abandonment: The ad not only tells women that beauty is important, it only appears to be beautiful if you have the qualities of that woman: flawless skin, a slim physique, and long, shiny hair. The ad seems to tell women that the only way to feel safe is to look a certain way from the outside. And while some may believe that strength is a great quality for women, this ad focuses on the strength that a woman can have when her appearance matches society's expectations of beauty. Like most beauty ads, this ad takes advantage of the insecurities that women feel about themselves (the ad implicitly tells women that if they don't have these traits they are not beautiful) to sell them a cheap product. In the end, ads like this seem to continue to focus on a woman's appearance and ignore her inner qualities like her intellect, compassion, and determination. With advertising constantly ignoring these traits, it's no wonder women continue to feel that they don't measure up to social standards of "beauty."

From this talk you have examples of the three attractions.

CHAPTER 3 : DETAILS OF SOFTWARE USED

In our post production, when we do our ad project work, we have to use many kinds of software, tools, and effects. Here we describe the most important and some of them. These are Adobe Photoshop, Storyborder, Adobe Illustrator, Adobe After Effects, Mokka Pro, Adobe After Effects 3D elements, Media Encoder, Adobe Premier Pro, 3ds Max, Autodesk Maya. Explanation of this software used below.

3.1 Adobe Photoshop: We use Adobe Photoshop to edit photos or create 2D art. In our ad, we need to edit as many types of photos that were used in our ad. We also created some 2D characters and illustrations in Adobe Photoshop.



Figure 3.1: Art work done by photoshop

3.2 Storyboarder: We can understand the work of this software by its name. Yes, our promotional storyboard was created by storyboarder. Gives you 2D surface 3D art editing. I think this is great software for creating soryboard.

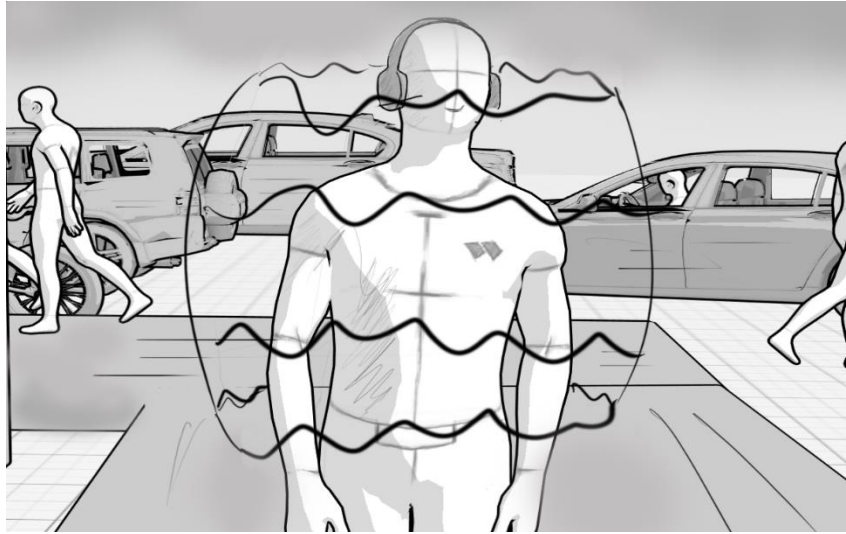


Figure 3.2 : Sotryboard work by storyboarder

3.3 Adobe Illustrator : We used some unique stickers, artistic surfaces, and some 2D characters in our actual footage. All of this was done by Adobe Illustrator. With this 2D work we create our 2D animation on our screen.



Figure 3.3 : Illustration work

3.4 Adobe After Effects - Most of our work is done by this Adobe After Effects software. Our first to last job completion has been this Adobe After Effects since . Preliminary cut of footage, 3D camera tracking, rotoscoping, 2D art and 3D object tracking, object lighting 3D and 3D surface do all of this main work done by Adobe After Effects software.



Figure 3.4 : Editing in after effects

3.5 Mocha Pro: Mocha Pro is the main plug-in for Adobe After Effects software. This is especially useful for visual effects. Mocha Pro mainly does fluid tracking and masking, these are the main requirements for editing. In each of our recordings we perform rotoscoping work with Mokka-Pro. Rotoscoping cuts your character from the footage frame by frame.

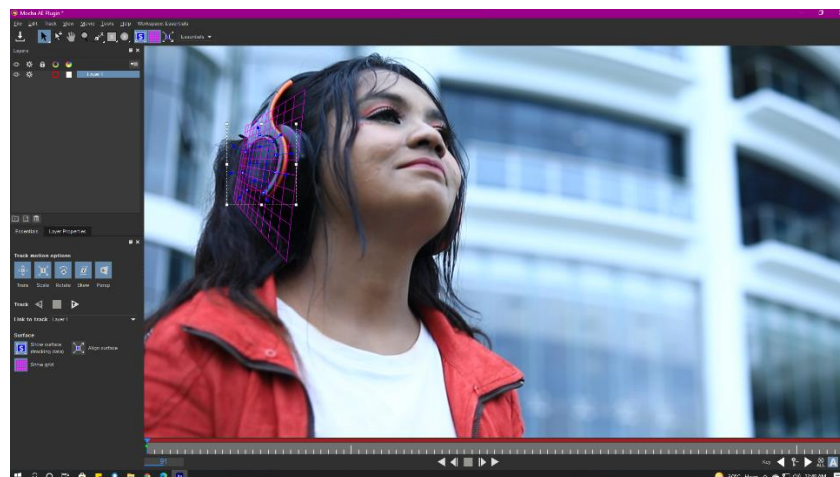


Figure 3.5 : Motion track in mocha

3.6 3d elements : 3d element is another important plugin of adobe after effects. Here we can get some ready 3d object and also we can import 3d object in element 3d. easily can do any type of texturing we want and lighting to use that object in real footage.

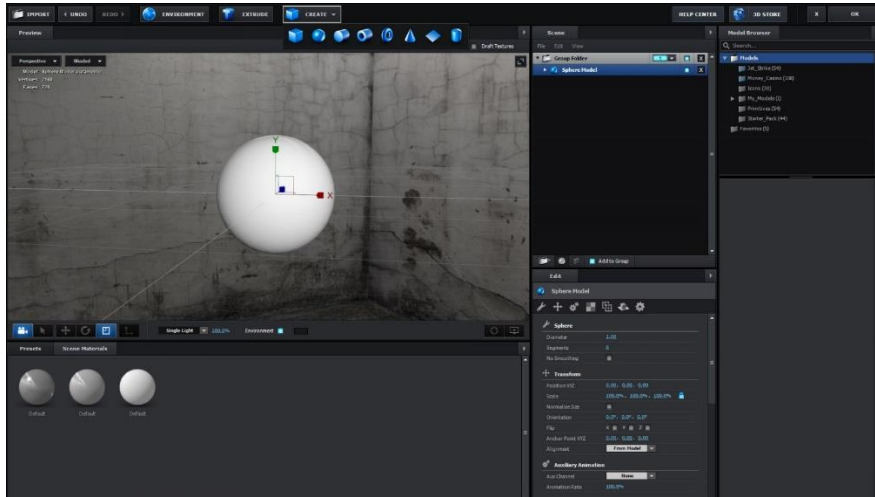


Figure 3.6 : Element 3d work

3.7 Media encoder : Media encoder mainly is a render software. Edited footage are render through media encoder in any type of format we want. The most beneficial thing in this software is the render output file size will be small with the best render quality.

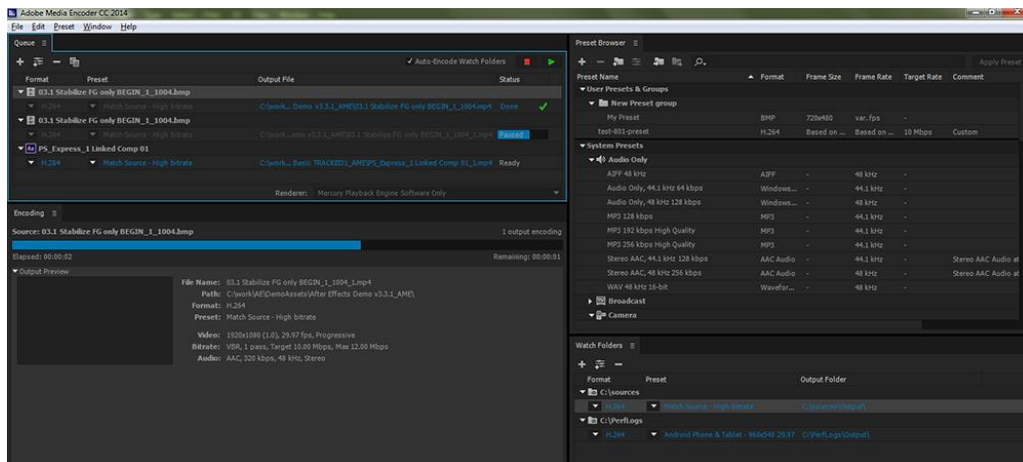


Figure 3.7 : Rendering footage

3.8 Adobe premier pro : Adobe premier pro is a video editing software. With this software we have done footage rough cut, color correction with editing hue, saturation, light exposer, color tint etc.



Figure 3.8 : Color editing

3.9 3ds Max : As we are making an advertisement of headphone so we need to making a product 3d headphone model for 3d product visualization. In 3ds max we have done product 3d model of headphone, texturing, lighting of 3d headphone, animation and finally rendering.

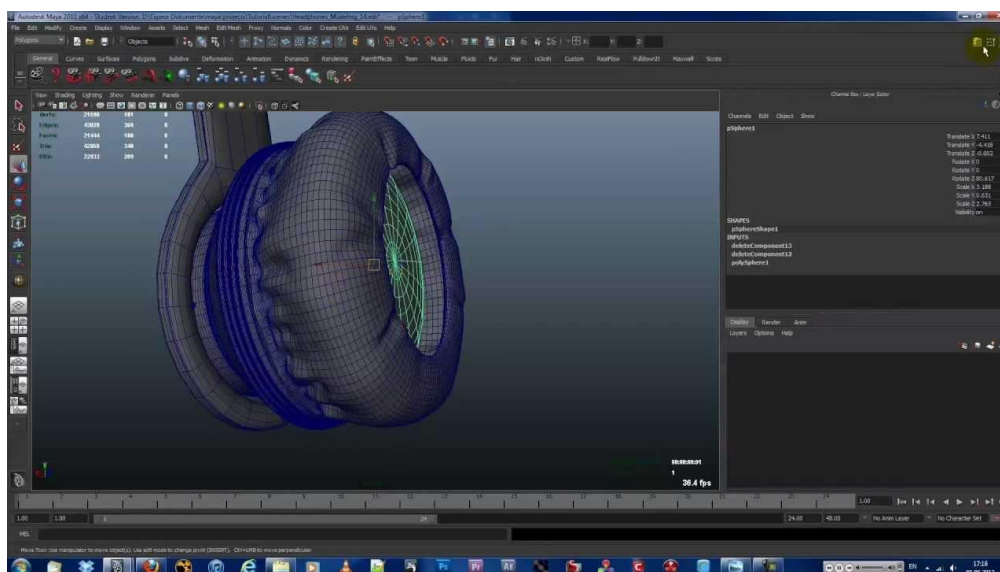


Figure 3.9 : 3d headphone modeling

3.10 Autodesk maya : Autodesk maya is a 3d software like 3ds max. we used maya in our project work for modifying 3d objects. For visual effects we are using many types of 3d models. We have to modify that 3d models as we want and also doing lighting, texturing and render of those 3d models used in our real footage.

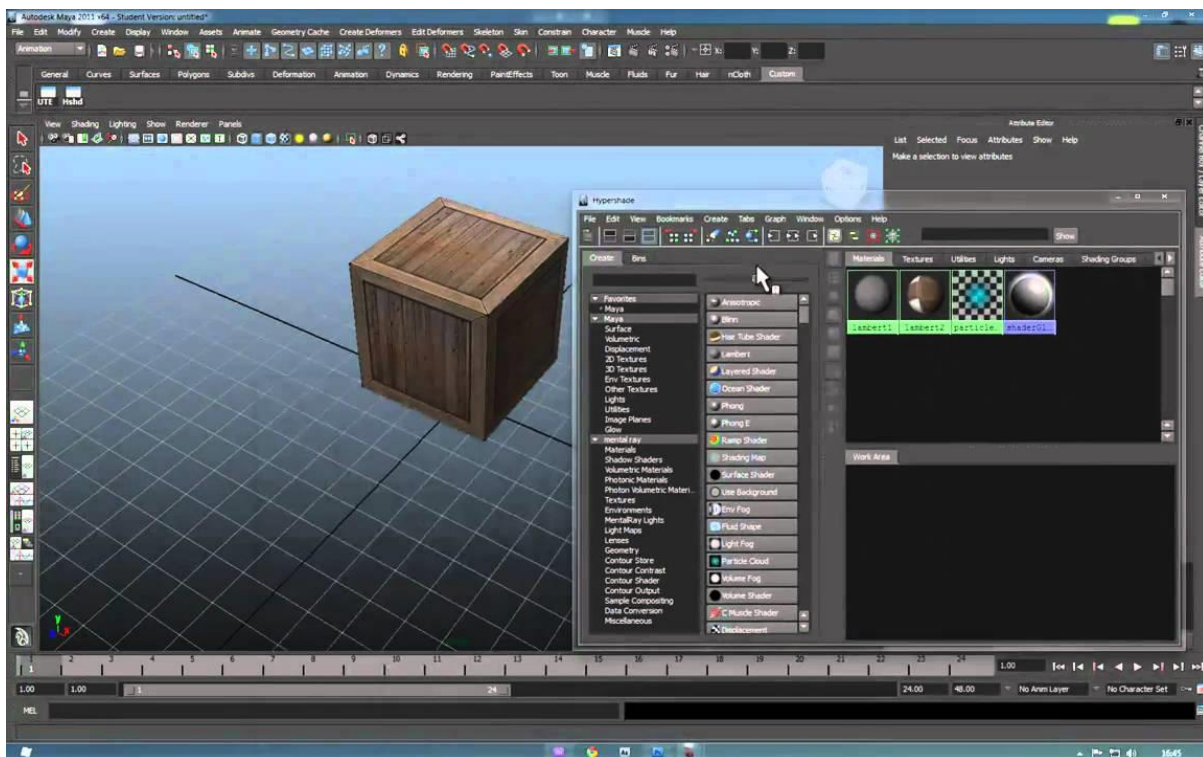


Figure 3.10 : Modify model in maya

CHAPTER 4 : EXPLANATION OF PROJECT

4.1 Introduction :

To sell a product, advertising is an essential requirement. Make advertising more attractive and unique, there is a group of people who hardly work on a daily basis. When we notice this previous announcement and today's announcement, we will be informed of the difference between the previous announcement and today's announcement. Today's announcements are more fantastically updated. Behind this ad there is a group of artists who are always thinking of working on it. The newest addition to advertising is visual effects. These visual effects take the advertising system to another level. We would also like to help take this unique creation to another level. As our final project, we decided to advertise headsets with a display. In this ad we combine visual effects with real images. The history of our advertising is closely related to our daily life. Then our audience will accept the ad without any problems.

4.2 Concept: Our ad story can relate to us very well, when we are on a busy city street, everything around us is busy, including a nuisance area. If we listen to our favorite song right now, that song will take us to another world of our imagination. Usually when we listen to our favorite song, we live in another world that is our own creation in our imagination. In our advertisement basically we will show that amazing world that exist in our imagination. But for feel that world of our imagination we must need to have best quality sound of our favorite song, for that best quality sound we need a best quality headphone. That headphone we are advertising of.

4.3 Production : For headphone advertisement first we need to make a brand for headphone. For that we select a brand name that will relatable with our headphone features. Then make a familiar logo. Target group for the young generation. Then choose the color for our brand, logo and product design. Then he did a story for our ad. Creation of script, storyboard, animatics for preview. Select Spot to record. We select all the outdoor venues for our selection of venues.

Then we move on to the camera shoot. We also have some green screen sessions. Before this work, we have research and analysis of other previous work so that we can establish our ad theme, concept, workflow and other things. Now that we have all of this set up, we have started our editing part. First we did a projection of images, a preliminary montage. Then rotoscoping, masking, 3D camera tracking, 2D character illustration, 3D character texturing, 2D and 3D object tracking in real footage, lighting, rendering, color correction of footage, and finally made a successful advertisement.



Figure 4.1 : Reference shot

CHAPTER 5 : DEVELOPMENT AND WORKFLOW

5.1 Project pipeline :

We've made a headphone advertisement with visualization. For this advertisement we've done different types to analysis given below.

Stages of Production

In our work, the main stages of productions are:

- Pre-production
- Production
- Post-production

5.2 Pre-production

Research and Development –

Concept: Basically, in our advertising we try to show the environment that exists in our imagination while listening to our favorite song. When we are in a busy, annoying and crowded place, only a beautiful person can calm our minds during this time. These crowded places are no longer annoying, each beat tells us a different story, gives us a different mentality. This music explores our imagination and takes us to another world. We try to visualize this wonderful feeling in the advertising of our headphones.

The Impact of Music on the Human Brain: When we listen to music, various areas of the brain are activated, including those associated with movement, planning, attention, and memory. It also changes the chemistry of our brain. Listening to the music we enjoy stimulates the release of dopamine, which makes us feel rewarded. A feeling of chills. The phenomenon of chills or chills that emanates from a piece of music is called frisson and it has been one of the great mysteries of human nature since it was first described. In addition to the dynamics and rhythm changes that are captured by the brain, it is the changes in the textures - especially in orchestral

music we can think of the advent of new instruments - that excite the brain. Changing elements of music , it can become the mood swing of a song. Songs can trigger different emotions. Some songs make you happy or excited, these feelings come from the composition of the song, the instruments used, and the way the performers play them. Music is a language of emotions because it represents different feelings and can penetrate the soul without limits or restrictions. This feeling is the creation of the human body that is scientifically proven. We are focusing on this human nature in our advertisement. When we listen to music, multiple areas of the brain are activated which is marked.

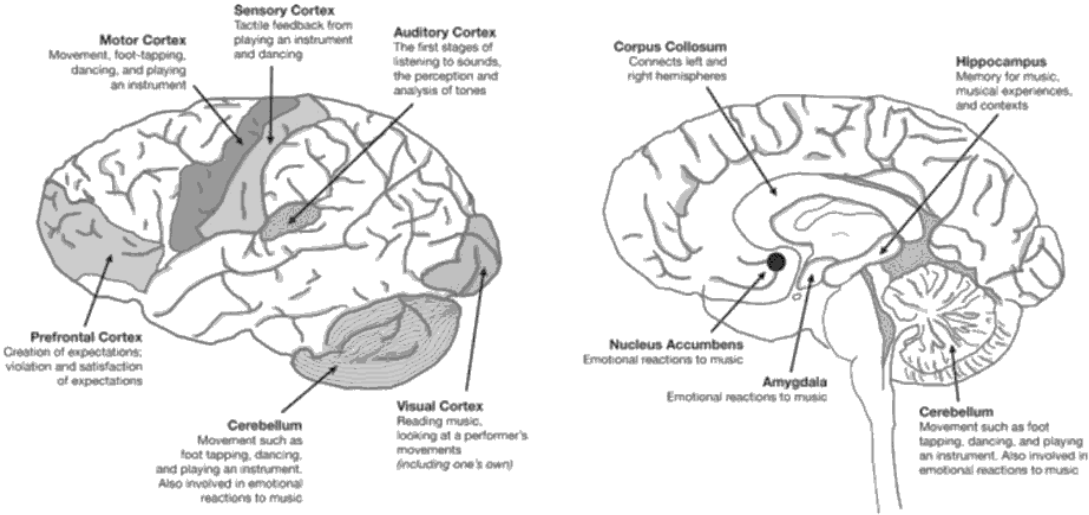


Figure 5.1 : Activated area of brain

Analysis on ads : The Three Types of Advertising are ...

Brand Advertising - is all about creating awareness of the brand.

Direct Sales Advertising - is the typical ad that says we have product X, buy it now.

Relationship Building Advertising : Relationship Building Advertising is just what it says. The aim is to build a relationship NOT to make an immediate sale. 1 minute of video is worth 1.8 million words. Visual storytelling is a strategy for using visual content to communicate a narrative. An effective piece of visual storytelling inspires an emotional response, educates the audience, and/or guides them to a particular conclusion. Visual storytelling can take place in a single content item, such as a moving chart, infographic, or social media post, or it can be accomplished through multiple complementary and interconnected content items. Imaginary experiences are processed in the brain as if they were real experiences. Neurological research shows that during the tense moments of a story, our brain produces the stress hormone cortisol; These adorable animal videos we watch release oxytocin, the chemical that promotes connection and empathy; a happy ending triggers dopamine, which sparks hope and optimism. Psychologist Jerome Bruner found that we are 22 times more likely to remember an event when it is wrapped up in a story. The Stanford Graduate School of Business found that when listening to presentations that contained facts and figures or a story, only 5% remembered a statistic, but a whopping 63% remembered the stories. And the list goes on. Our type of ad are relationship building ads that will tell our audience a memorable story.

Brand Analysis: Our headphone brand name is "Beat". These headphones have excellent sound quality allowing you to feel every beat of music that will spark your imagination. That is why we have chosen our "Beat" brand of headphones. And with this same name, there is no other brand of headphones in the world, so you should not be afraid of running into another brand.

Target Group: Our target group is the young generation between the ages of 15 and 30. Usually the younger generation uses headphones to listen to music. The young generation listens to a wide range of hip hop, pop, rock music. That is why we rely on sound rhythms.

Logo idea: We draw numerous logos on the notepad. From the conceptualization of our thinking. Since the name of our logo is Beat, let's try to use the Beat symbol in our logo in different ways. In addition, we tried to use the first letter of the brand "B" in our logo design to create a perfect match and a balanced logo that is more acceptable to our audience. Here are some logo sketch we've tried.

Here is our first logo design idea.

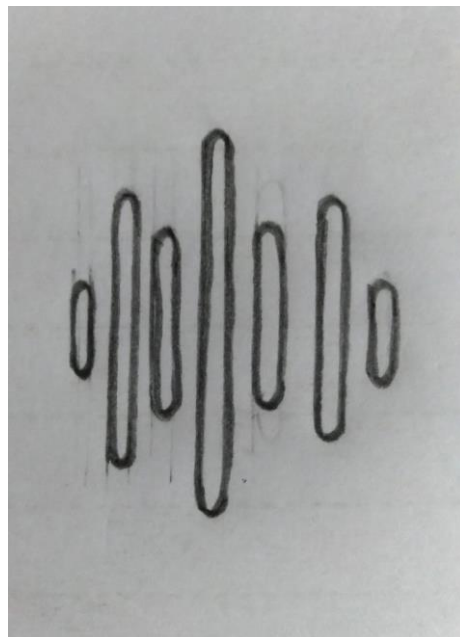


Figure 5.2 : First logo idea

Here is our second logo design idea.

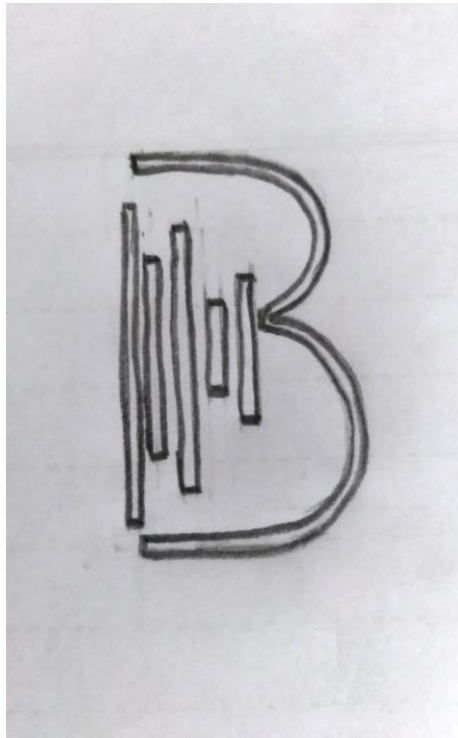


Figure 5.3 : Second logo idea

Here is our third logo design idea.

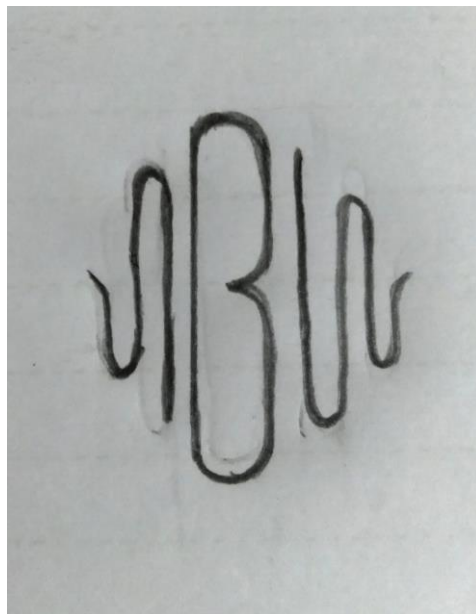


Figure 5.4 : Third logo idea

Here is our Fourth logo design idea.

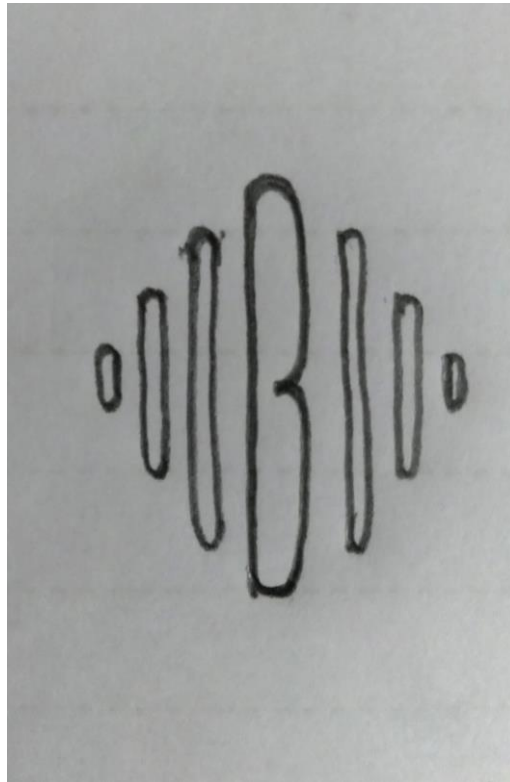


Figure 5.5 : Fourth logo idea

And this is our final logo design idea.

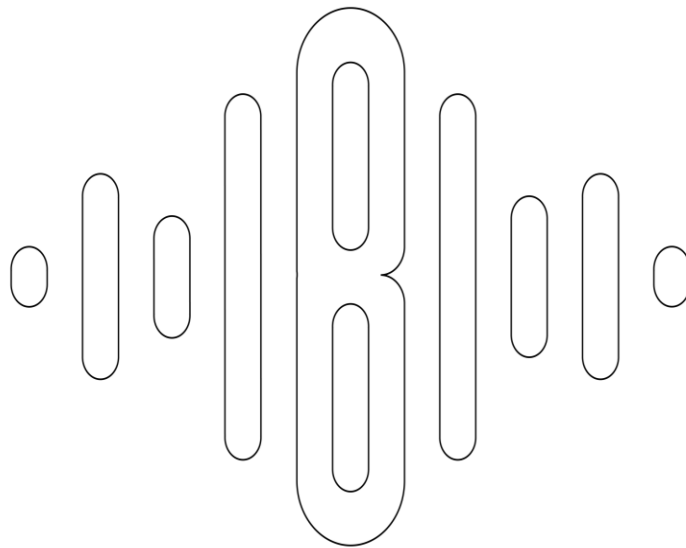


Figure 5.6 : Final logo design outline

Process of design : I've follow a pattern rules to make this design. This pattern make my logo balanced and perfect sizing in every strock. The pattern design is given bellow.

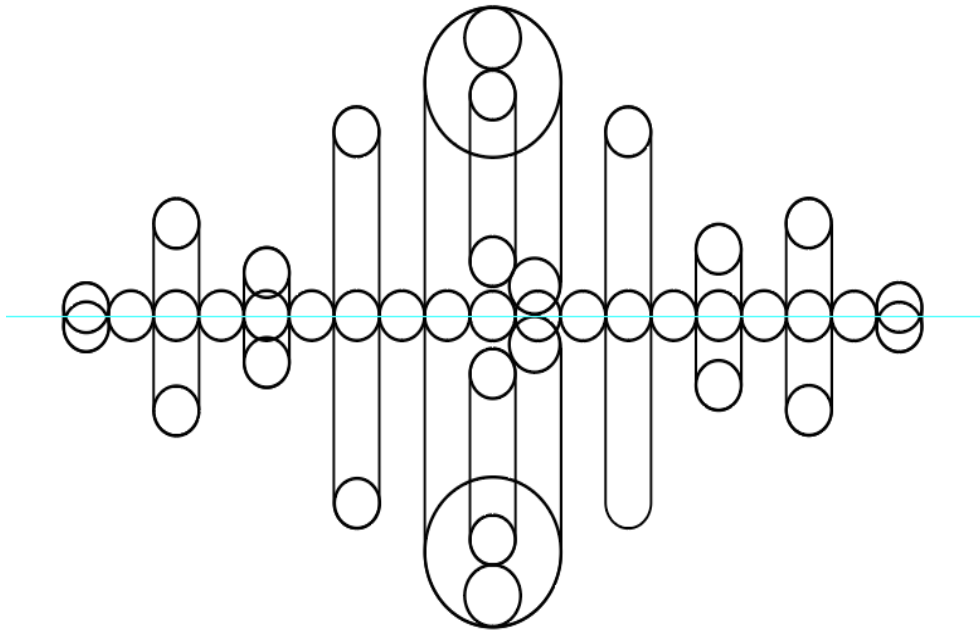


Figure 5.7 : Logo pattern design

Logo color : Our target audience are young generation and they like to listening hip hop, pop, rock music, which have energetic, faster vibe. This musics are associated with Reddish color. So I've used multi types of reddish color in my logo. Which are Cardinal-Red (#BD2031), Crimson red (#990000), Orange-Red (#ff4500), Tangerine orange(#f28500), Honey orange (#ffa500). The color palette is given below.

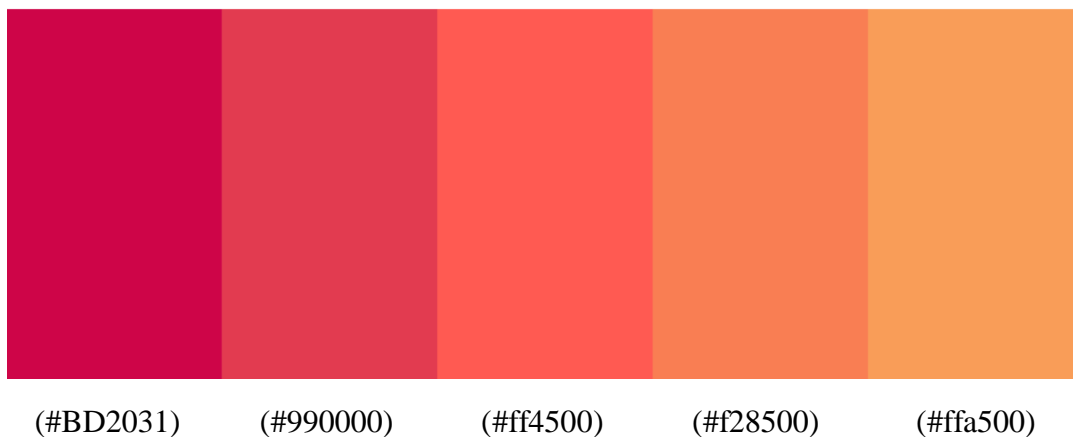


Figure 5.8 : Color palette

Here is my final output of logo design.



Beat for a bit

Figure 5.9 : Final logo output

Tagline : Every brand has a slogan or tagline. Our brand tagline is 'Beat for a bit'. It does mean Beat for every moment, here we use bit as shortest amount of time.

Story : For our advertisement we've made a story, which is very related with our daily life. It will be more acceptable to our audience. In our first scene we have showed a busy city road, so many cars on road, crowd people, all of them are busy with there work. At that time a girl feel so annoying in this environment, who is our main character. To relef her annoyingness she put on headphone and every disturbing sound will be canceled. Slowly a music will be started. She feel better, she is not feeling boring anymore, rather than she exploring her imagination. She saw some unreal character exist around her, they are doing fun, that busy city being more colorful, being more amazine. Her all day was excellent with listening her favorite song by this headphone and end of the day she is satysfied with this headphone.

Script :

Script for a Headphone advertisement

Title :	Place : Exterior
Brand : Beat	Character : A young girl
Product : Headphone	Costume : Red jacket, White t-shirt, Blue pants, Black shoe, two ponytail hairstyle and Headphone on neck.
TRT (Total Run Time) : 01.30 sec	Director : Kazi Sara
Writer : Kazi Sara	
Date of submission : October 2021	

Scene No.	Video	Show time	Audio	TRT
1.1	Set : A busy city road Shot : Down close shot Action : A flat 2d brand logo on road & Car, rickshaw, bike riding on road, then the logo erase.	0.1s	Busy road background sound.	0.1s
1.2	Set : Busy city road Shot : Mid long Action : A crowd of people crossing road, model character will be in crowd.	0.1s	Rickshaw bell sound.	0.1s
1.3	Set : Busy city road Shot : Mid long Action : Over view of busy city road with crowd of car.	0.1s	Busy road background sound.	0.1s
2.1	Set : Road side Shot : Mid shot Action : Character walking in crowd.	0.2s	Crowd noise.	0.2s
2.2	Set : Busy city road and road side Shot : Cut shot Action : Hawker shouting, annoying busy road, bus helper shout, car horn, Rickshaw bell ringing.	0.4s	Hawker shout, Crowd noise, bus helper shout, car horn sound and Busy road background sound.	0.4s

3.1	Set : Road side Shot : Close round shot Action : Character putting on headphone and open her eyes.	0.2s	Crowd noise fade out and be silence for 1sec and starting a music.	0.2s
4.1	Set : Road side Shot : Mid shot Action : Character smiley face looking nearby a GFX beat circle, which is around the character.	0.1s	A happy music.	0.1s
4.2	Set : Road side Shot : Trolley Action : People seating on road side and GFX making them 2d cartoon, painting, 3d sculpt.	0.4s	A happy music.	0.4s
4.3	Set : Walking road Shot : Dolly Action : Some GFX 2d and 3d character staying side of road, low Poly 3d clouds blowing on top. Character walking forward on road watching those stuff with happy face.	0.3s	A happy music.	0.3s
5.1	Set : Road Shot : Close shot Action : In traffic signal bar a GFX signal character dance.	0.1s	A happy music.	0.1s
5.2	Set : Road Shot : Mid long Action : Character crossing road and jumping on zebra crossing, at that time zebra crossing will moving like piano key play. GFX	0.3s	A happy music.	0.3 s
5.3	Set : Footpath road Shot : Mid long, Mid Action : Character walking forward on road and reading a magazine, GFX on magazine cover a headphone motion in left side and a character dancing in right side.	0.3s	A happy music.	0.3s
6.1	Set : Footpath road Shot : Long shot Action : character dancing on sidewalk, in background wall there's playing a display of music beat.	0.3s	A happy music.	0.3s
6.2	Set : Footpath road Shot : Mid shot Action : Character Dancing on road,	0.5s	A happy music.	0.5 s

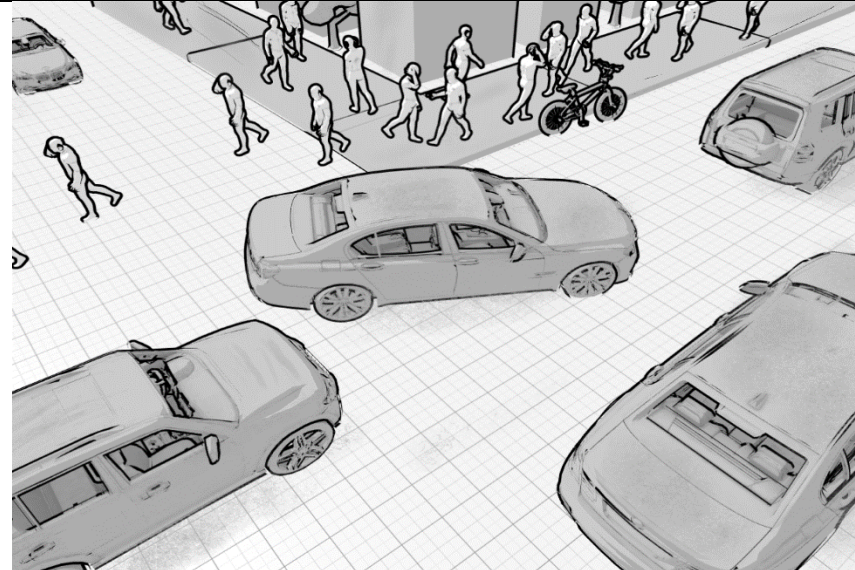
	beside there is a screen play on a building.			
6.3	Set : Footpath road Shot : Mid long Action : Character walking with dance vibe and touching plants, GFX flower growing on there.	0.3s	A happy music.	0.3s
7.1	Set : Stair Shot : High angle Action : Character running on stair and GFX color wave creating around her feet.	0.2s	A happy music.	0.2s
7.2	Set : Corridor Shot : Dolly Action : Some GFX 2d and 3d character staying side of corridor, 3d dolphin blowing on sky. Character walking forward and watching those stuff with happy face.	0.3s	A happy music.	0.3s
7.3	Set : Building roof Shot : Tilt up Action : Character standing on roof top and watching amazing GFX 3d city.	0.3s	A happy music.	0.3s
8.1	Set : Footpath road Shot : Close panning Action : Previous tilt up shot marge with this shot. Sky scene will showed on road water and character walking though this water.	0.1s	A happy music.	0.1s
8.2	Set : Footpath road Shot : Close panning Action : In another shot character walking leg.	0.1s	A happy music.	0.1s
9.1	Set : Footpath road Shot : Panning Action : Character walking on footpath. After crossing a pillar she transformed into a 2d character and crossing another character she will getting back.	0.4s	A happy music.	0.4s
10.1	Set : Footpath road Shot : Mid shot Action : Character get in the bus.	0.2s	A happy music.	0.2s
10.2	Set : Bus seat Shot : Panning Action : Character sitting beside bus window and watching outside, in outside	0.4s	A happy music.	0.4s

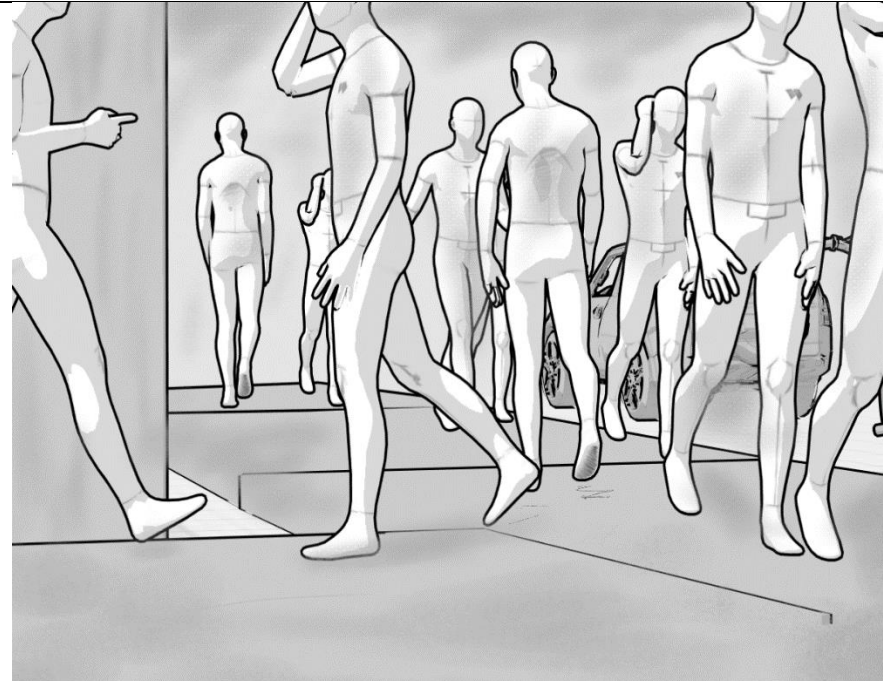
	of window there is a CGI upper world.			
11.1	Set : 3d visual set Shot : Dolly Action : After a wipe transition the character will standing on top of a GFX city. She will touch a upper world GFX character then the camera came out from that GFX city to GFX universe. Then screen getting fade out.	0.4s	A happy music.	0.4s
12.1	Set : Sitting lounge Shot : Mid Action : Fade in scene. Character sitting on a seat, having a satisfying smile.	0.3s	A happy music.	0.3s
12.2	Set : Sitting lounge Shot : Close Action : Camera getting close to headphone logo.	0.1s	A happy music.	0.1s
13.1	Set : 3d visual set Shot : Close to mid shot Action : Zoom out headphone logo and enter into 3d visualization headphone. Headphone motion, tracking point, color, logo & tagline.	0.3s	A happy music.	0.3s

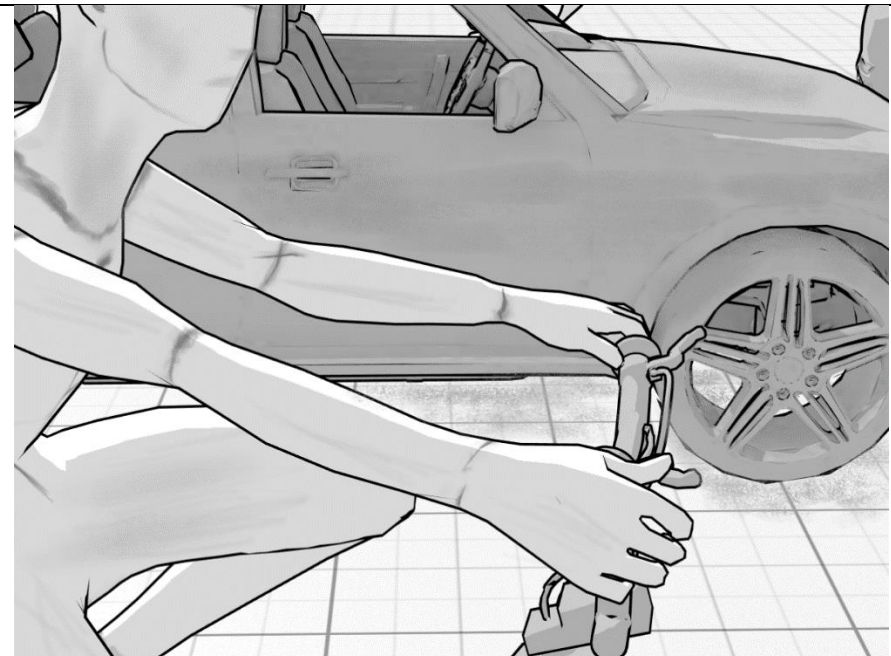
Storyboarding :


Story board

Project : A headphone product visualization and advertisement.

Shot : 01	Scene: 01	Set : A busy city road Shot : Down close shot Action : A flat 2d brand logo on road & Car, rickshaw, bike riding on road, then the logo erase.
		

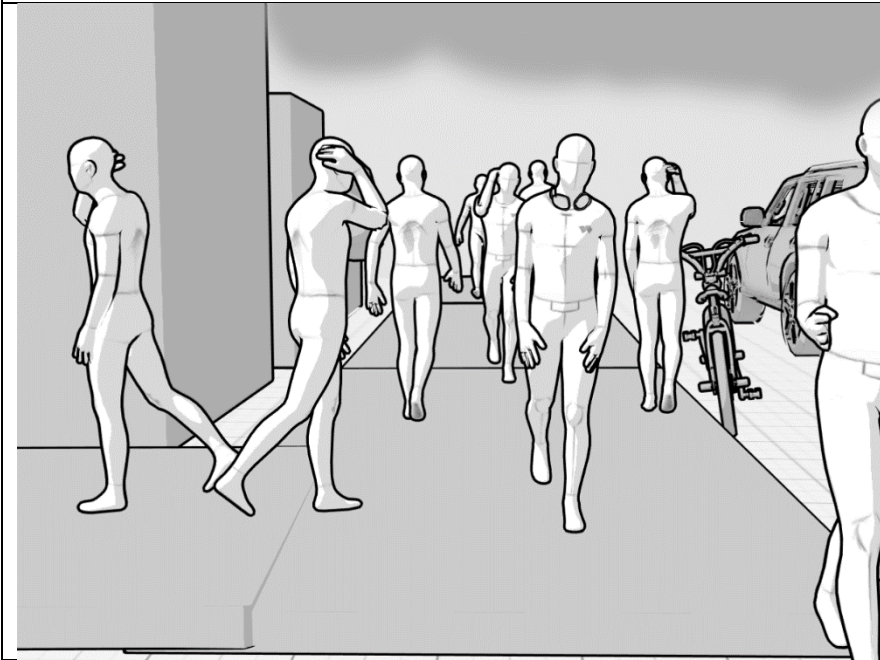
Shot : 02	Scene: 01	Set : Busy city road Shot : Mid long Action : A crowd of people crossing road, model character will be in crowd.
		

Shot : 03	Scene: 01	
		<p>Set : Busy city road Shot : Mid long Action : Over view of busy city road with crowd of car.</p>

Shot : 04	Scene: 01	
		<p>Set : Busy city road Shot : Mid long Action : Over view of busy city road with crowd of car.</p>

Shot : 05

Scene: 02



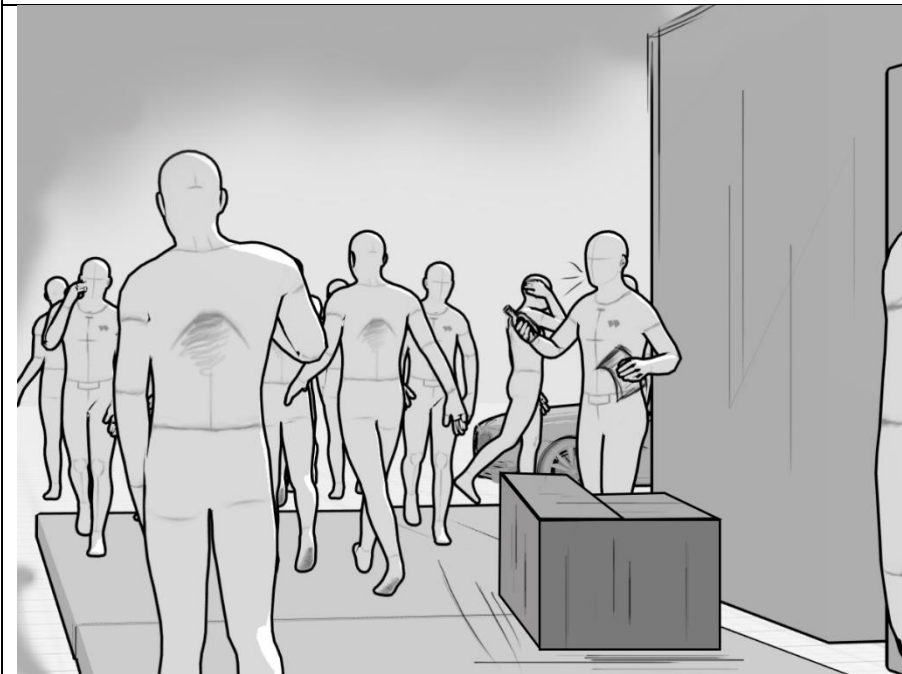
Set : Road side

Shot : Mid shot

Action : Character walking in crowded.

Shot : 06

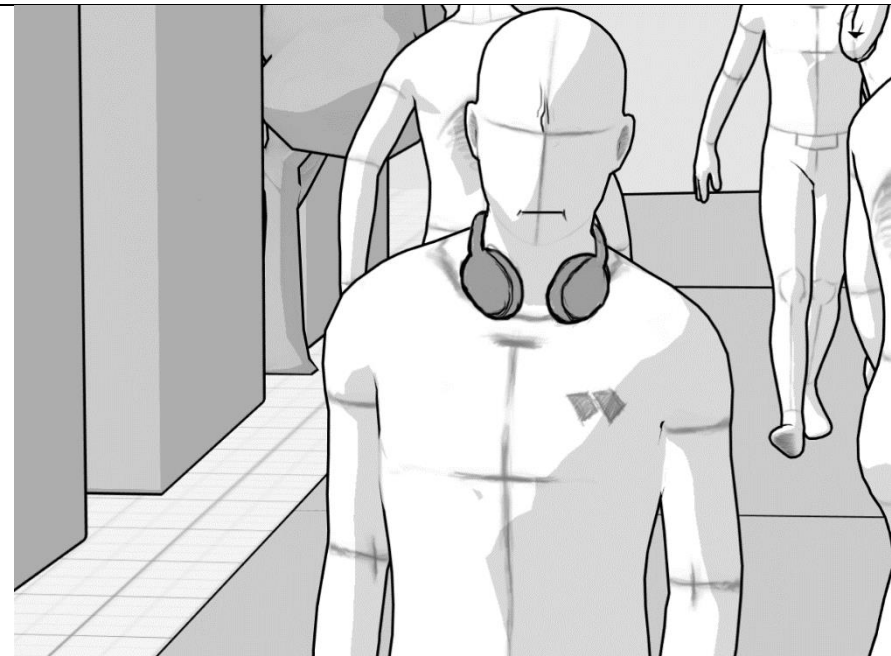
Scene: 02





Set : Busy city road and road side


Shot : Cut shot

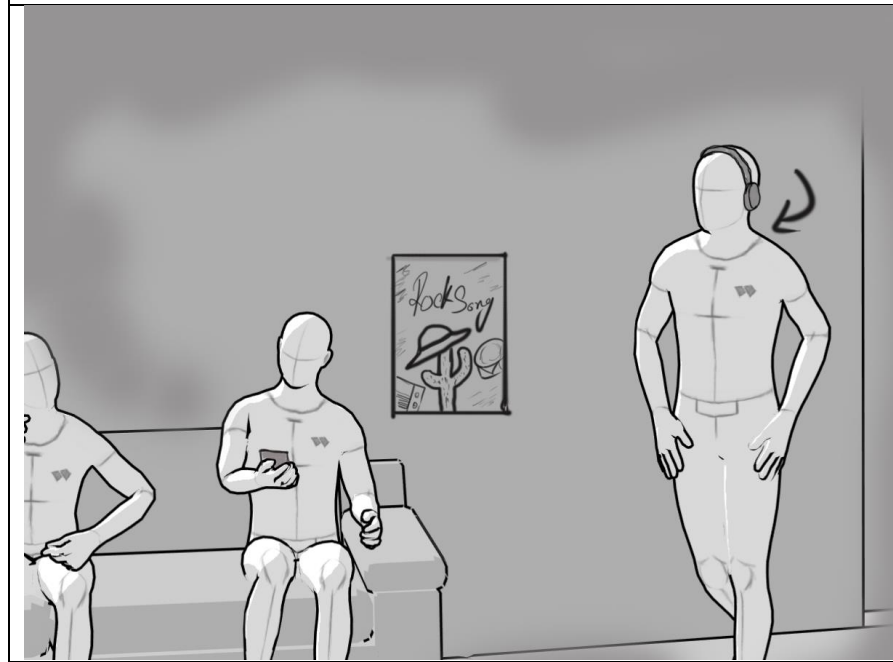
Action : Hawker shouting, annoying busy road, bus helper shout, car horn, Rickshaw bell ringing.

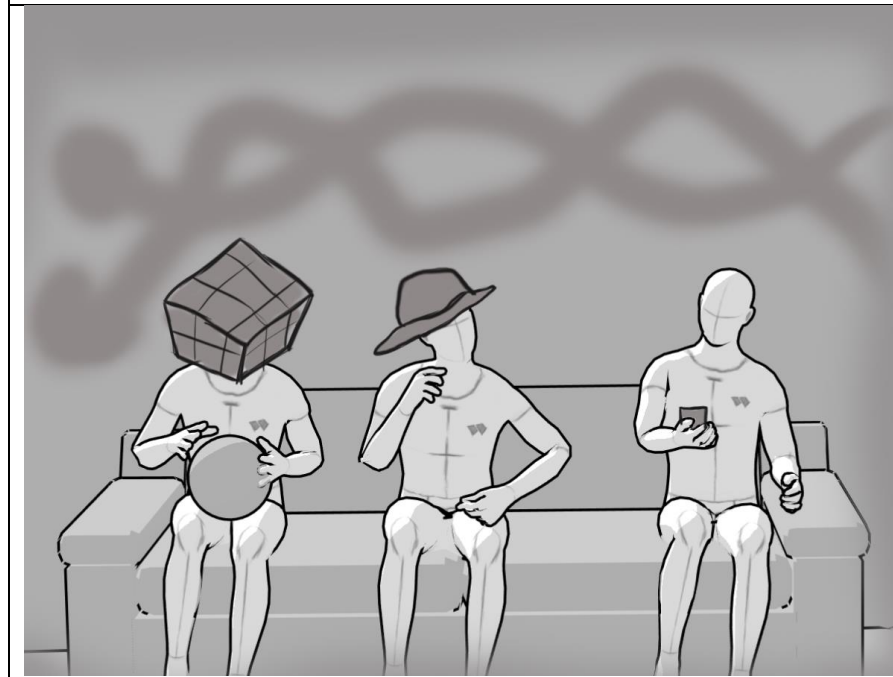
Shot : 07	Scene: 02	
		<p>Set : Busy city road and road side</p> <p>Shot : Cut shot</p> <p>Action : Hawker shouting, annoying busy road, bus helper shout, car horn, Rickshaw bell ringing.</p>


Shot : 08	Scene: 02	
		<p>Set : Busy city road and road side</p> <p>Shot : Cut shot</p> <p>Action : Hawker shouting, annoying busy road, bus helper shout, car horn, Rickshaw bell ringing.</p>


Shot : 09	Scene: 02	
		<p>Set : Road side Shot : Close round shot Action : Character putting on headphone and open her eyes.</p>

Shot : 10	Scene: 02	
		<p>Set : Road side Shot : Mid shot Action : Character smiley face looking nearby a GFX beat circle, which is around the character.</p>

Shot : 11	Scene: 03	
		<p>Set : Road side Shot : Trolley Action : People seating on road side and GFX making them 2d cartoon, painting, 3d sculpt.</p>

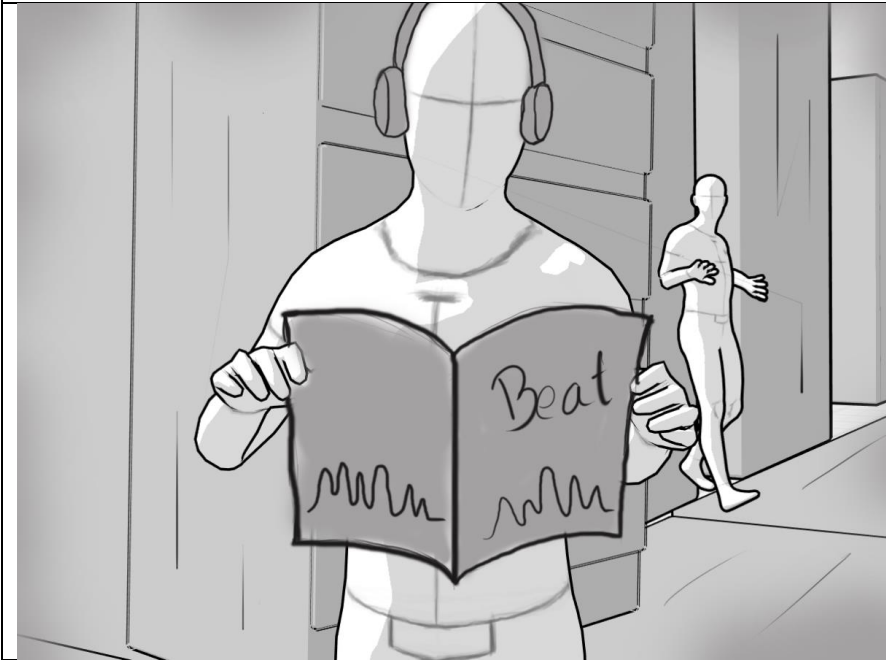
Shot : 12	Scene: 03	
		<p>Set : Road side Shot : Trolley Action : People seating on road side and GFX making them 2d cartoon, painting, 3d sculpt.</p>

Shot : 13	Scene: 04	
		<p>Set : Walking road Shot : Dolly Action : Some GFX 2d and 3d character staying side of road, low Poly 3d clouds blowing on top. Character walking forward on road watching those stuff with happy face.</p>

Shot : 14	Scene: 05	
		<p>Set : Footpath road Shot : Mid long, Mid Action : Character walking forward on road and reading a magazine, GFX on magazine cover a headphone motion in left side and a character dancing in right side.</p>

Shot : 15

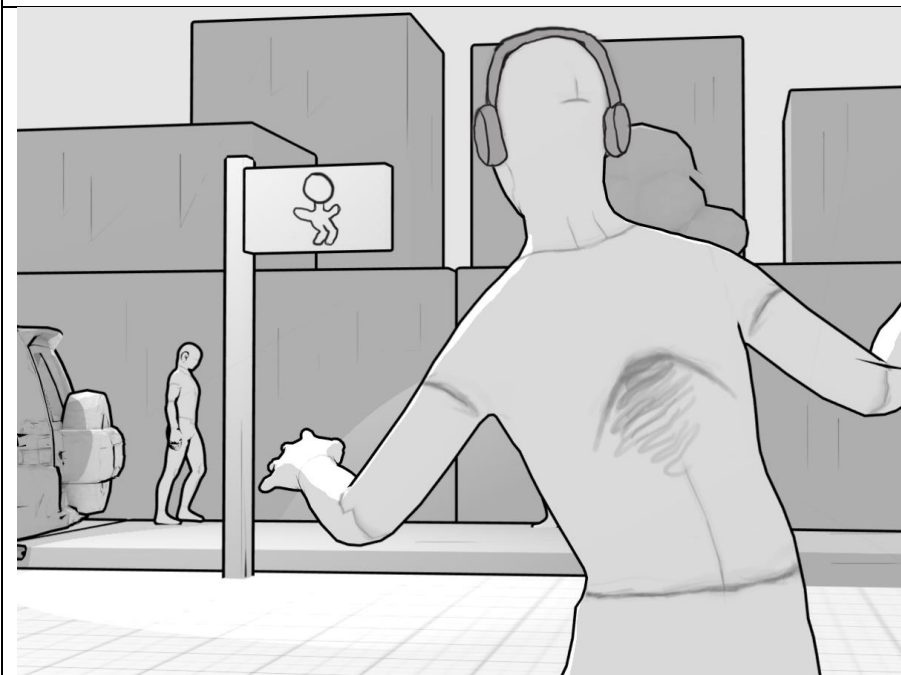
Scene: 05




Set : Footpath road
Shot : Mid long, Mid
Action : Character walking forward on road and reading a magazine, GFX on magazine cover a headphone motion in left side and a character dancing in right side.

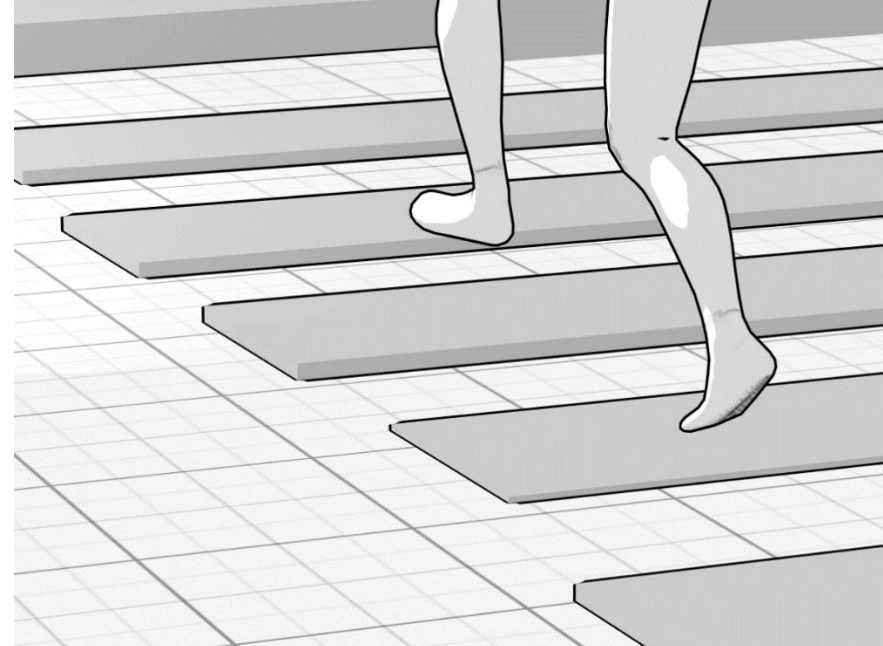
Shot : 16

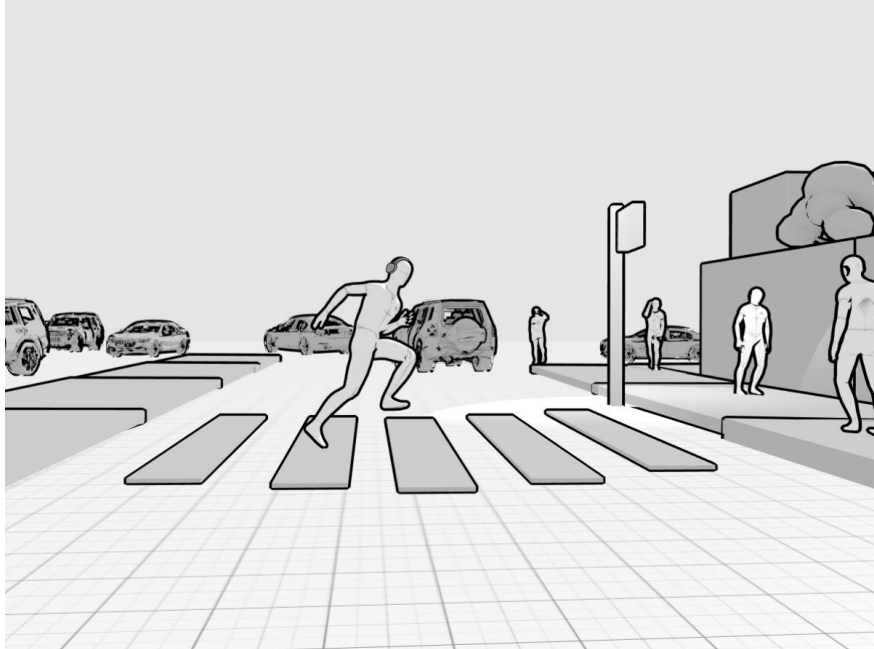
Scene: 05

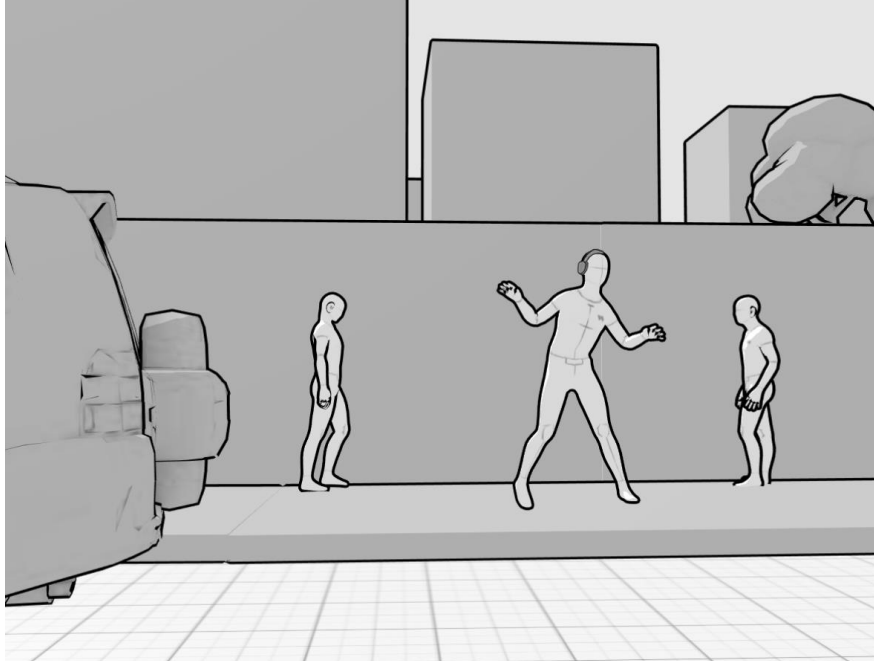



Set : Road
Shot : Close shot
Action : In traffic signal bar a GFX signal character dance.

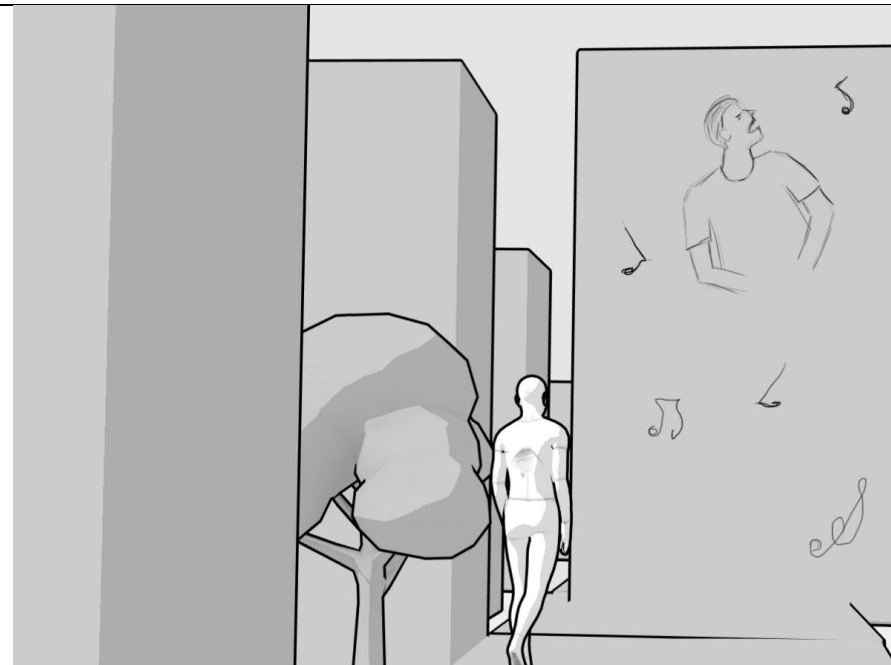
Shot : 17	Scene: 05	
		<p>Set : Road Shot : Close shot Action : In traffic signal bar a GFX signal character dance.</p>


Shot : 18	Scene: 05	
		<p>Set : Road Shot : Mid long Action : Character crossing road and jumping on zebra crossing, at that time zebra crossing will moving like piano key play. GFX</p>


Shot : 19	Scene: 05	
		<p>Set : Road</p> <p>Shot : Mid long</p> <p>Action : Character crossing road and jumping on zebra crossing, at that time zebra crossing will moving like piano key play. GFX</p>


Shot : 20	Scene: 06	
		<p>Set : Footpath road</p> <p>Shot : Long shot</p> <p>Action : character dancing on sidewalk, in background wall there's playing a display of music beat.</p>

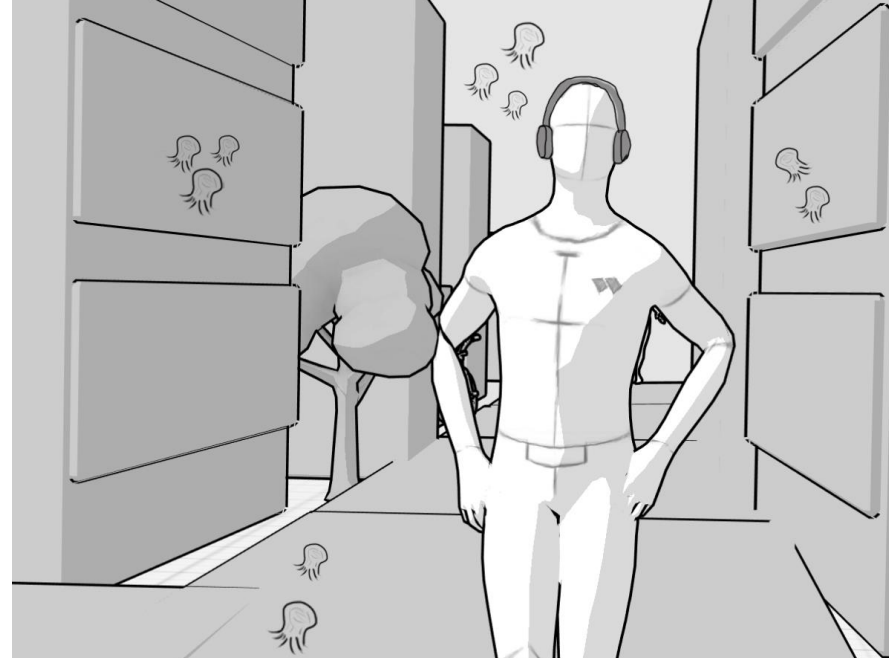
Shot : 21	Scene: 07	
		<p>Set : Footpath road Shot : Mid shot Action : Character Dancing on road, beside there is a screen play on a building.</p>

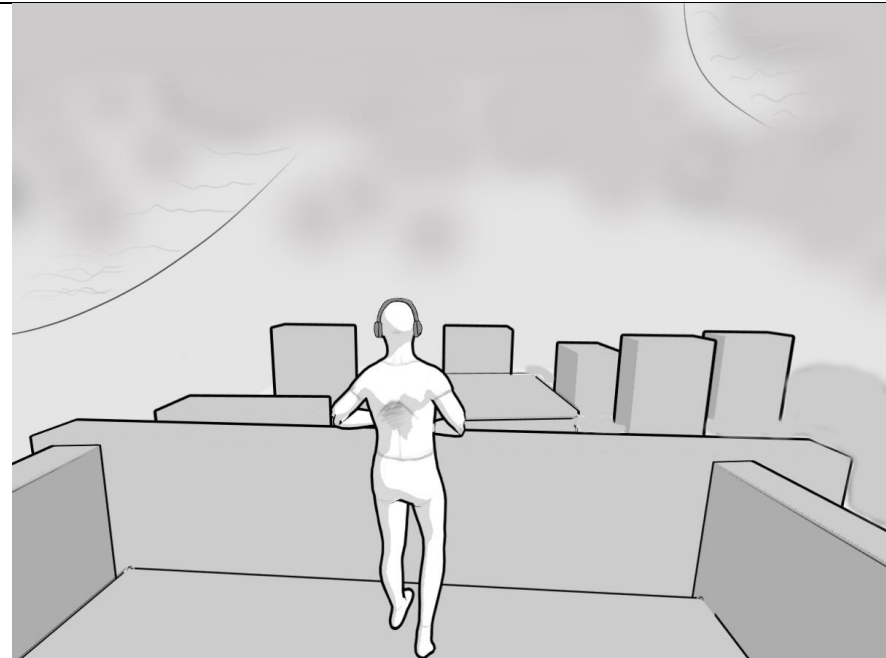
Shot : 22	Scene: 07	
		<p>Set : Footpath road Shot : Mid shot Action : Character Dancing on road, beside there is a screen play on a building.</p>

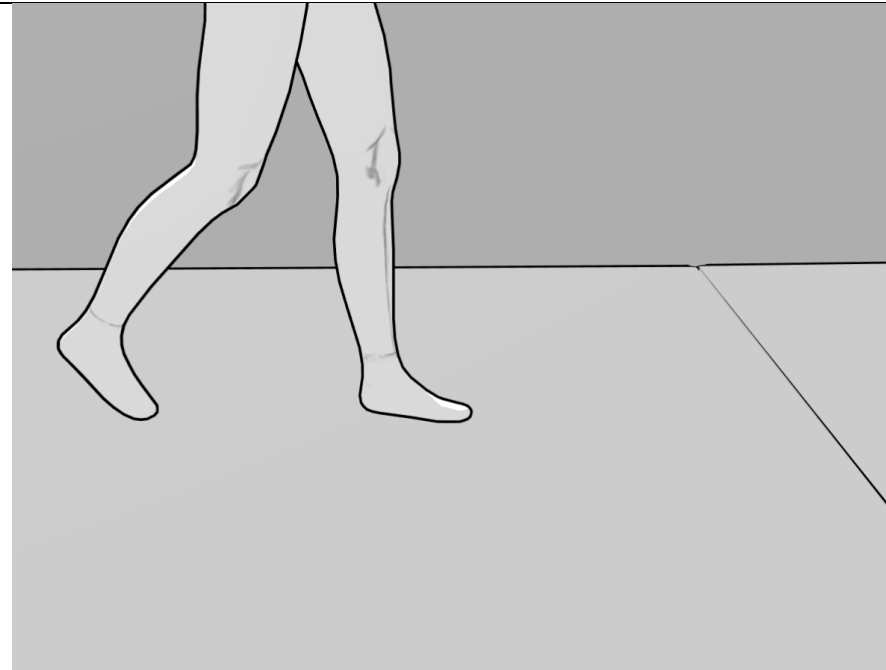
Shot : 23	Scene: 08	
		<p>Set : Footpath road Shot : Mid long Action : Character walking with dance vibe and touching plants, GFX flower growing on there.</p>


Shot : 24	Scene: 08	
		<p>Set : Footpath road Shot : Mid long Action : Character walking with dance vibe and touching plants, GFX flower growing on there.</p>

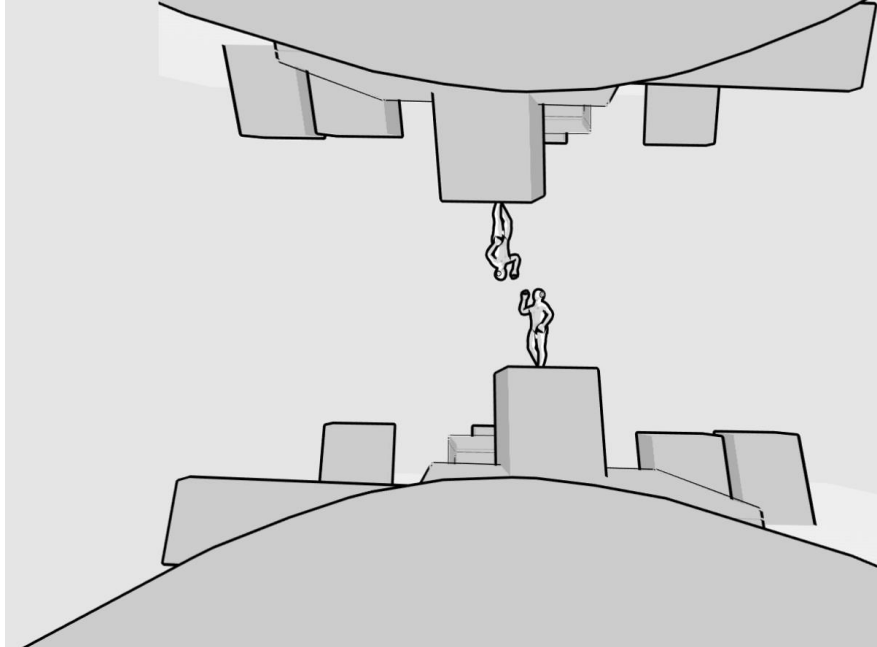
Shot : 25	Scene: 09	
		<p>Set : Stair Shot : High angle Action : Character running on stair and GFX color wave creating around her feet.</p>

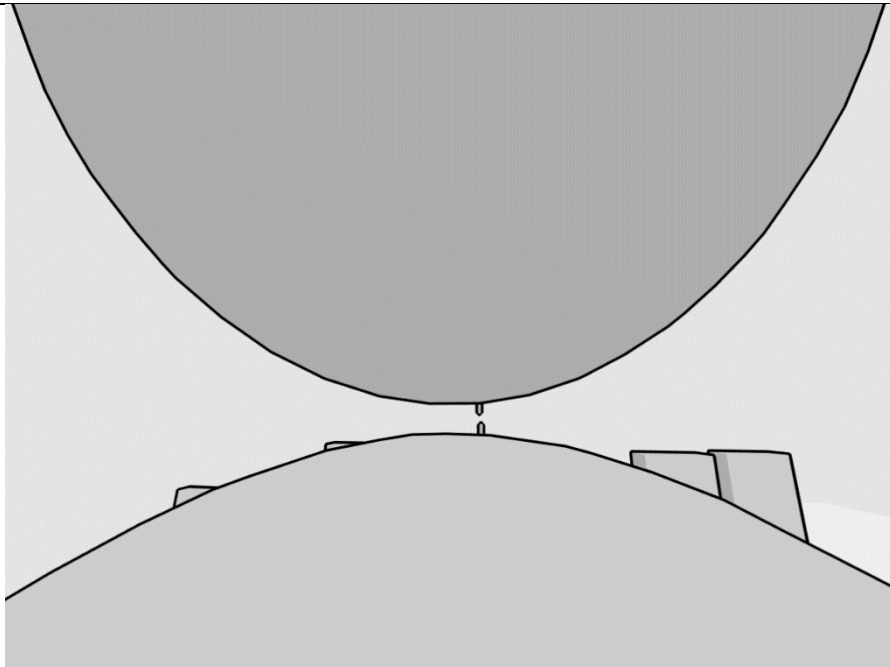
Shot : 26	Scene: 09	
		<p>Set : Corridor Shot : Dolly Action : Some GFX 2d and 3d character staying side of corridor, 3d dolphin blowing on sky. Character walking forward and watching those stuff with happy face.</p>


Shot : 27	Scene: 09	
		<p>Set : Building roof Shot : Tilt up Action : Character standing on roof top and watching amazing GFX 3d city.</p>


Shot : 28	Scene: 10	
		<p>Set : Footpath road Shot : Close panning Action : Previous tilt up shot merge with this shot. Sky scene will showed on road water and character walking though this water.</p>

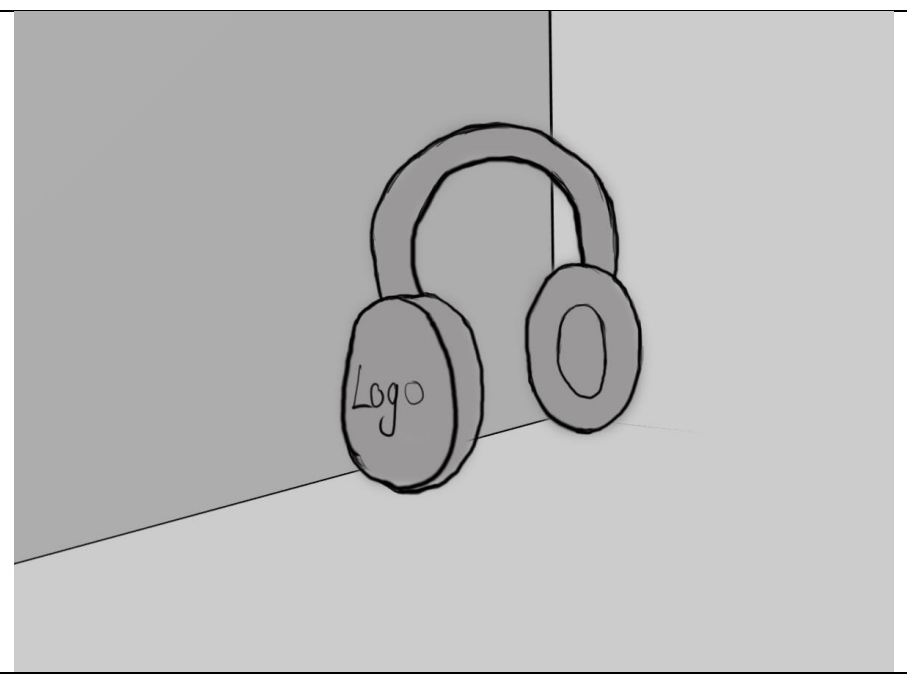
Shot : 29	Scene: 10	
		<p>Set : Footpath road</p> <p>Shot : Panning</p> <p>Action : Character walking on footpath. After crossing a pillar she transformed into a 2d character and crossing another character she will getting back.</p>

Shot : 30	Scene: 11	
		<p>Set : 3d visual set</p> <p>Shot : Dolly</p> <p>Action : After a wipe transition the character will standing on top of a GFX city. She will touch a upper world GFX character then the camera came out from that GFX city to GFX universe. Then screen getting fade out.</p>

Shot : 31	Scene: 11	
		<p>Set : 3d visual set Shot : Dolly Action : After a wipe transition the character will standing on top of a GFX city. She will touch a upper world GFX character then the camera came out from that GFX city to GFX universe. Then screen getting fade out.</p>

Shot : 32	Scene: 12	
		<p>Set : Sitting lounge Shot : Mid Action : Fade in scene. Character sitting on a seat, having a satisfying smile.</p>

Shot : 33	Scene: 12	
		<p>Set : Sitting lounge Shot : Close Action : Camera getting close to headphone logo.</p>

Shot : 34	Scene: 13	
		<p>Set : 3d visual set Shot : Close to mid shot Action : Zoom out headphone logo and enter into 3d visualization headphone. Headphone motion, tracking point, color, logo & tagline.</p>

Anymatics : For pre visualisation we have made a anymatics, so that we can understand how would our output comeout, how much time will needed for advertisement, perfection of every scene.

5.3 Production

Cast: The cast of protagonists on screen has a very direct impact on the development of the script and the story, as well as on the budget and financing. Keeping all of this, we did our casting. Since this ad is aimed at young people, we are choosing a character who engages with young people in this way. On the screen, our character is dancing in the street and it has a charming atmosphere. In this case, he is wearing a red jacket related to the color of our brand. Blue jins, white T-shirt under the jacket, black shoe, two pigtails and headphones on the neck.

Set Design: Since all filming is done outdoors on the reading side, we don't need to create a set design, we have to choose the perfect location to shoot. We chose as our outdoor location.

Shooting day: We start camera shooting from morning to night. All of our images were shot in daylight when we chose our outdoor location.

5.4 Post-production

Projection and preliminary assembly: After filming each scene, we projected all the footage and selected the material that was most suitable for our publicity. Then we cut out the images we need.

Matte Paint - Since we are doing a visual effects ad, we need to do matte paint. This is a type of composition. Different types of film material, images, 3D objects are put together or combined.

Motion Tracking - Analyze footage with a moving camera and / or moving object and track 3D motion in the footage to replicate camera movement and place objects convincingly in the scene.

Match moving - When camera movements are analyzed, this is technically known as matchmoving, while motion tracking generally refers to the movements of individual objects.

Rotoscopy and Color Coding - Rotoscopy and color coding are techniques used to cut out elements of a live action shot. Color keying removes a specific color from a scene, as seen on green and blue screens. Rotoscopy is a more tedious alternative to encoding and involves cutting an object or person frame by frame. color correction is the process of adjusting the lighting and color profile of each shot to create a uniform and consistent appearance. This is not to be confused with color grading, which establishes the creative look of a movie once all visual effects have been completed.

Animation: In our advertisement we use 2D and 3D animations, rigging. We use 3ds Max software, After Effect 3D Element for 3D animation and for 2D animation, we use Illustration in After Effect.

Lighting: One of the most important factors in realistic CGI is the fidelity of the lighting. Good lighting mimics exactly what you set it up, and due to the great difficulty of the process, poor lighting is often one of the first culprits when an item is exposed as a fake.

Composition : Finally, the last stage of the pipeline is here! Composition is the step, often shown on VFX reels, where it all comes together to put together the finished product. Live footage, scene prep data, matte paints, and various visual effects renderings are passed to a composer, who then combines them and brings them together into one perfect image. The color of the film will continue to correct after this point, but that is rarely in the hands of the visual effects department.

Music Selection: Based on the theme of our ad, we have selected upbeat pop music as the background

CHAPTER 6 : DISCUSSION

We did a visual effects ad that is very unique to other headphone ads. We focus on a unique story theme. We try to tell a common story in a unique way. We focus more on the promotional story than the product display. Because we are trying to advertise relationship building. When you see other headphone ads, they focus more on product display. Even from a world famous Sony headphone brand. On the contrary, our advertising is more exclusive and interactive. A relationship building ad can reach your audience 63% of the time. So our headphone advertising is better than any other headphone advertising system.

CHAPTER 7 : CONCLUSIONS

If you have manufactured a product, you must promote it to your customers. Everywhere we can see advertisements around us. Not just video content posters, photos, banners and much more. All of these advertisements are carefully designed to draw customers' attention to this product. Every day, these designers, artists, and creative creators work to make a more engaging channel or advertising system. We are also trying to create a unique form of advertising. We are not only designed and planned for our advertising, but we have also performed analysis of our target group, the wishes of our customers, product analysis, human psychology analysis and previous advertising analysis. Behind each new creation there is a long process of every little thing, including a story, of making something new.

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