`FINAL YEAR THESIS

“Animated Cartoon & Chocolate Product advertisement”

BY

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ID: 162 - 40 - 296

This Report Submitted 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 Thesis titled **"Animated Cartoon & Chocolate Product advertisement"** submitted by **Md. Yeahyea Shamim, ID: 161 – 40 – 296** to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation was held on 26th December 2019.

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I hereby deelare that, this thesis has been done under the supervision of **Mr. Arif Ahmed, Associate Professor of the 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

Good representation of a product for selling is very significant for growth in business. And showing the product on a short advertisement for convincing a consumer to buy is very challenging in this modern era of television broadcasting & online-based marketplaces. Most of the cartoon advert are more simple, attractive, entertainment and communicative. A cartoon advertisement explain the food taste and varieties of flavor which boosts product sellingchances.My project aims at making a short chocolate brand product animation. That can be used for advertising purposes and attracting the attention of customers. The entire project was created using CGI (computer generated imagery) technology. This animated chocolate advertisement is very attractive to viewers specially the children.The company will be able to show the ability of CGI to create appealing product advertising in the future for people from different fields.

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CHAPTER 1

Introduction

Cartoon 3d animation is now well-known among kids for days. Most of the commercials are simpler, more appealing, more entertaining and more communicative. A cartoon commercial describes the taste of food and flavor variations, which increases the chances of selling the product. My animated chocolate commercial would be particularly appealing to viewers, especially children.

In producing good quality 3D animation for consumer ads, our country is still quite behind. Yet animated ads of good quality will attract children more than a video footage of live action. Animated ads produces results and is cost-effective. To advertise their products, services and ideas, many more companies are switching to animation. Animation costs are much lower and there is usually a huge savings in production costs and less time delays.

The aim of animation is to create sequence drawings or images via various motion creation procedures. This produces an optical illusion by which we can easily see still pictures and drawings. The only tool which can make our dreams come to life is animation. It took our entertainment industry to a new level and with the aid of 3d linking real and digital. Creating 3d animation is a complicated process that consumes time. To make a realistic 3D animation each item must have a precise value.

Animated ads will capture a brand's essence and convey precisely what you want your audience to feel about your product or service. In general, animated cartoon advertisement is fun to watch and produces a higher audience interaction than traditional advertising. In general, commercial animation consists of short videos that communicate clearly and quickly and convey information to be memorable in a creative way.

The children we want to see are our target audience this project. The primary objective for this advisory is to communicate with the public. The aim is to grow the interest of children in this baby's food. We have opted to use animated ads, as this attracts the eyes, and the appeal special.

Making a 3D advertisement or commercial animation like other developed countries has grown rapidly in Bangladesh.In producing good quality 3D animation for consumer ads, Bangladesh has still fallen quite behind. But in Bangladesh, Cycore's studio is doing an e xcellent job for a few days now. Big company such as Unilever , PRAN-RFL group and Bashundhara group have now marketed candy, jam, sweet malted milk, hot milk or powder milk to attract their target customer through their high-quality animated 3D Cartoon advertising.

This project report shows the work process of marketing generic chocolate goods using various techniques and 3D technology. The document is the guide for producing a CGI mobile advert animation that depicts consumer animation modeling and final production for business customers. The animation must be very pleasing to the eye. During the animation I will have to try snappy and fluid motions to obtain a good fun ani mation quality. Cinema 4d is my choice when it comes to animating advertising, as it is perfect for motion and abstract art.

CHAPTER 2

Literature Review

3D advertising is the latest product visualization industry standard. 3D provides a large r ange of products for 3d performers to display their creativity that is essential to attract co nsumers nowadays. Popular brands of baby food products such as Unilever, PRAN-RFL, Basundhora group, Square group are successful in their sales by using CGI-based animation advertising to create market value for their consumers and is one of their prim ary means of advertising products for them.

Television is the largest single source of media messages about food for kids, especially younger kids. More than 75%[2] of the advertising budgets of U.S. food manufacturers a nd 95%[2] of the budgets of U.S. fast food restaurants are allocated to TV. TV viewing begins in early years; US children aged 2-4 years watch 2 hours[2] of TV daily; it rises to more than 3.5[2] hours by the end of school, then drops to about 2.75[2] hours in later adolescence. U.S. kids tend to watch more television in low-income families and minority youth. Therefore, they are more exposed to food ads .U.S. Kids are estimated to be able to view between
20,000 – 40,000[2] advertisements each year and may have been exposed to 360,000 tele vision ads by the time they graduate from high school.On average, there were 11 out of 1 9 food commercials per hour. Of these commercials, 246 (44%)[2] advertised food from t he category of fats and sweets, including candy, soft drinks, chips, cakes, cookies and pa stries.Also popular were fastfood restaurant advertising, which included 11 percent of tot al food
advertisements.The food advertised on television programming for children in the United States is inconsistent with recommendations for healthy eating for children. The food advertised on television programming for children in the United States is inconsistent with recommendations for healthy eating for children.

Consumers International, a non-profit organization made up of a federation of consumer organizations, recently conducted an international comparative survey of television advertising aimed at children. So everywhere all around there is a great need of advertisement for baby food product advertisement. But children mostly like to watch animated advertisement all over the world. So it has a great opportunity to create animated advertisement for baby product advertisement.

Animation is very popular in any program's TV advertising and intro video. Cycore Studio and "Archer Animation" have done a great job in Bangladesh's animation industry over the past few years. I was highly motivated by their "Arla Captain Dano"[3] TVC, a brilliant 3D animated commercial. Making a 3D advertisement or commercial animation like other developed countries has grown rapidly in Bangladesh. In producing good quality 3D animation for consumer ads, Bangladesh has still fallen quite behind. Big company such as Unilever , PRAN-RFL group and bashundhara group have now marketed candy, jam, sweet malted milk, hot milk or powder milk to attract their target customer through their high-quality animated 3D Cartoon advertising.

Since our country is looking for a quality, our country brand animation can also get a high 3d advertisement market if we can pursue and produce such a visualization. When Bangladesh becomes familiar with 3d plays, our country brands need to recognize the importance of 3d ads in order to show the audience a more modern feature and attract their attention. Bangladeshi animation was born in the 1980s when the Mass Communications National Institute began offering animation courses.A cartoon series named Meena was the first big animation project in Bangladesh. It has been produced in collaboration with UNICEF[4] in some social awareness programs. In 1993[4], Meena was initially released and became a Bangladeshi household name. The Montu Miah adventures were also launched in 2000 with an animated television series, which became very successful in a short period of time. In 2013, at the Shishu Academy, the first edition of Bangladesh International Cartoon Festival, Bangladesh's only leading animated film festival. The production of the first animated feature film from Bangladesh, titled The Dreamstage, started in 2013, which is expected to be released in mid-2014. Magic Puppet Studio is one

of Bangladesh's leading private animation studios that Cartoon Bangladesh started its journey in 2015 after 2008. ToonBangla, a leading animation studio in Bangladesh, was founded in 2005. Founded in 2010, Ogniroth Studio later became one of the country's major animation studios. Animation in Bangladesh is a new form of rapidly growing visual arts. In Bangladesh, the animation industry employs around 12,000 people of various ages. Most animation works are from outsourced programs from developed countries in the Western world. Certain animated events include social awareness projects related to services and TV ads. Few studios also produce vibrant short films and feature films.

CHAPTER 3

Project Workflow

This chapter will be discussing the uses of different software and workflow of how to create a 3D animation for the television advertisement. In this part, I will be modeling and texturing few product models then animate it. I will do this in a step by step process and use Cinema4d, Adobe Illustrator and Adobe after effects for the production.

3.1 Pre-production:

3.1.1 Brainstorming: The creative process is a step forward in the planning and creation of a new idea. It's what distinguishes them from others for an artist creating innovative, unique idea and simple idea. For any project, this stage was the backbone. We had to create an idea that would appeal to our target audience. Timing must be ideal as the commercial is small in size and time. We had to sit with all the members of the group and brainstorm to create a perfect idea, goals, way of execution, what we're going to include, what's going to make our project different from others.

3.1.2 Packaging & Branding: Advertisements ' success depends on their ability to attract their target audience. Advertising is aimed at familiarizing target audiences and making them believe that they are searching for this coming brand. That is why it is important for our marketing campaign to have a brand identity. We have therefore chosen to make our own brand. As I am doing advertisement for children I selected some chocolate name that is very funny like “Chico” “Mumu”. I design this kind of logo and product package in adobe illustrator. In adobe illustrator I used mesh tool, pen tool, shape tool to make such

kind of packaging. Then I used some free vector file downloaded from freepik.com. That is all about my process of design this kind of product package.

It's a packet design based on the logo. I add this template to a red cup containing chocola te and biscuts.

Figure 3.1.2.1 lovely cup logo design

This is a logo-based packet style. In a plastic cup containing chocolate-lair pieces, I apply this design.I have used some free file from freepik.com that I downloa ded. And to make a illustration of my own. I used colouwheel different kinds of colour.

Figure 3.1.2.2 Mumo logo design

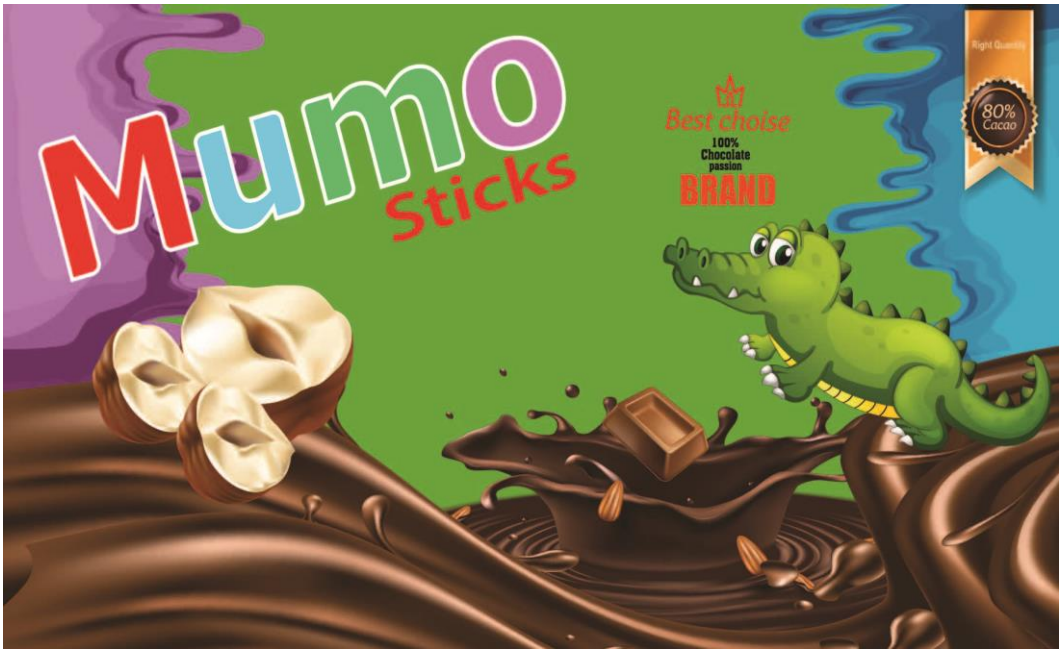

Figure 3.1.2.3 Mumo logo design

This is also logo based packet style. I apply this design for a gems chocolate packet.I have used some free file from freepik.com that I downloaded. And to make a illustration of my own. I used many colour from colourwheel that is very eye catchy and attractive to children. This kind of colourful packet can highly attract children and increase sell.

Figure 3.1.2.2 Mumo logo design

3.1.3 Storyboarding: Storyboarding shows essentially every story or animation clip. Such drawings hold tract with the artist's interpretation of the animation. Sometimes not every visual aspect can be rendered fluid or dynamic, so that the artist can quickly change the boarding of the story. My storyboard is easy and I've concentrated on every project scene.

My first one is a cartoonist and a cup of chocolate is behind him.

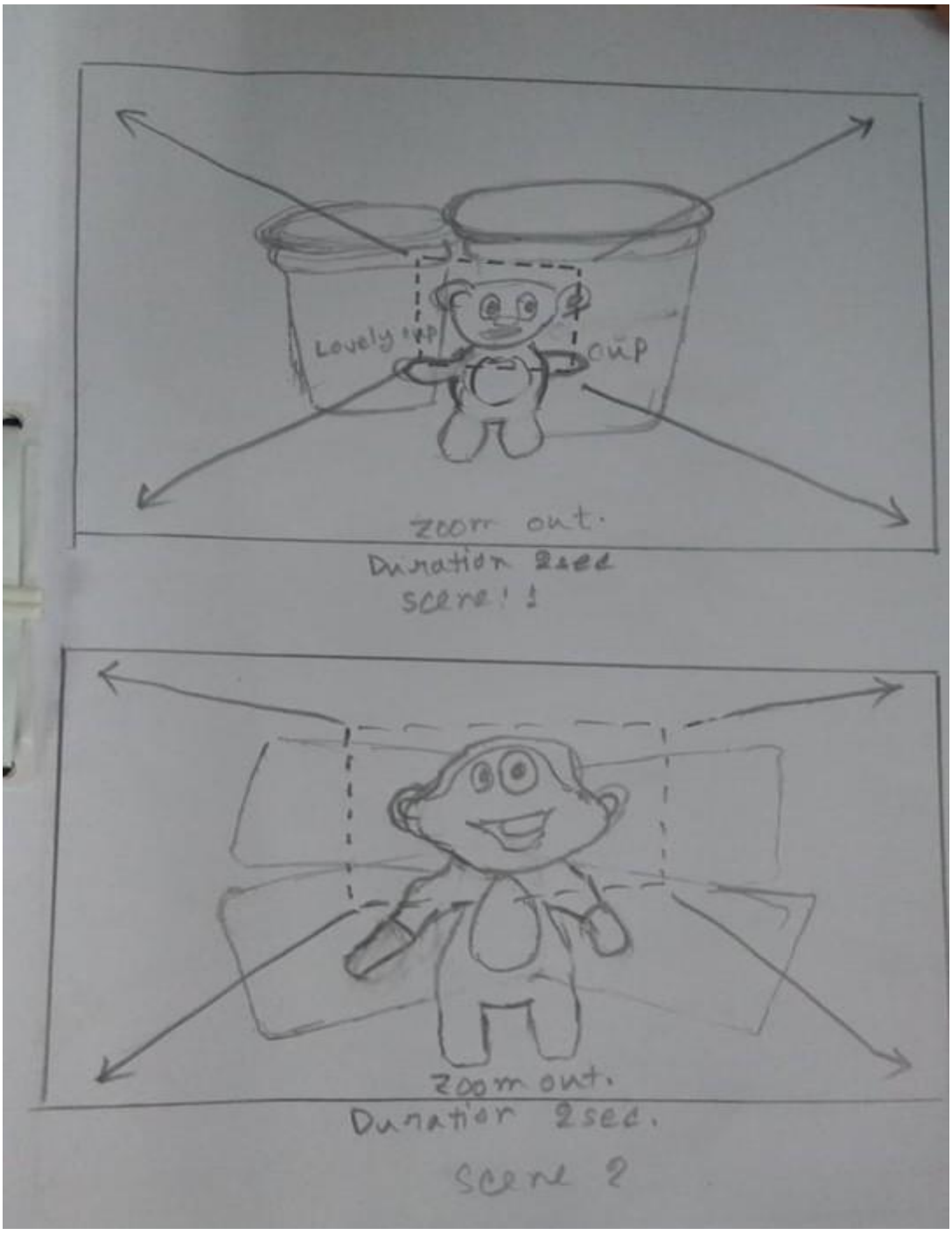

Figure 3.1.3.1 Scene 1 & scene 2 storyboard

My 2nd and 3rd scene is same like 1st scene. In these scene, basically I do camera panning. I draw some arrow that means zooming or panning in the scene. Then the fourth scene is identical to the first, but some animation was different.

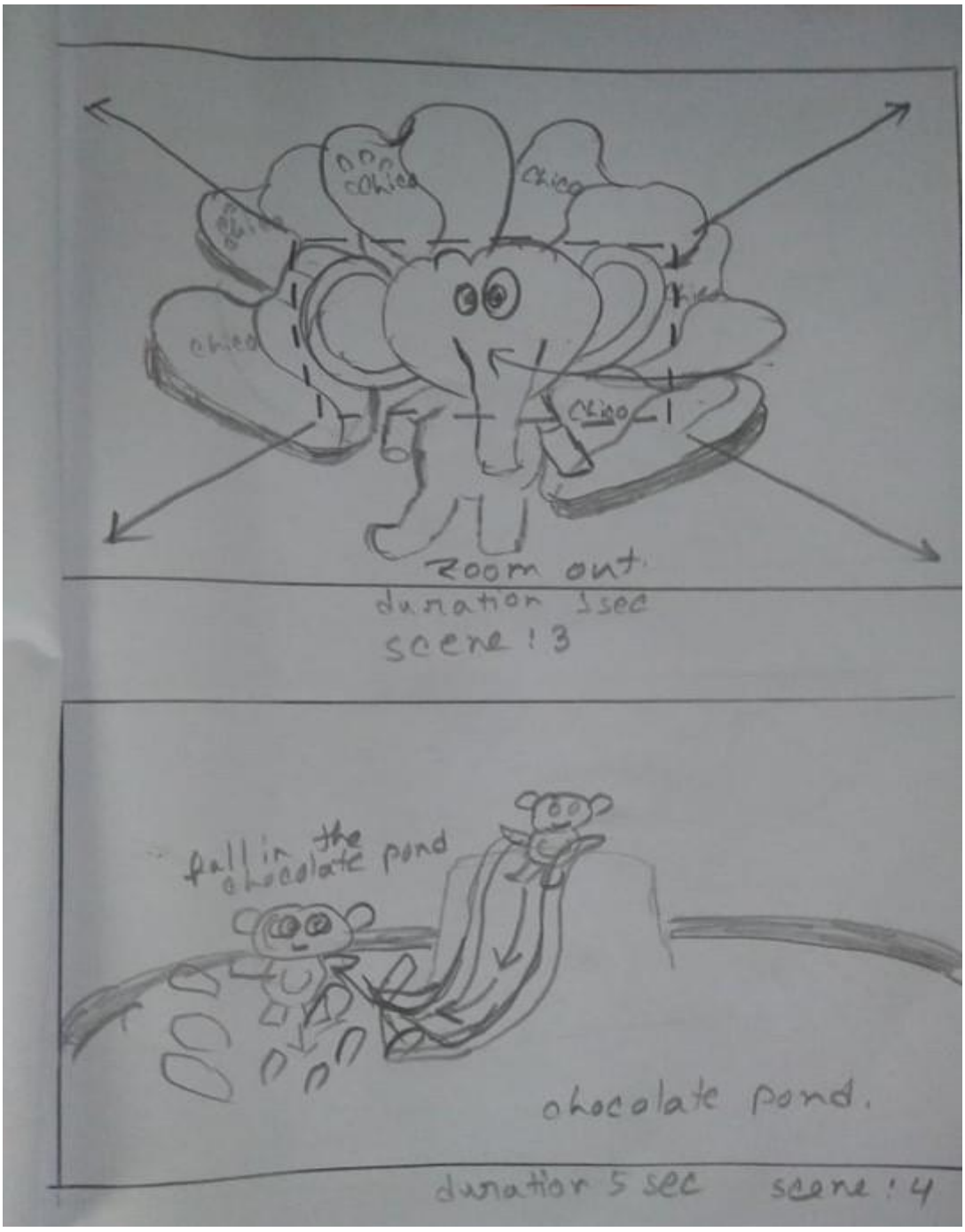

Figure 3.1.3.2 Scene 3 & scene 4 storyboard

The 5th scene contains love shape chocolate packet behind an elephant cartoon model. In sixth scene we can see a jems chocolate cartoon running. I illustrate more than 12 scene like this kind of illustration.

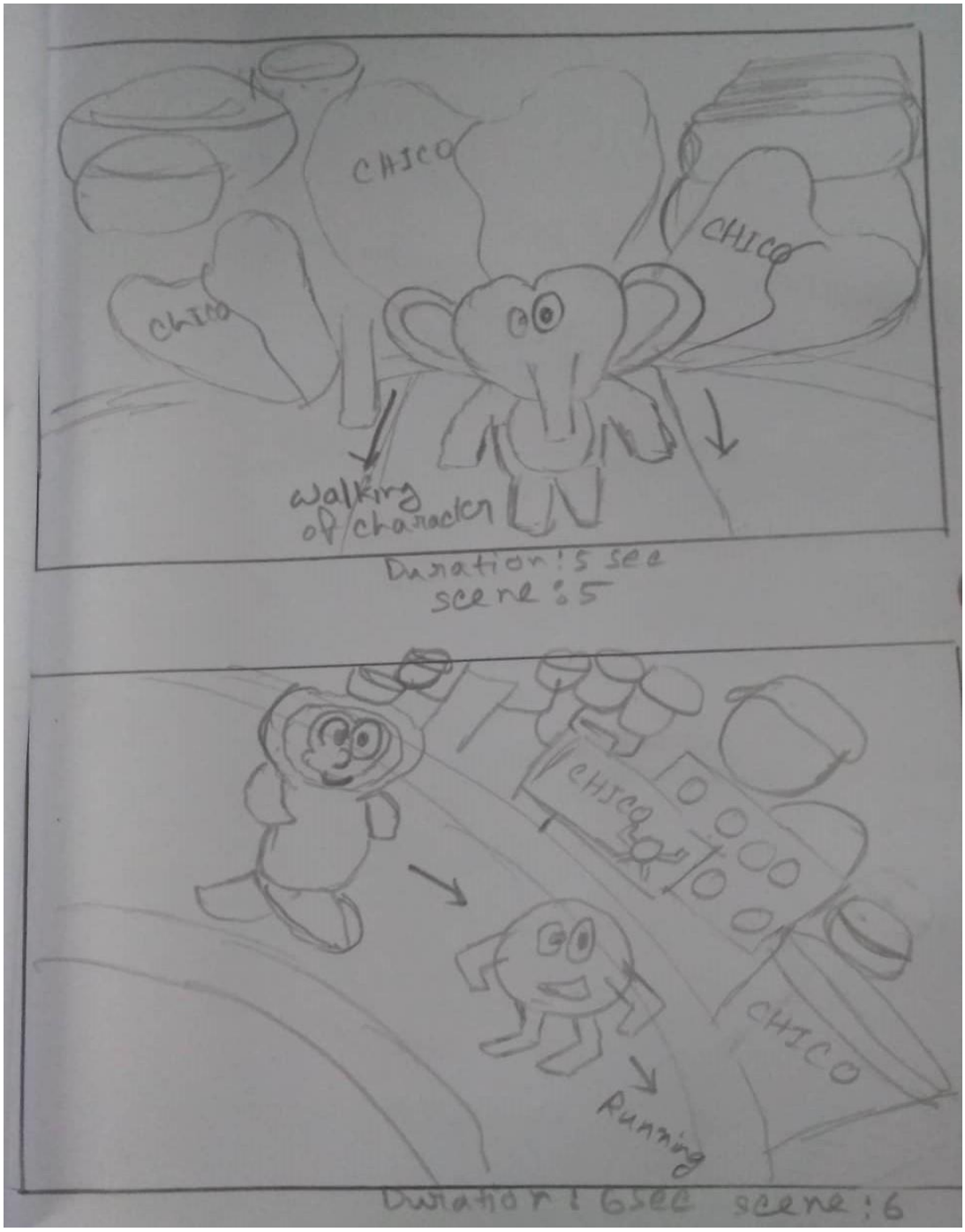

Figure 3.1.3.3 Scene 5 & scene 6 storyboard

This storyboard is an important part of the preproduction process because it shows clearl y how the story is going to unfold and how the shots fit together. It also helps me to see potentially hidden problems, which eventually saves you time and money. It helps me badly in production section. Now a day production highly depends on details storyboard.

3.2 Production:

3.2.1 Modeling: In CGi 3D modeling, a process is used with 3D software to build a 3D object. Artists generate a 3d model by using various 3d tools to modify the state of the basic form, or to turn the mesh into the desired configuration. Each 3d model has vertices, edge or face or polygons, although this gives the user a desired shape by using 3d objects and a device. Many kinds of 3D modeling are notable, including polygonal modelling with primitive formes such as polygons, curve / line modeling, in which models are created using the line drawing surface, and sculpture modeling, in which artists mold forms such as clay to easily create desired patterns and so on.

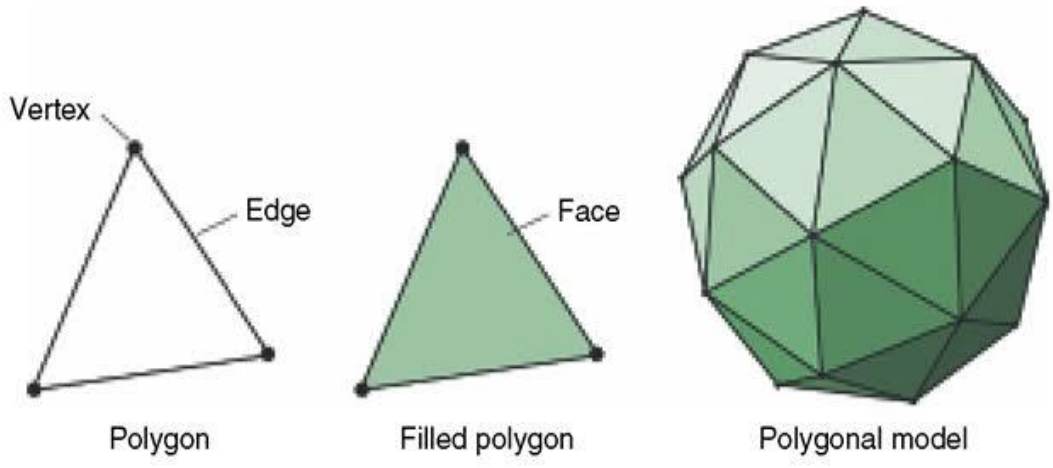

Figure 3.2.1.1 Polygon modeling

Surfaces are characterized by curves determined by weighted points of control. The curve matches the points (but it doesn't interpolate necessarily). When a point increases weight, it pushes the curve forward. Included are non-uniform rational B (NURBS), splines, patches or primitive geometrics.

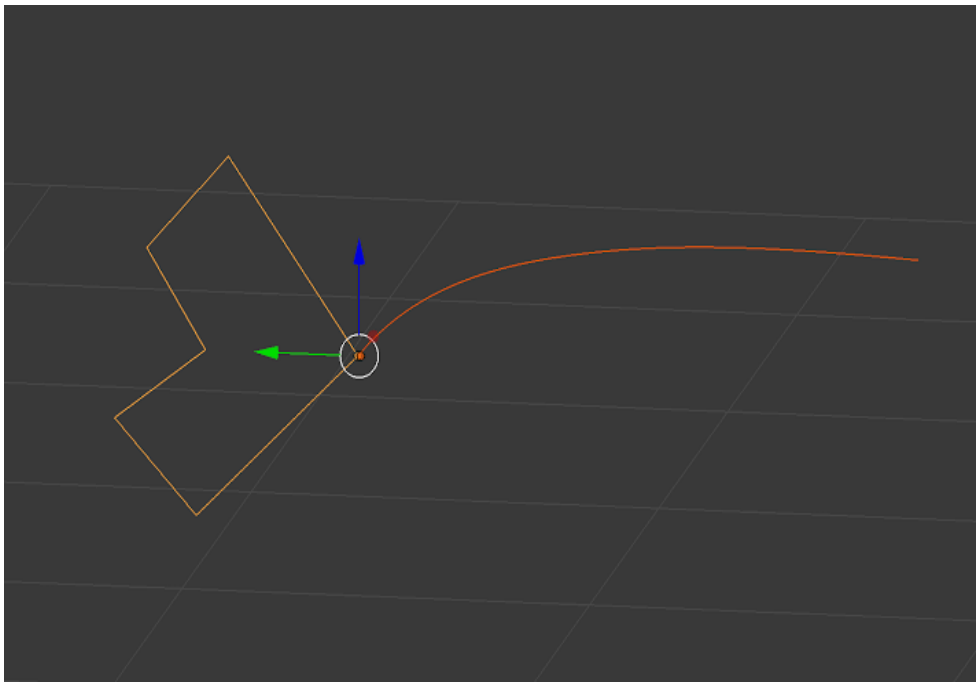

Figure 3.2.1.2 Curve modeling

Digital sculpting is a use of software that provides tools to move, pull, smooth, catch, pinch or otherwise manipulate a digital object, as if made of an actual substance like clay.

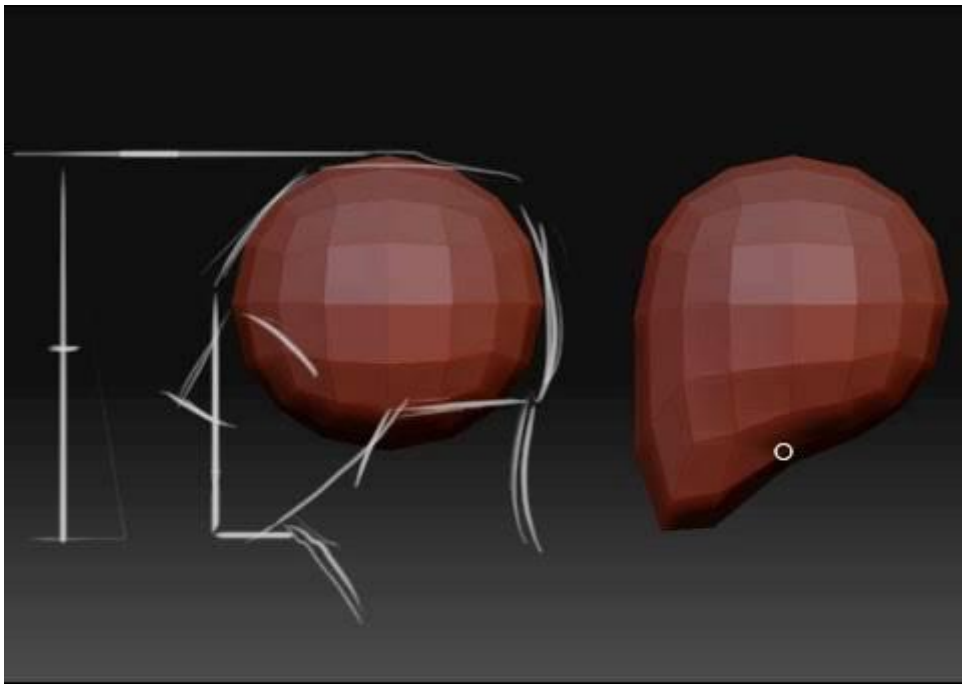

Figure 3.2.1.3 Digital sculpting

CGi 3D modeling is a technique which makes use of 3D software to create a 3D object. Artists create a 3D model by manipulating the state of the basic form or using specific 3D software, deforming the mesh into the desired shape. That 3D model features vertices, edges, faces or polygons but the user manages 3D objects and determines the desired shape of the user. In order to look practical, even clean tropology required model.

In my project I basically do polygon modeling [1] and sculpting. I create some round spline

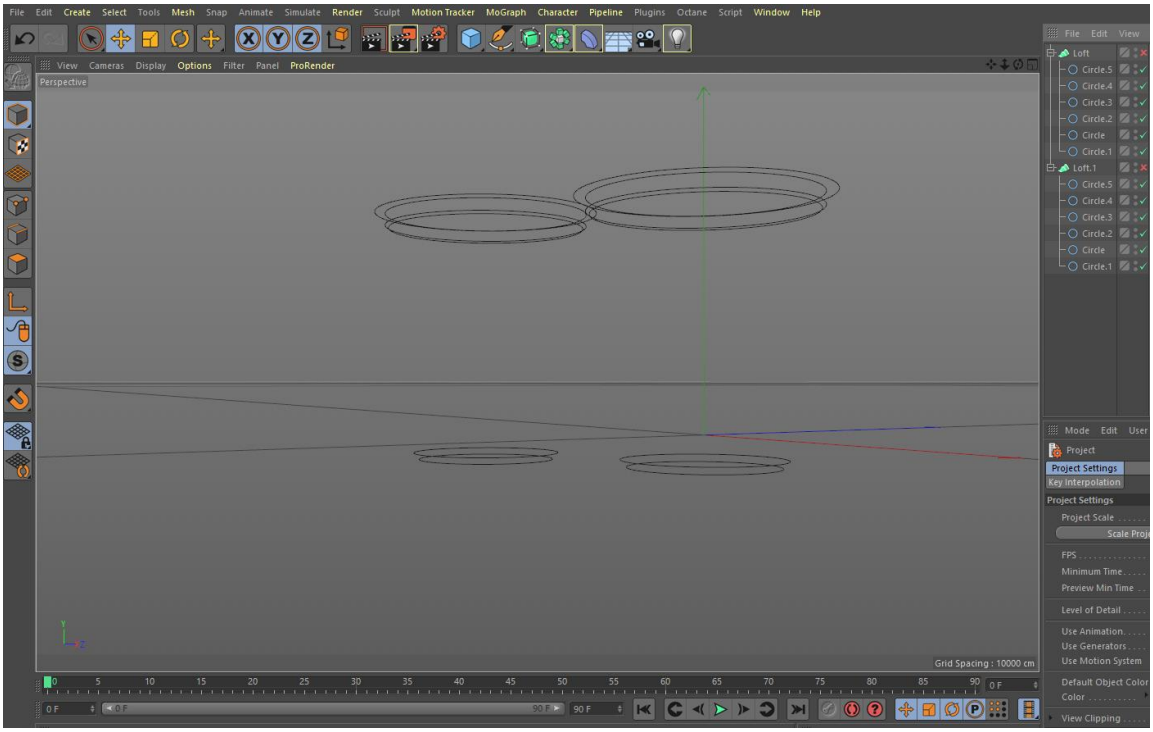

Figure 3.2.1.4 circle spline modeling

and then use loft option to create cup or some basic shape. When I give the circle into the loft option as making child. I do polygon modeling by selecting polygons and usually move, rotate or scale them. Subdivision maintain is a challenging task for this kind of modeling. I have to conscious about polygon counting cause, low poly model is very useful and time consuming for 3d animation. So I avoid high poly modeling. I follow this pipeline for every model in my project.

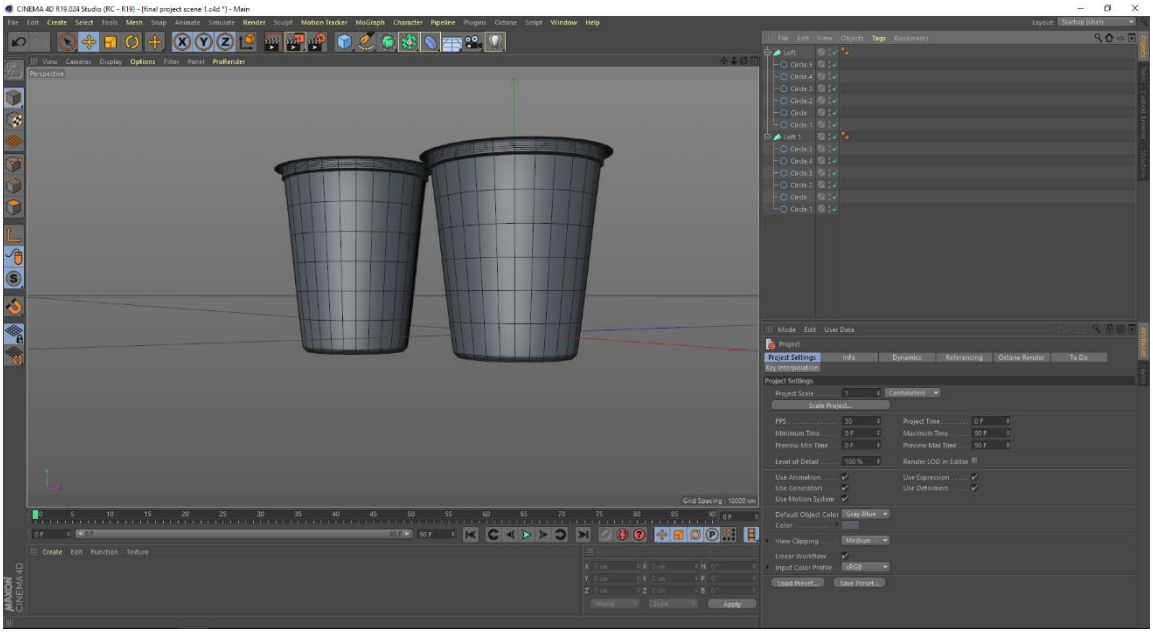

Figure 3.2.1.5 Cup modeling by spline and loft

Then I modeled some chocolate box which contains chocolate sticks and liquid chocolate. In this box there were two chamber, one for liquid chocolate and another for sticks. 1st of all I create a cube then I made the cube editable. After that I select faces of the cube and extrude or invert them. After that I bevel every edges of this model.

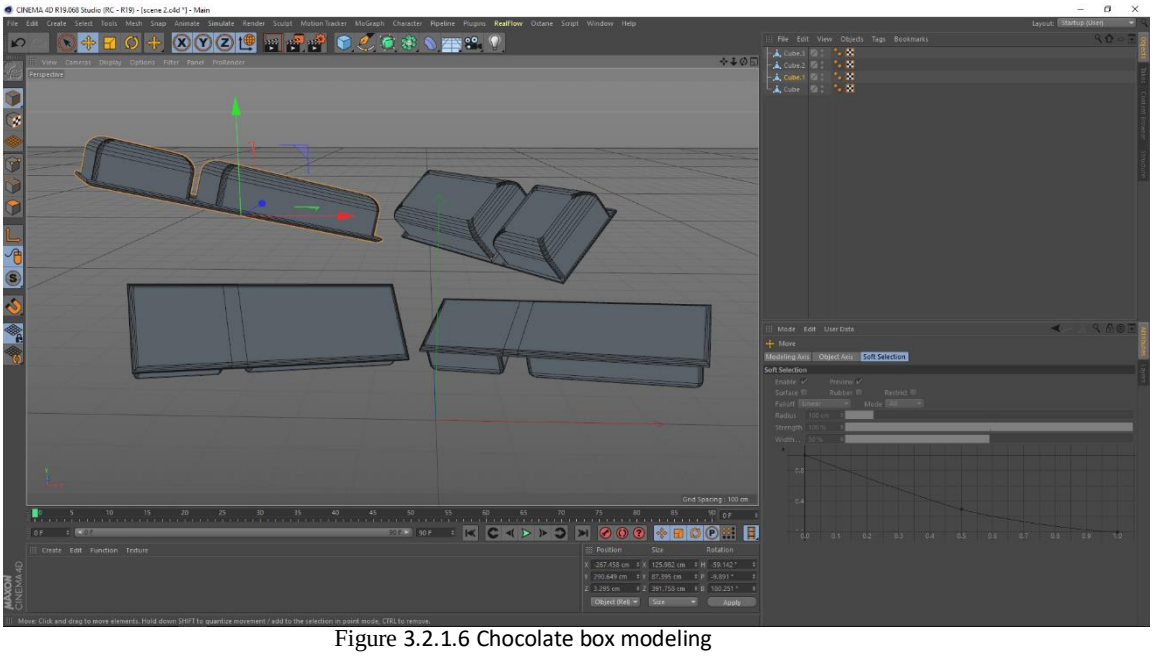

Figure 3.2.1.6 Chocolate box modeling

After that I created some love shape chocolate box which contains various kinds of dark chocolate. For model this heart shape chocolate box 1st I made a heart shape spline. Then I copyed the splines and scale up or down where I needed. Then I took this spline into a loft option as child and created this kind of heart shape chocolate box.

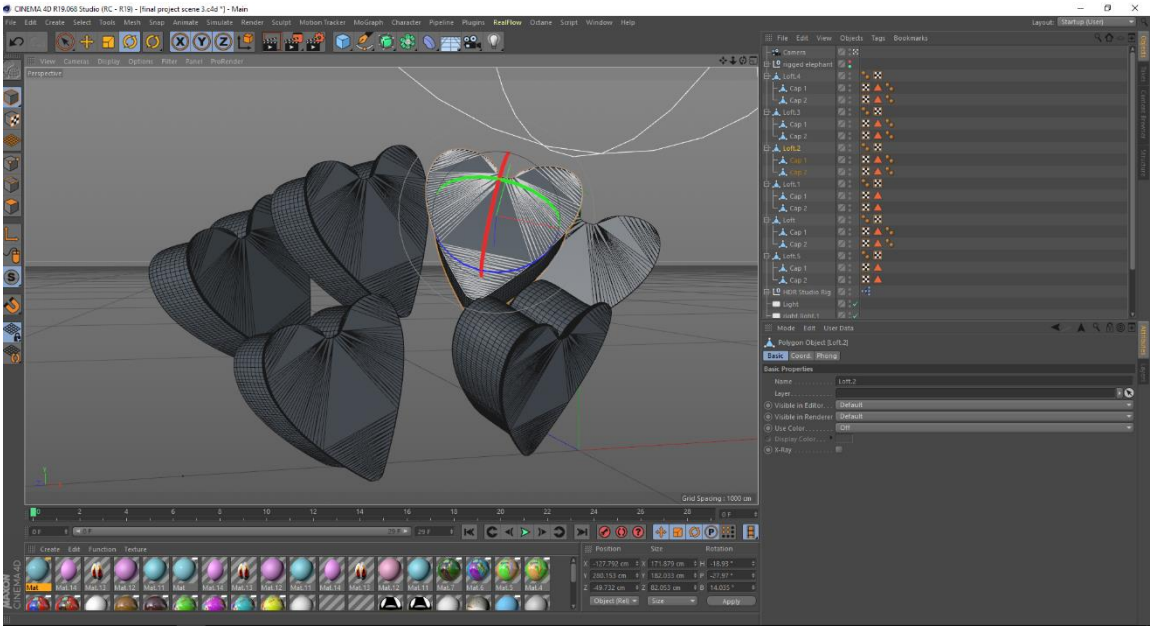

Figure 3.2.1.7 Love shaped chocolate modeling

I created some simple cube and scale them to make a shape of jems chocolate packet.

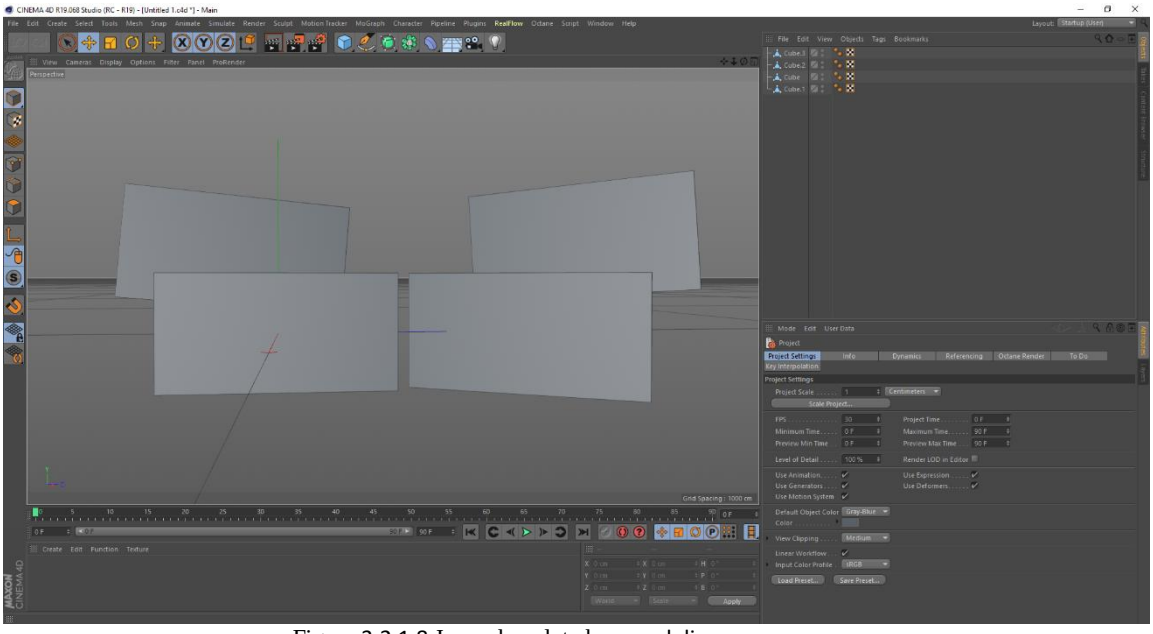

Figure 3.2.1.8 Jems chocolate box modeling

I created a packet by a cylinder which contains chocolate wafer cookies. This model is a great example of polygon model. I created only one part of this model then I made it as child of a subdivision surface tool and create this amazing shape of packet.

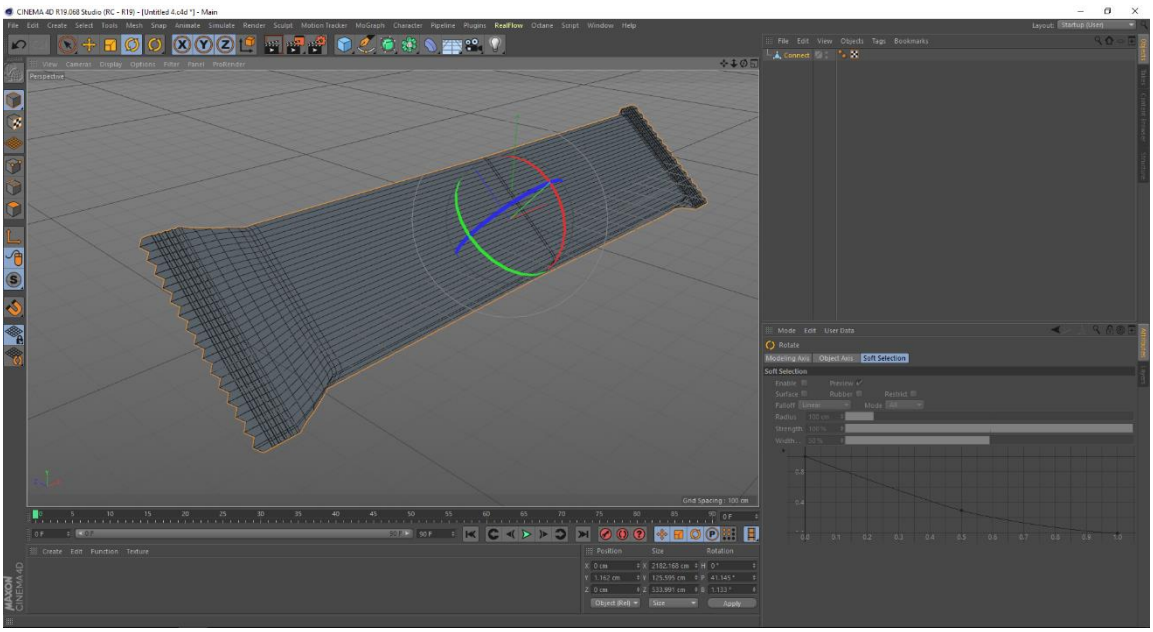

Figure 3.2.1.9 Wafer chocolate box modeling

It is great challenge for me to design character cause I doing this kind of job for the first time in this project. I create a bear model by some basic shape of software like cube, sphere and cylinder. Main body and head was created by two separate cylinder. I made two ear from head by selecting and moving some polygon of head.

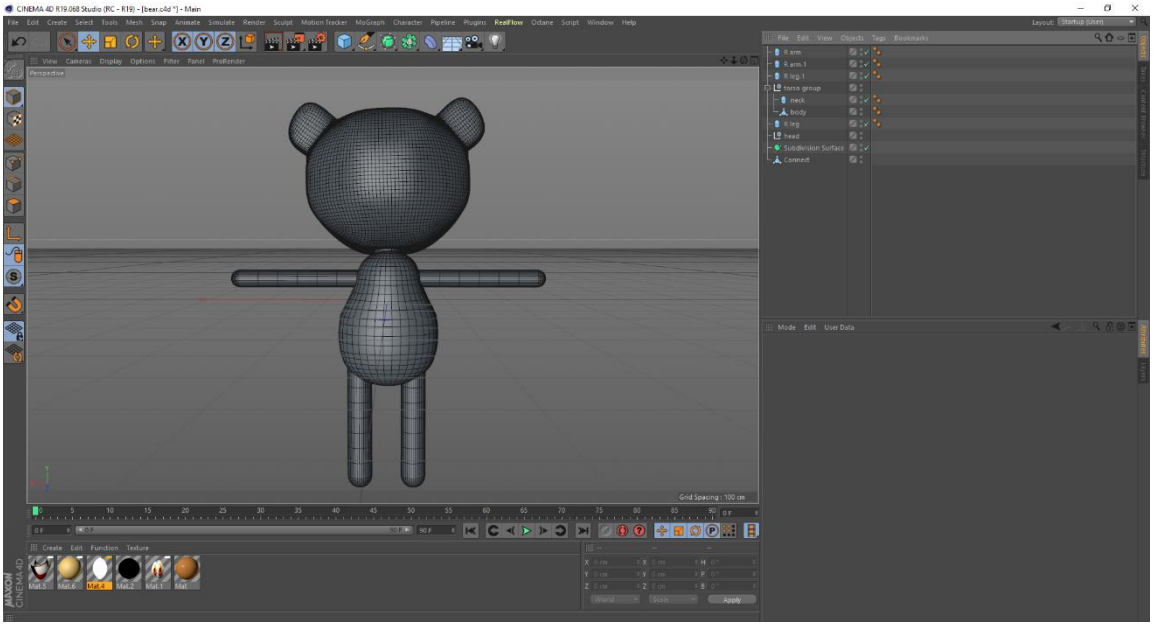

Figure 3.2.1.10 Bear character modeling

I use two separate cylinder for making different hand and legs of this bear model. I made this model as simple as I can. I made this as low poly character cause that helps me in tha rigging and rendering.

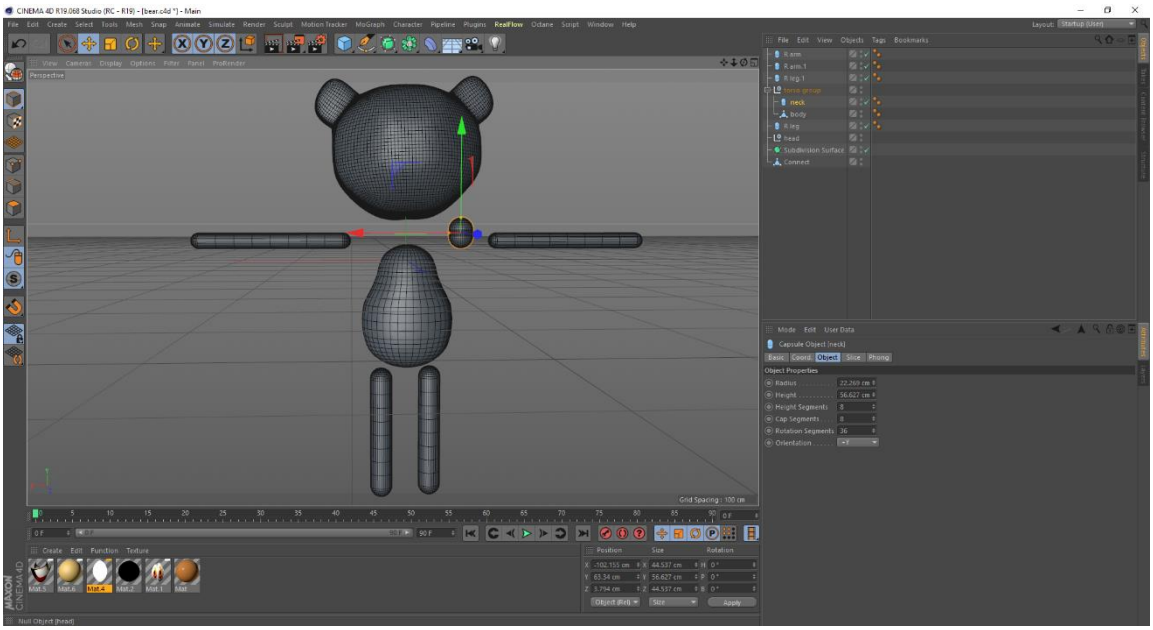

Figure 3.2.1.11 Bear character body parts

It was a tuff job to make this elephant model cause, this is a hard surface model. I did sculpting for the first time for making this model. I made two big ear that makes the model more cartoonish. The most challenging part was to make trunk of elephant. I used some sculpting brushes like pull, grab, smooth for making this head part of elephant.

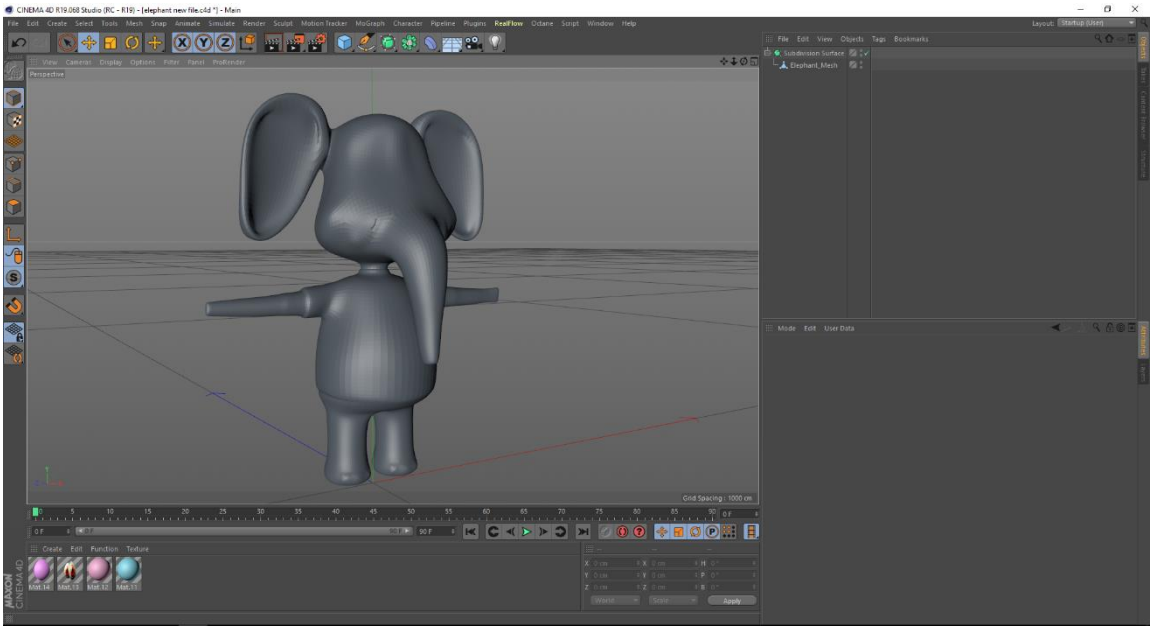

Figure 3.2.1.12 elephant character modeling

I made a simple jems chocolate model for making some cool animation. I used a sphere as the body of jems character. And then add similar cylinder for making hand and legs like bear model.

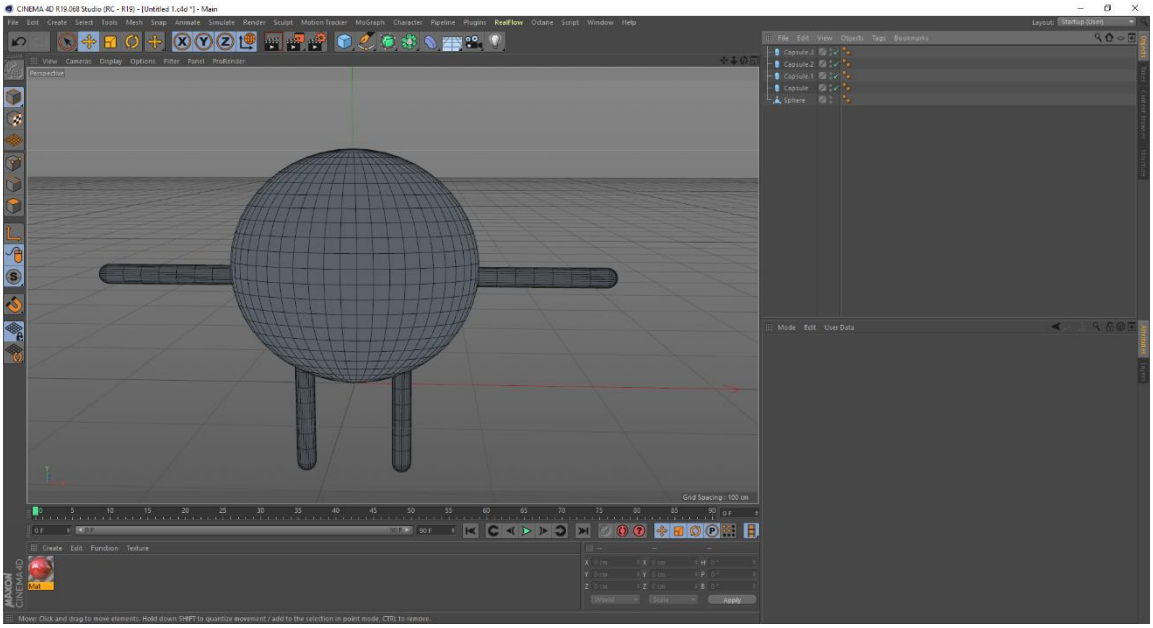

Figure 3.2.1.13 jems chocolate character modeling

Then I created some mashroom house that create a cartoonish look. The mashroom house was created for background of some scene. This model crated a catchy environment that will bring attraction to the viewer.

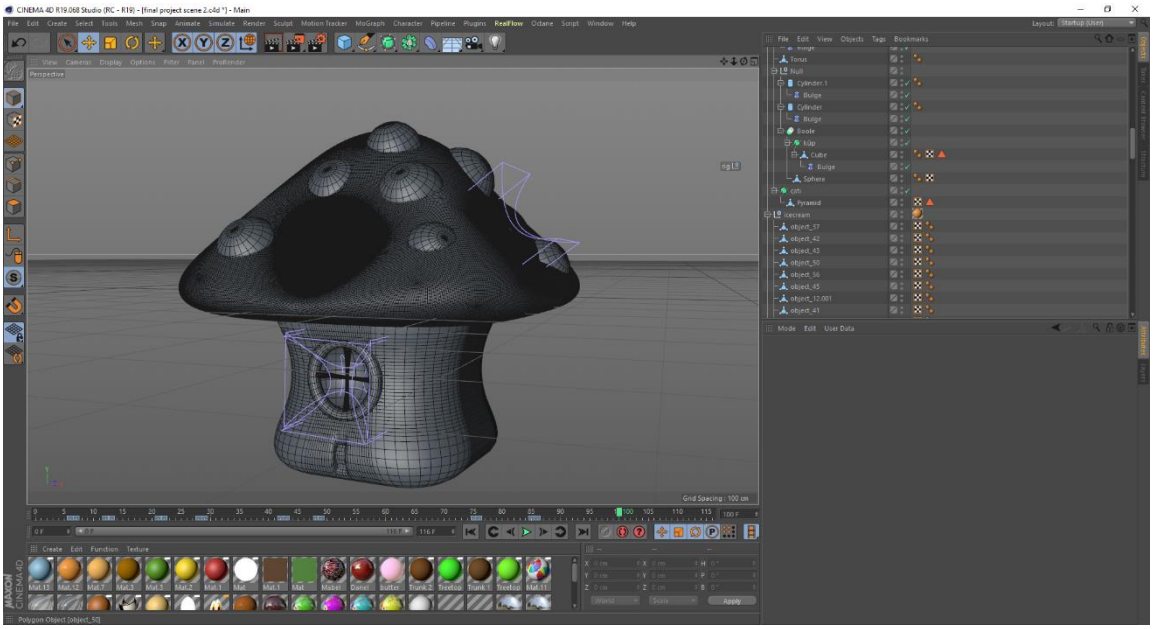

Figure 3.2.1.14 mashroom house modeling

Then I created environment that contains some tree, chocolate cup-cake and the chocolate box mumo. I made a chocolate colour floor that brings a sea of chocolate felling to the viewers.

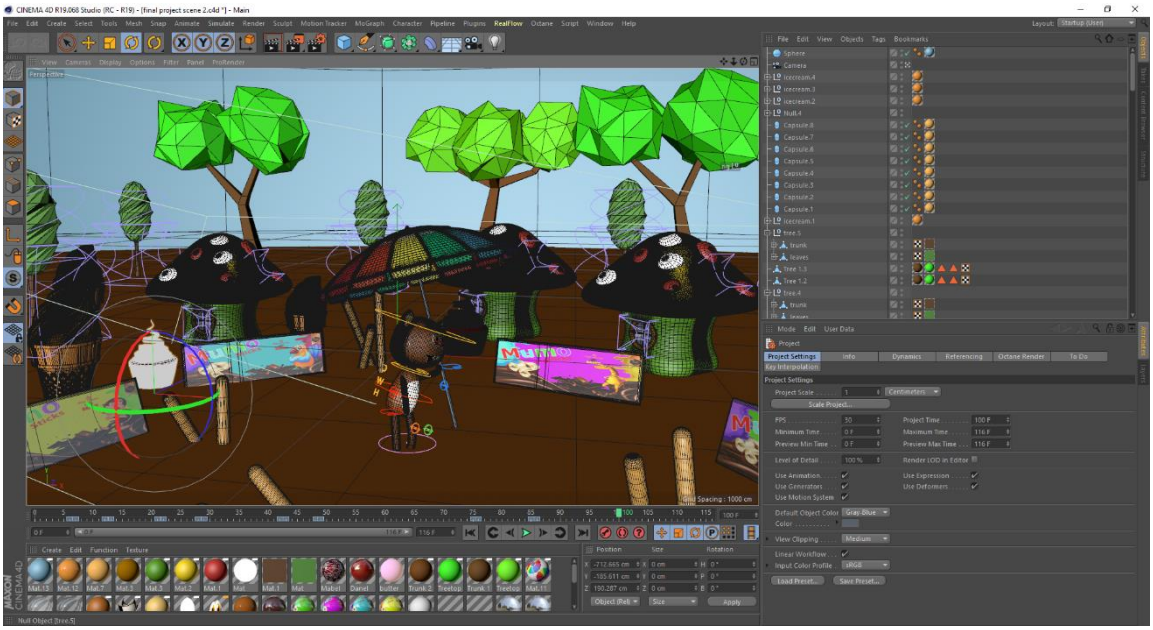

Figure 3.2.1.15 environment modeling

I created a model of beach umbrella for making a cartoonish environment. This umbrella give a catchy chocolaty sea environment feeling.

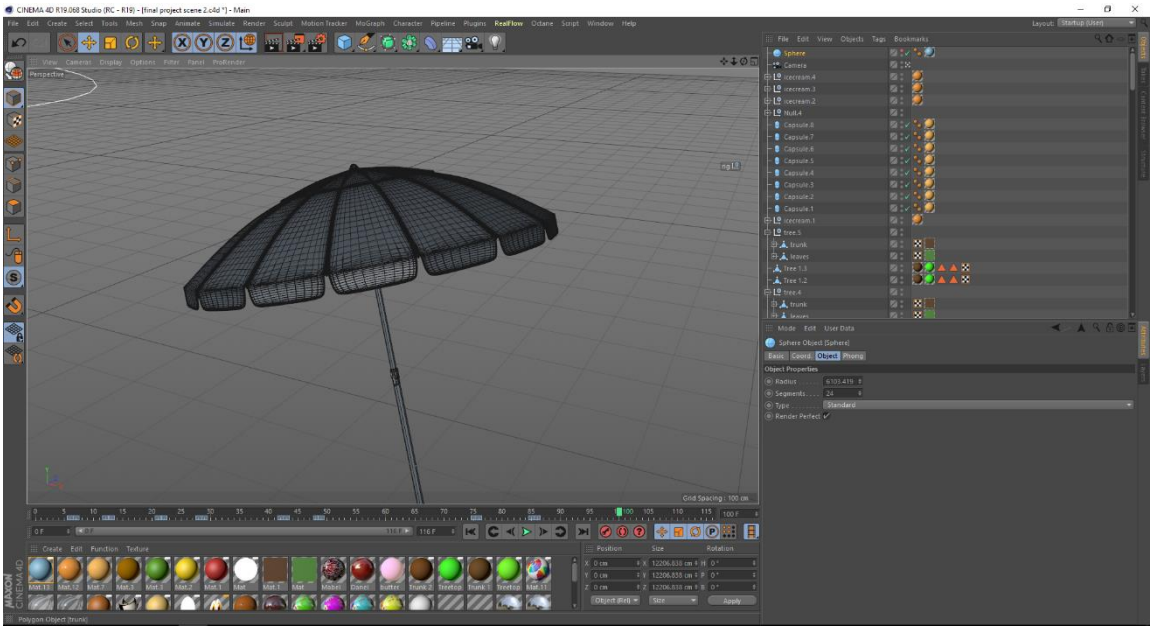

Figure 3.2.1.16 umbrella modeling

I created a scene where my jems chocolate model ran through path. For this reason I modeled a chocolaty path for run. I decorated the path by my created chocolate packets and trees.

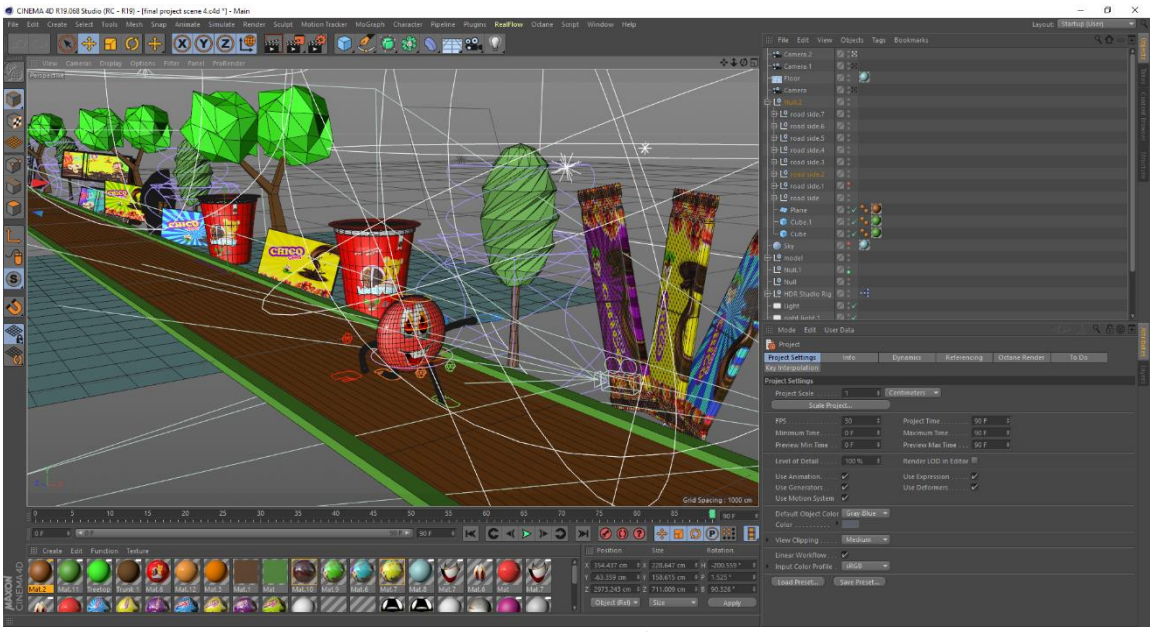

Figure 3.2.1.17 running track of jems character

I created some low poly trees and chocolate cupcake for e cartoonish environment.

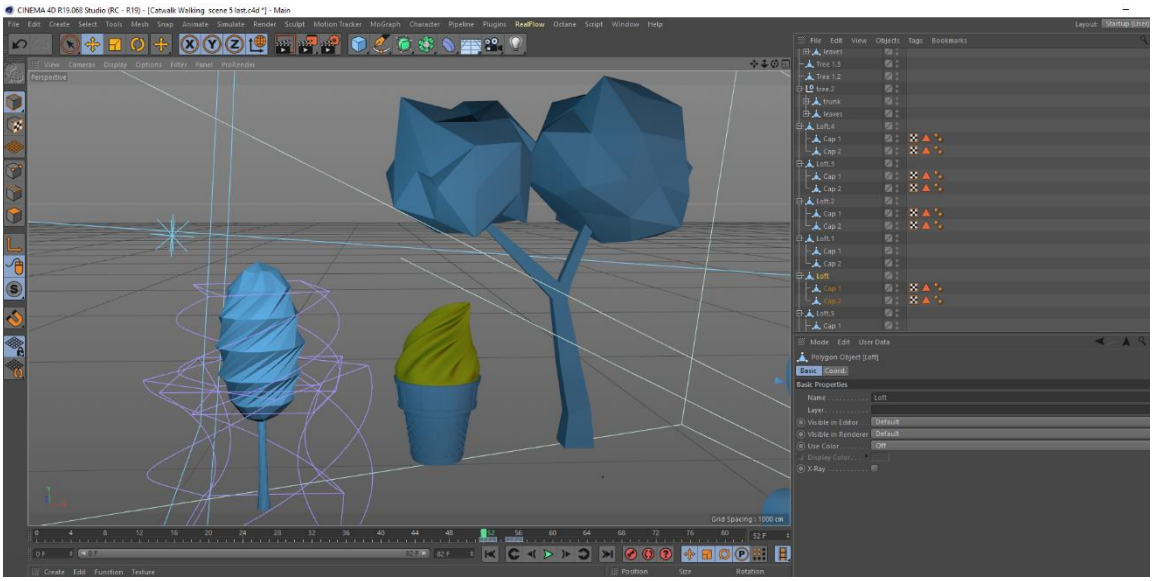

Figure 3.2.1.18 low poly tree modeling

After created all kinds of chocolate product model I arranged it in one scene that was helping me to do branding of a chocolate company.

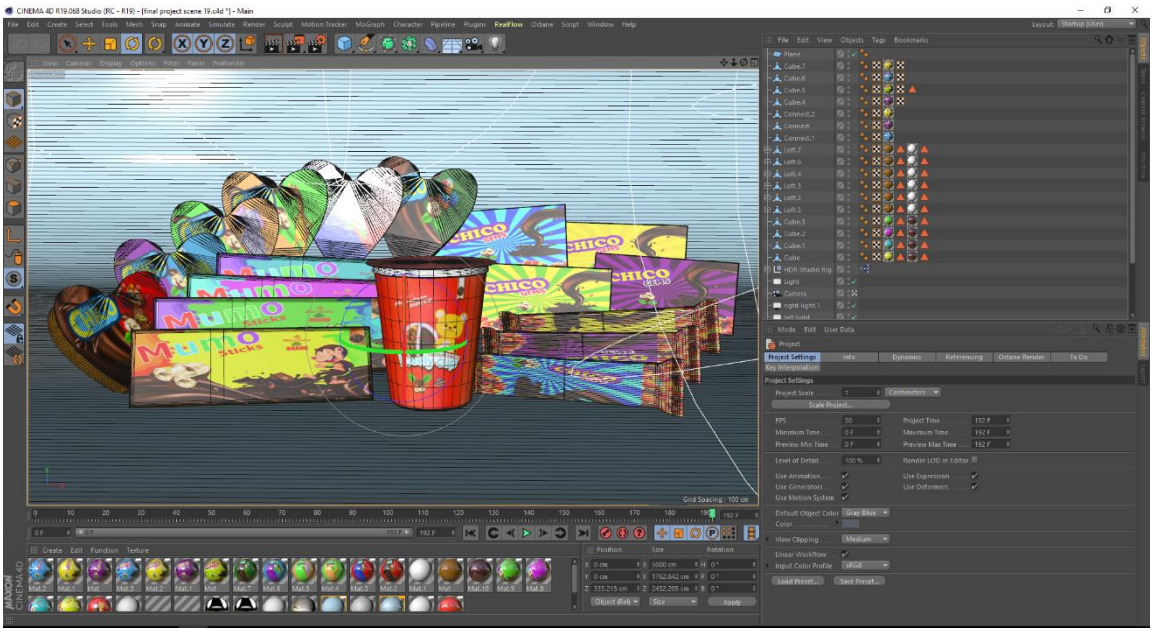

Figure 3.2.1.19 arrangement of all chocolate product model.

3.2.2 Texturing: Texturing is one of the main stages of development of 3D model Texture is a picture projected on a 3D object surface which gives the impression of a real object. Texture has arranged the number pairs that are placed on a mesh vertices. Such three-dimensional co-ordinates are a location in the volumetric space of the texture. Surface provides the surface with accurate data.

May materials may be applied to this 3D model, but it has only one texture. Texture regulates various material surface channels including RGB surface, greyscale surface, alpha channel surface and more. There are also several maps of property combined to create a practical illusion. Such charts include Bump Map, Standard Map, Boat Map, Specular Map, Occlusion Map and others. A 2d software such as photoshop may create texture by an artist and sometimes artists prefers taking pics of real life to get their desired object realistic information.

Figure 3.2.2.1 chips packet texturing

3d Texturing is the mapping of a two-dimensional image on a three-dimensional surface that gives an illusion of being physically present. Specifications on the models surface are textured. We used 4d film and scrolling tors to create textures in this project.

In the 1st scene of my project I textured a chocolate cup. I designed some packet layout from illustrator. At first a bump map was applied to a substrate and the bump map texture inside the camera was used to show depth. Then I project this images on my models.

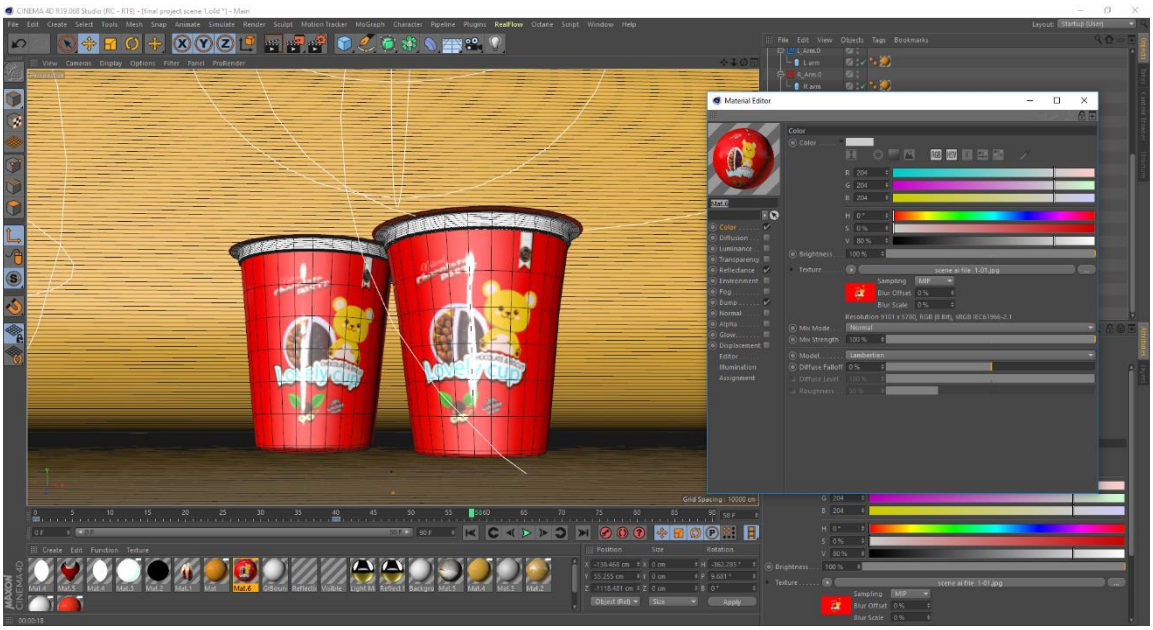

Figure 3.2.2.2 lovely cup texturing

This are my 2d texture files. I made this design in illustrator software. For design this packet I used some free vector file from preepik.com. I used various kind of colour from colourweel that create the design more prominent to viwer.

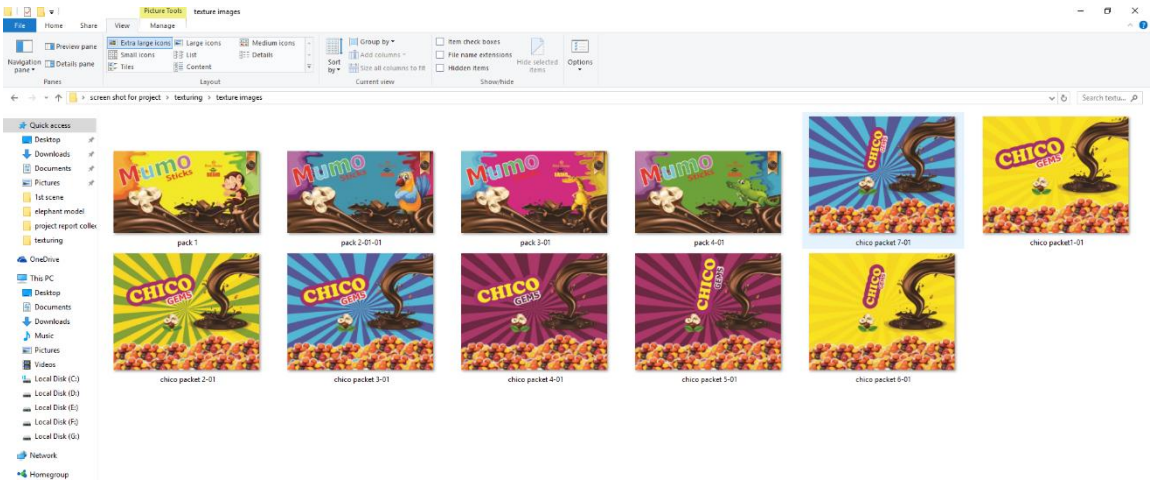

Figure 3.2.2.3 2d texture file

After export the packet design file as jpeg format I projected them as texture file in cinema 4d. In cinema 4d there are some projection option.like flat, cubic, spherical, uv. I used this 2d file as cubic where model shape was cubic and use uv where the model was various kinds of shape.

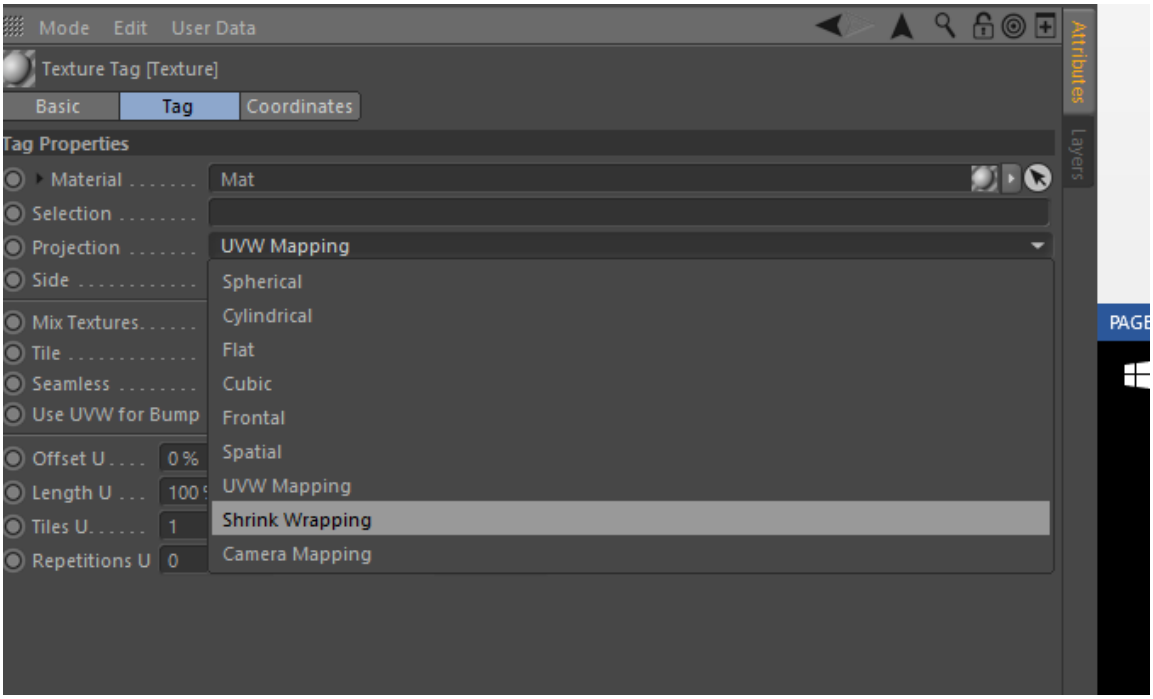

Figure 3.2.2.4 uv mapping projection

This is a screenshot of my chocolate box model without thexture.

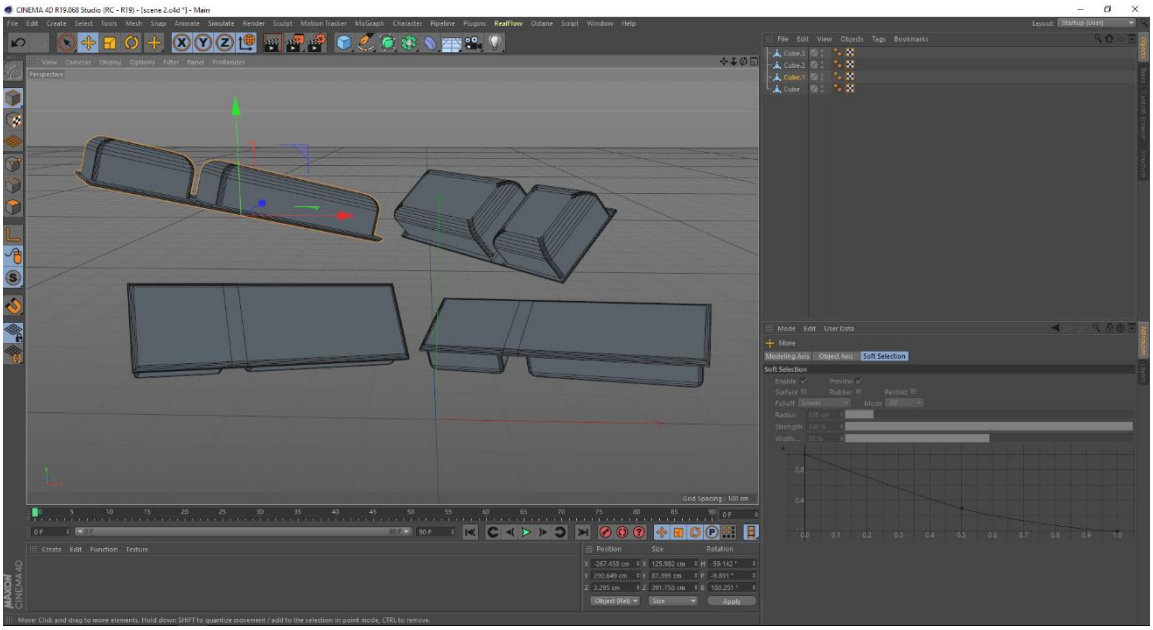

Figure 3.2.2.5 chocolate box without texture

And this the same screenshot with packet texture. This 2d jepg textures makes this model more realstic chocolate box. After projected 2d image I used a bump map and reflectence for make the texture more realstic.

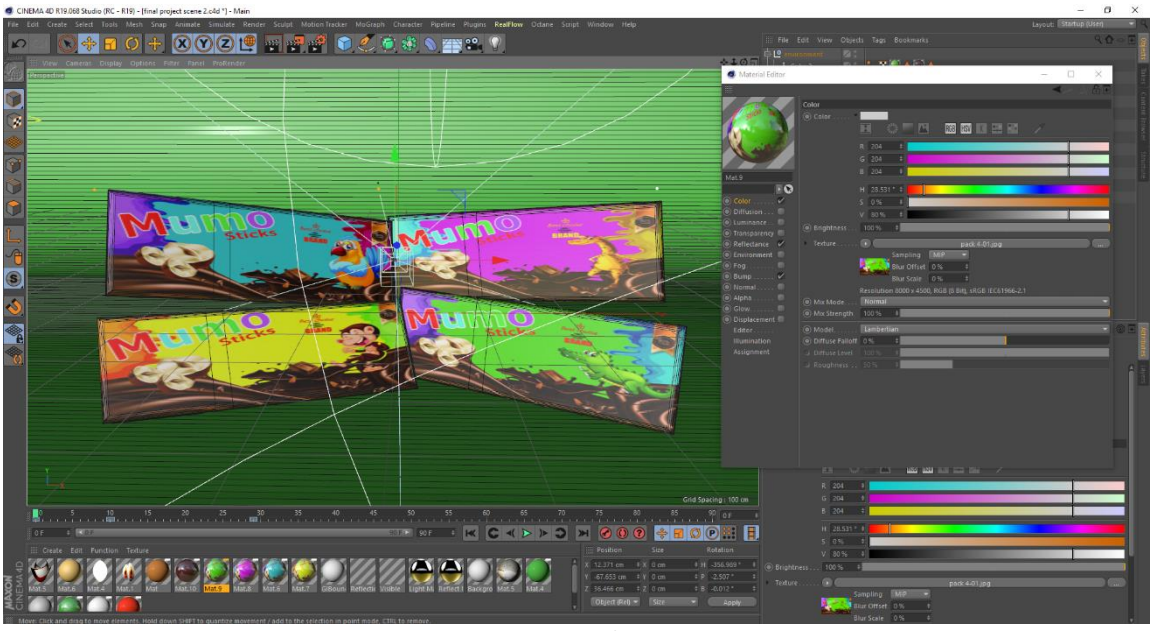

Figure 3.2.2.6 chocolate box after textureing

As I am using cinema 4d for making this project I used cinema 4d uv texturing and metrial editor [10] for texturing. Metrial editor is a very useful thing. By metrial editor I can texture my pruduct as like as real world metrial.

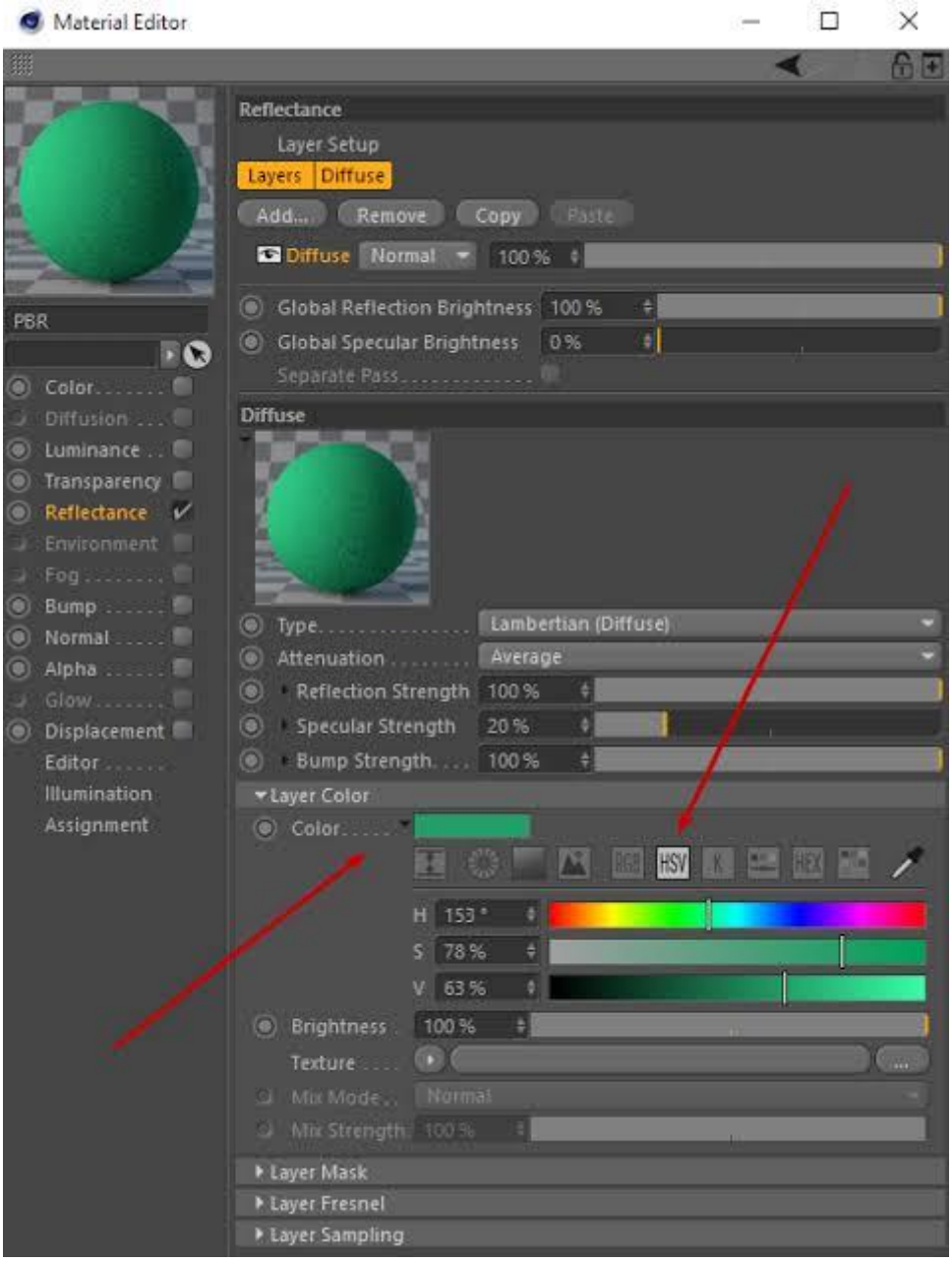

Figure 3.2.2.7 material editor

Various kinds of reflectance create various kinds of material. I reflectance we can choose material [10] colour and reflection strength. Then we can use layer mask or layer Fresnel for making this material super realistic as real world material.

I created elephant character model. Texturing character modeling is very hard task. But I do a simple texturing. I give a simple blue colour material which contains reflection.

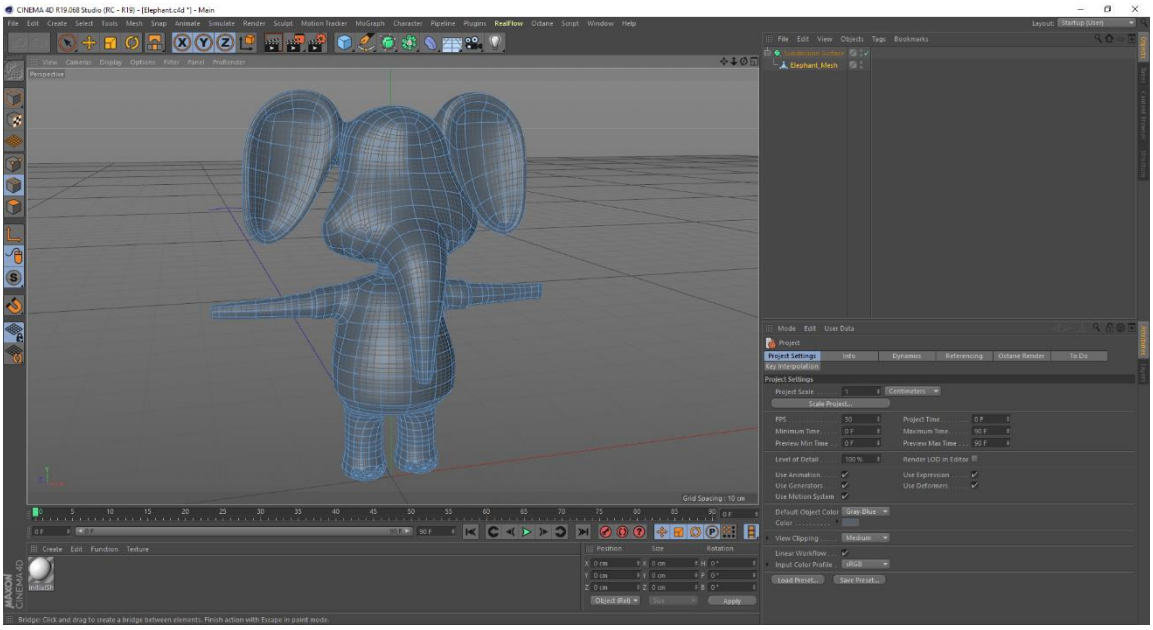

Figure 3.2.2.8 elephant model without texture

After that I select some edge from ear and belly of elephant model and give a pink material on it. I used a vector image file of cartoonish eye and project it on the head. After adding eyes the model looks like a perfect cartoon elephant.

Figure 3.2.2.9 elephant model with texture

I was texturing my bear model same as elephant modeling.

Figure 3.2.2.10 bear model with texture

3.2.3: Lighting: In CG lighting is a critical component for making hyper-real 3D scenes. Lighting as it allows human eyes to interpret visually is one of the most important elements of any visual representation. We must use real world examples to discuss how these virtual renderings are accomplish to create a perfect real world like a cg scene. A 3d artist must have a deep knowledge of the interaction and reaction in different situations of real light. Light is one of the most important aspects because it makes the atmosphere of the audience rational, because light from the light source only bounces back from the objects we see in the field of sight. Light is an important element. The atmosphere of a scene, the impression of depth, the perception of distance, the content and the properties of materials, the incorporation of visual elements, the visual style and visual interest can be produced in the light of cgi. Various 3D device types of lights are available according to the needs such as Ambient Light, Area Light, Specular Light, Positive Camera, Light, Direct Light, Spot Lights, etc. We photographed focused lighting with the aid of a HDRI map for research form illumination and object reflection. HDRI is a panoramic image with all corners of a single point and a large number of data to help illuminate the CG scene.

I had to use lighting for our product and other scenes, which was a crucial part of our project. Image-based illumination was our main source of light in the maximum scene that I used hdri[9] images. In this project I used this hdri in every scene.

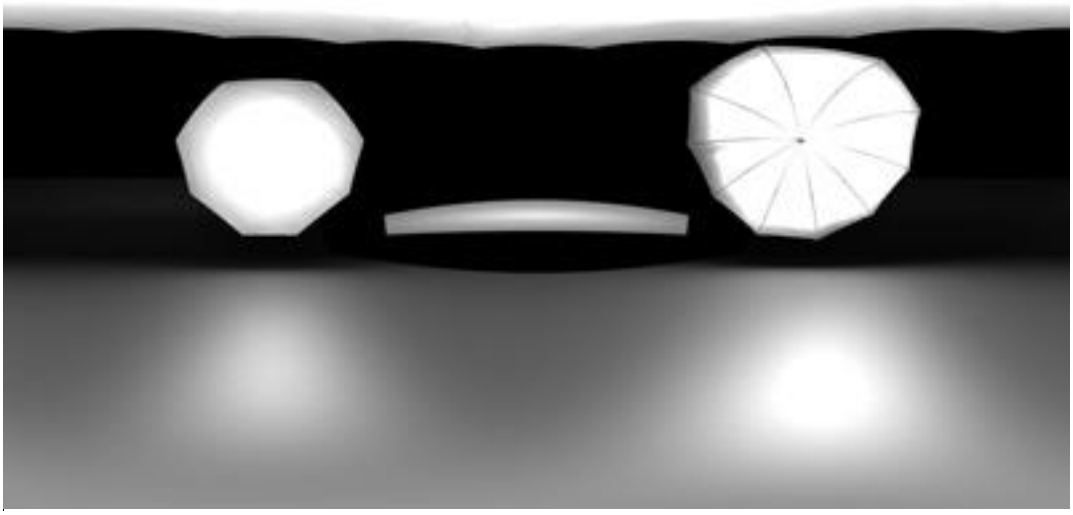

Figure 3.2.3.1 hdri studio lighting

With this Hdri map we use another light source. I created some light for studio lighting[6]. I created a main light, key light, top light, front light.

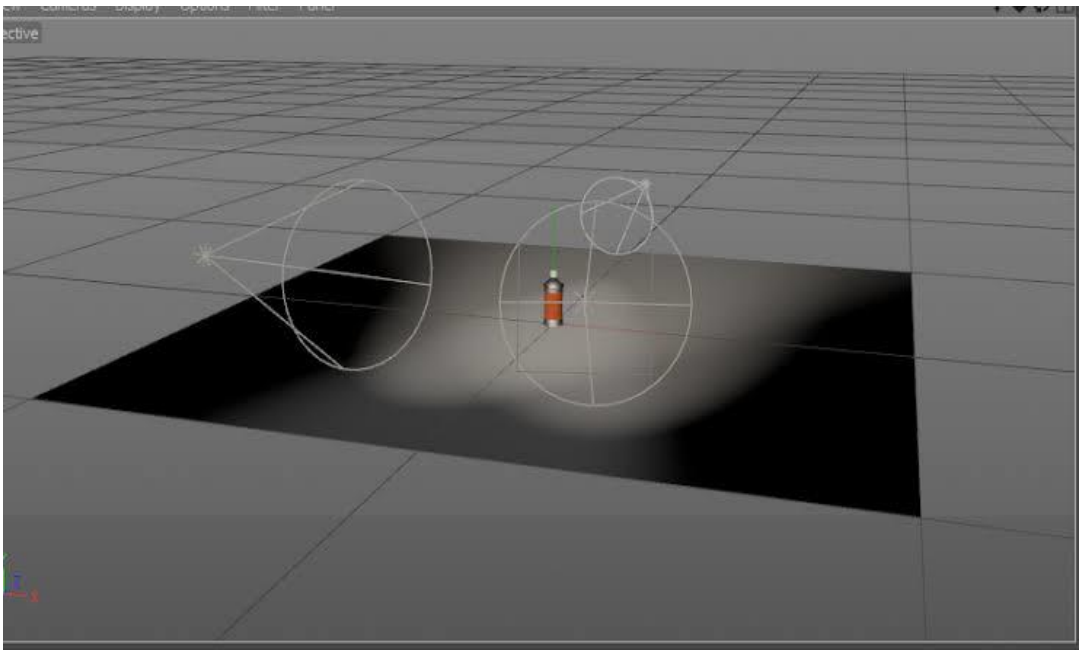

Figure 3.2.3.2 3point studio lighting

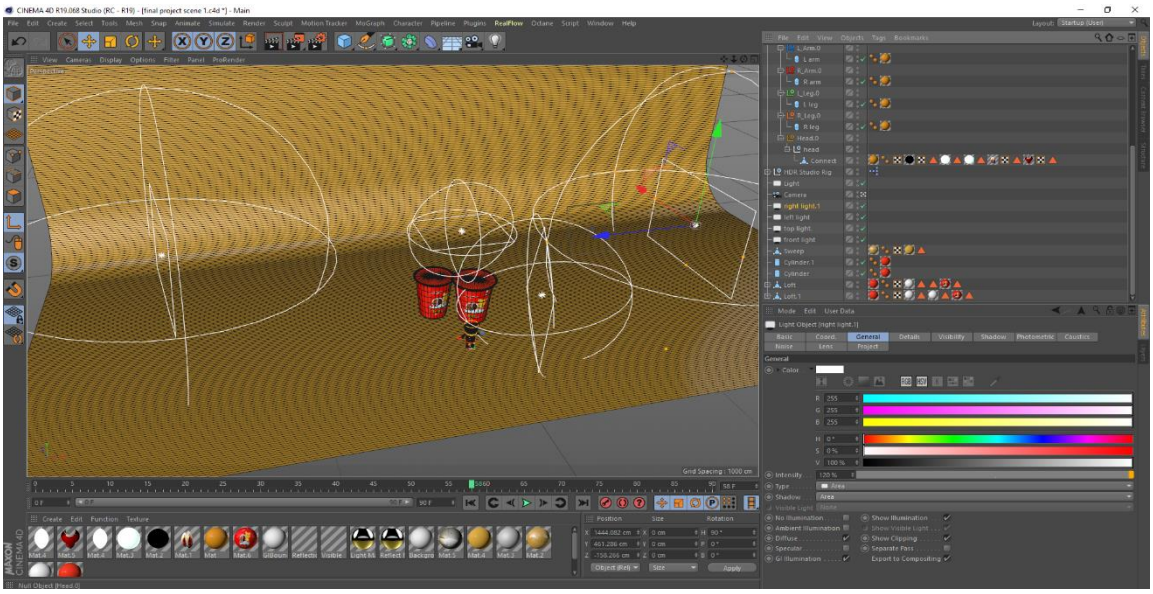

Figure 3.2.3.3 studio lighting setup

3.2.4: Rigging: Rigging makes it possible to change our characters. We take this digital sculpture, develop the skeleton and the muscles, and add the skin to the figure, and also create a series of motion controls which are used by our animators to move around and pull the body.

I used bendy limbs rigs for rigging my character. Bendy limbs rigs can Rigging for the non-rigger. [5] The fastest & easiest way to rig your characters. Rig a bendy limbs style character in seconds. One click walk cycles using CMotion. [5] Rig & animate all types & styles of characters.

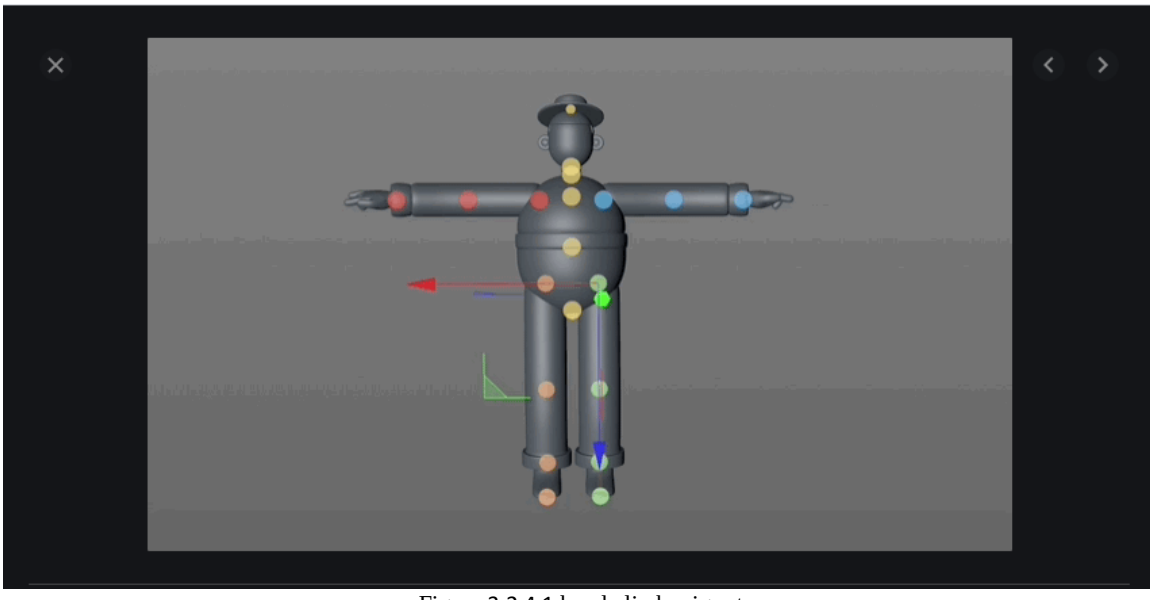

Figure 3.2.4.1 bendy limbs rig setup

Rigging with bendy limbs is a very easy process. First of all I made every part of body in different null objects.

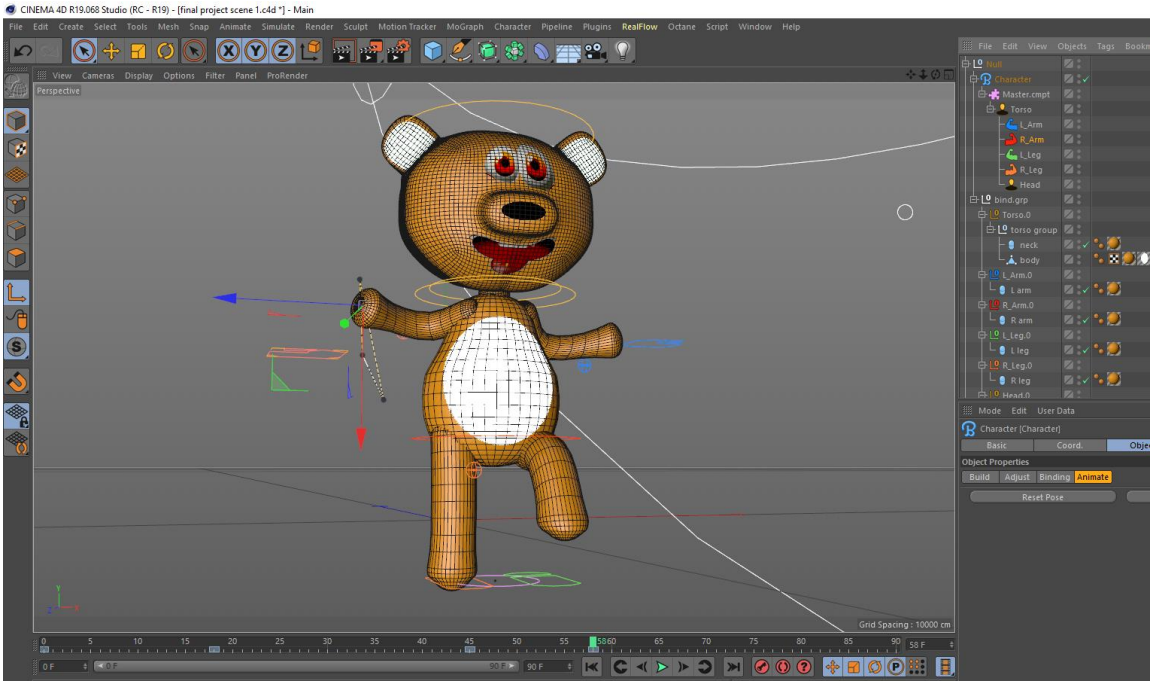

Figure 3.2.4.2 rigged bear model

Then I took bendy limbs rig and selected the points of foot, leg, hand, head and other body parts. Then generate the rig and put legs, hands, heads and body as child of rigging parts. Then the rigging was complete.

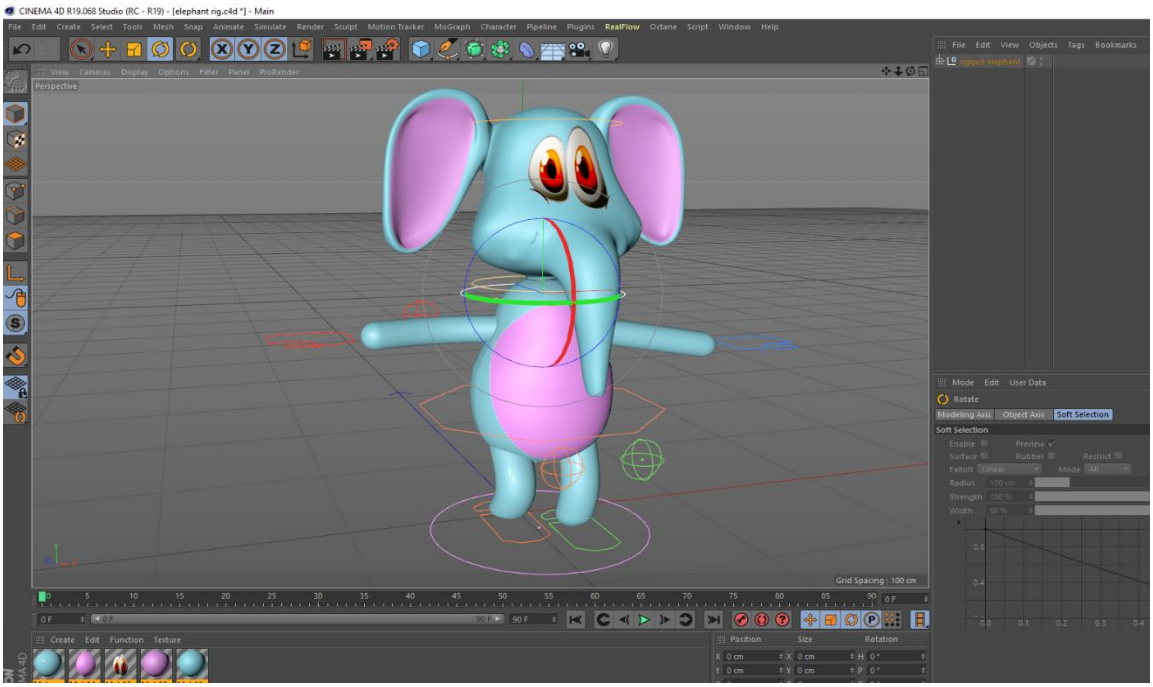

Figure 3.2.4.3 rigged elephant model

3.2.5: Animation: To animate our different scene items, I used the main animation frame technique. With the help of the curve editor, key frames have been smooth. Then in appealing ways we animated the scene from various Angels.

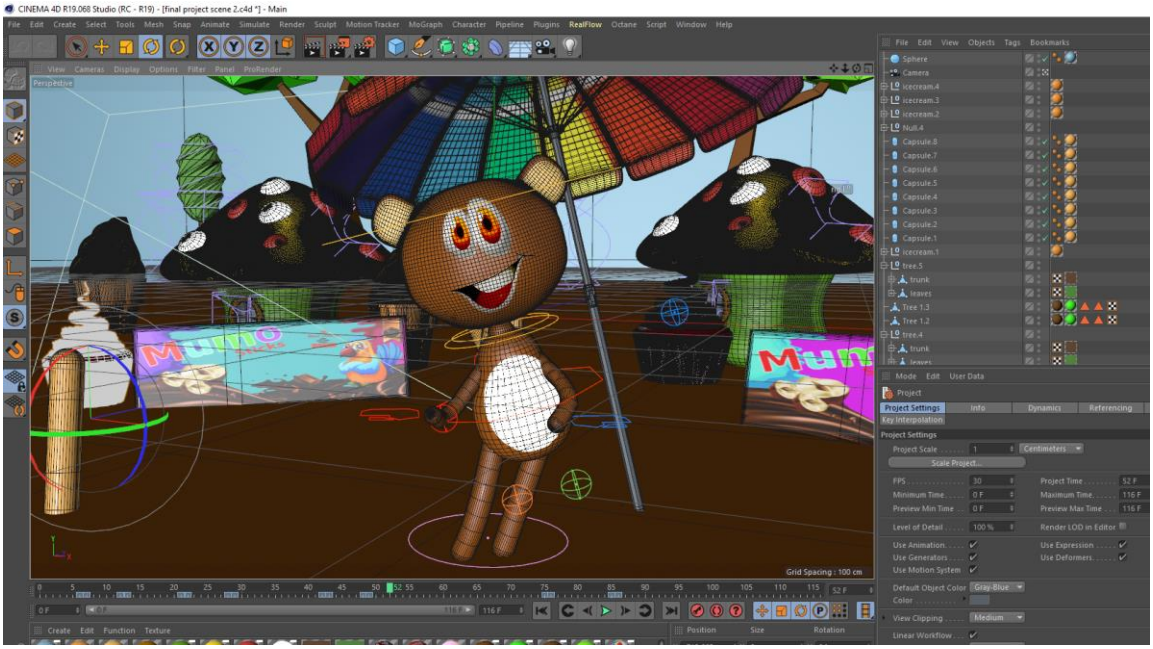

Figure 3.2.5.1 keyframe animation of character

I made a running scene of jems character by key frame animation. I have done animation very easily because I could rig my model very easily.

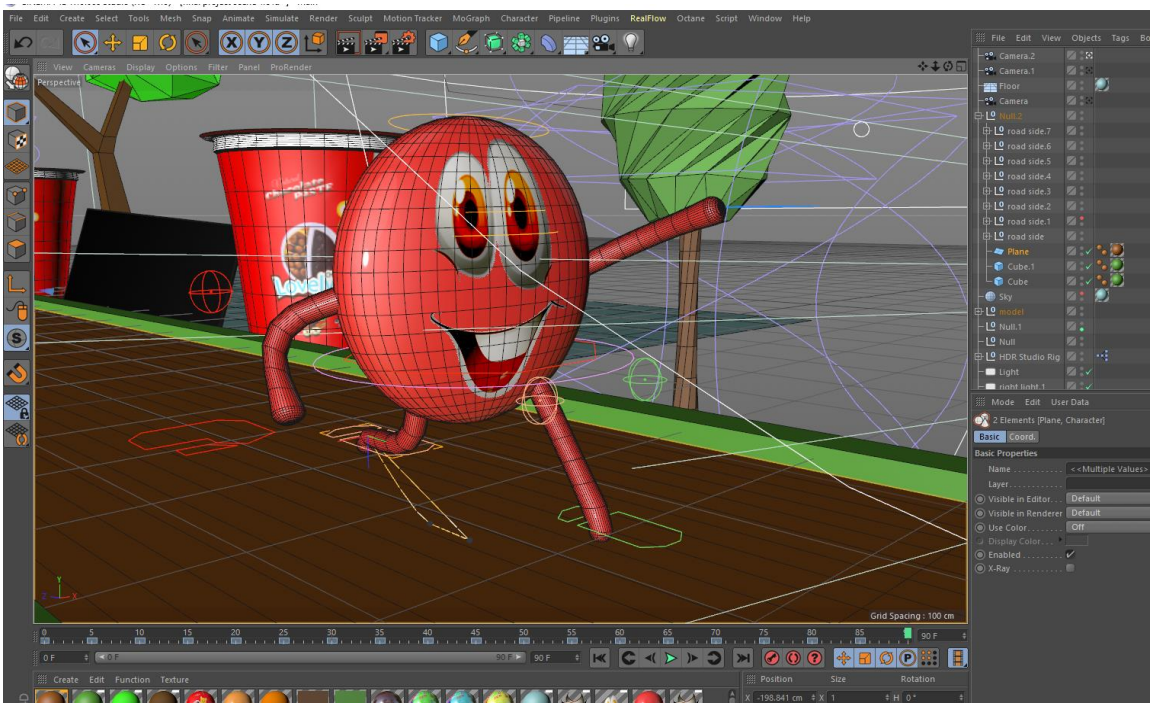

Figure 3.2.5.2 running cycle of chocolate character

I did not only character animation but also I have done some smooth camera animation. Smooth camera animation is very helpful to making product visualization animation.

3.2.6: Simulation: 3D Simulation is basically a complex computer simulation used to describe the interaction between a large number of objects and particles influenced by natural physics forces including gravity and wind, showing results in the same way of real life. This is a time consuming process, but very interesting, combined with 3d. Through 3d modeling, realistic fire, smoke, explosions and other gaseous phenomena can be produced easily. There's a lot of applications on the market that can be used in 3D apps like Realflow, Houdini, Autodesk Max, Autodesk Maya for simulating and plug-in.

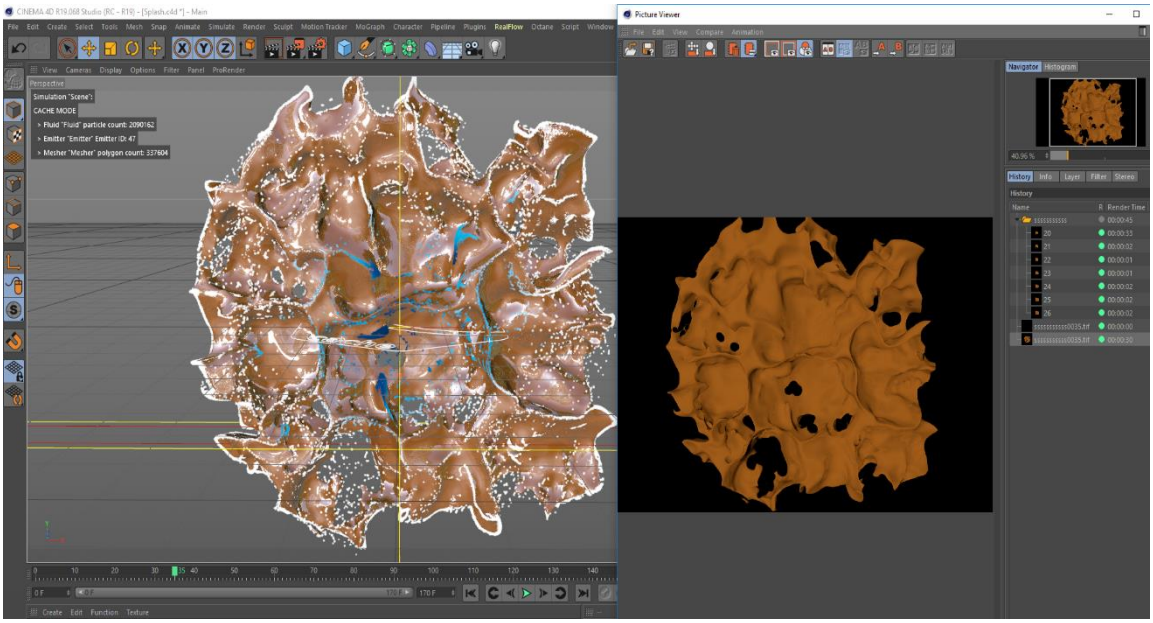

Figure 3.2.6.1 render view of splash simulation

In my project I have done a simple simulation of chocolate. I created a simple splash of chocolate which can help me to create eye catchy scene.

Figure 3.2.6.2 chocolate simulation

3.2.7: Rendering: Rendering engine is a CGI created module. The function of a rendering motor is to transform the internal model applications into a sequence of pixel brightness that can be shown by a display. Models that have visual effects like lighting, colors, reflections and motion bubbles and texture mapping are given the final appearance of the rendering engine. The computer measured the entire look, including geometry, texture, light, and so forth in a single frame and created it as an image format. Everything takes time. It takes time. Many well-known rendering engines are available that serve different users. Of these, there are few, Vray, Arnold, crown, Iray, mental ray, Maxwell.

In my project I used cinema 4d default renderer which name is physical renderer. Physical renderer is a very simple renderer and anyone can get a quick output from physical rendrer.I selected physical in renderer option. Then I include ambient occlusion and global illumination effect.

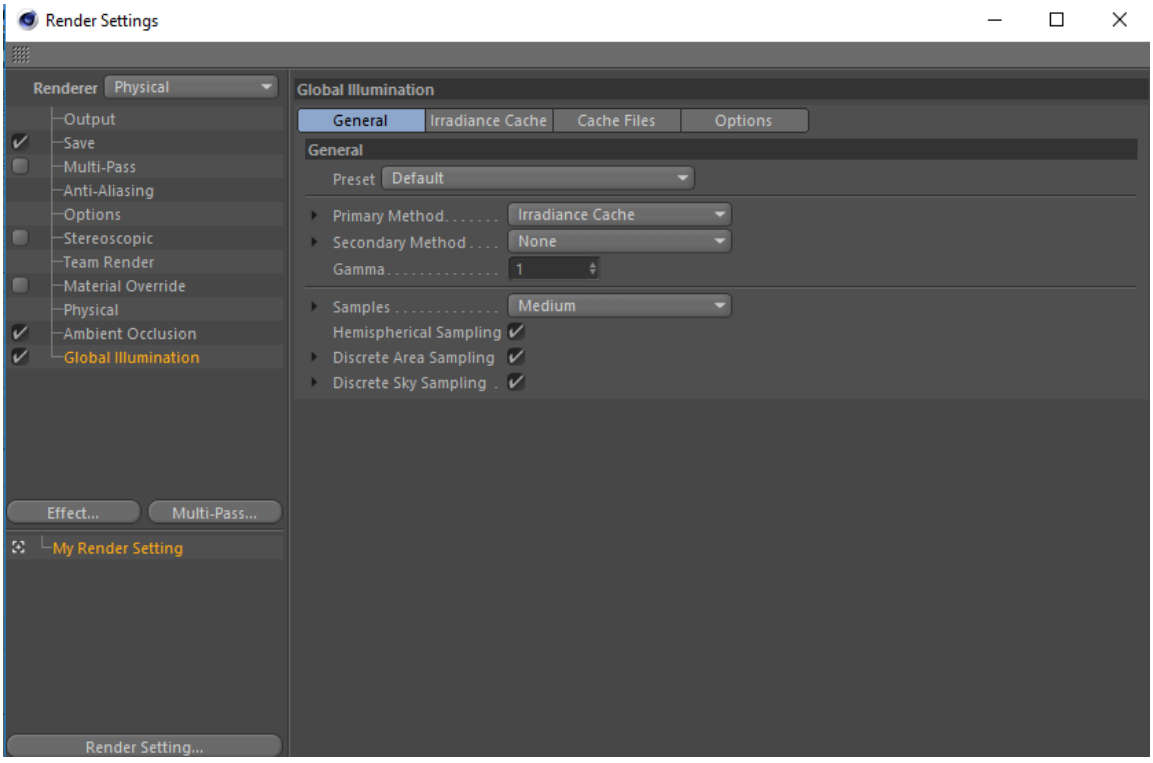

Figure 3.2.7.1 physical render setting

I used depth of field in physical renderer and increase some sample. The rendering was done in 1920 by 1080 resolution and rendered at 24 fps

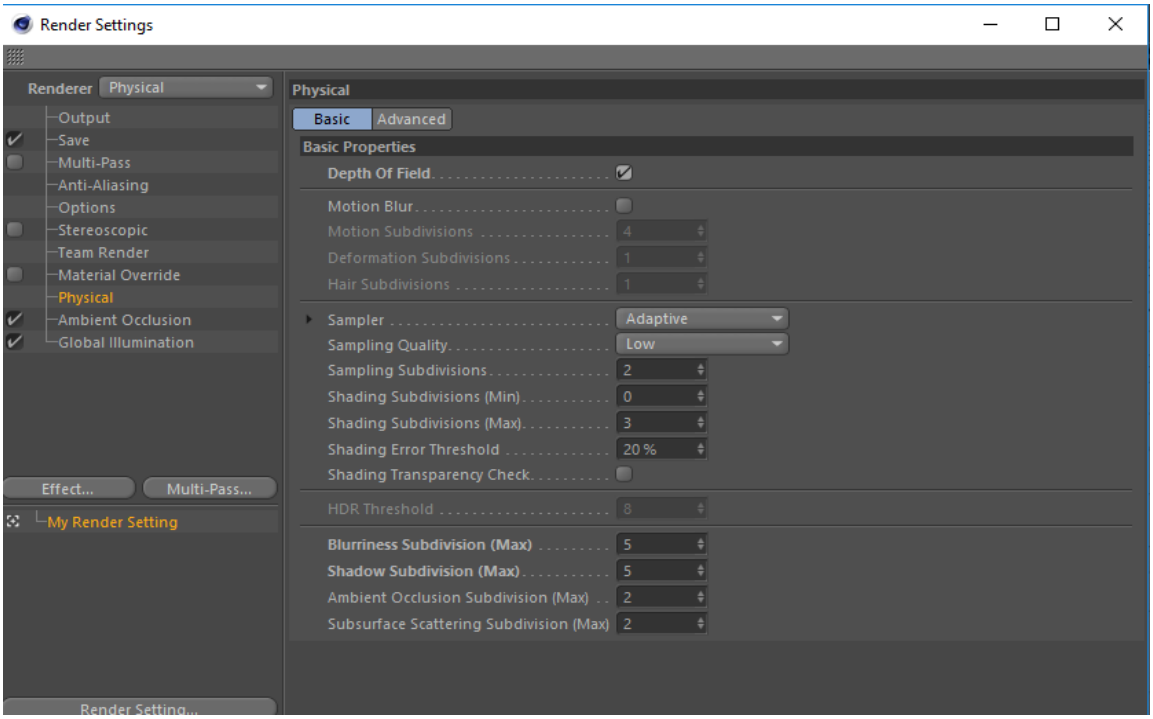

Figure 3.2.7.2 using depth of field

Figure 3.2.7.3 render view of chocolate product

3.3 Post-production:

This post-production process was conducted using after-effects to edit the various scenes together combining the video with sound, and color gradating using curves, vibration, hue /saturation and to output final render.

After rendering I import my sequence render file in after-effects. I added sound in post-production. I used an Arabic Jingle [11] for my production. The jingle was used in an Arabic chocolate product advertisement [11]. Basically I have done all kind of animation and transitions according to this music. I also downloaded a free sound effect from youtube audio library [7] for sound mixing. After marge every scene I done a great composition by after effects. Then I rendered my animation as a video output with music from after effects. The video output was in hd quality and 24 fps. I took an adjustment layer and put hue-saturation and curve effect on the layer.

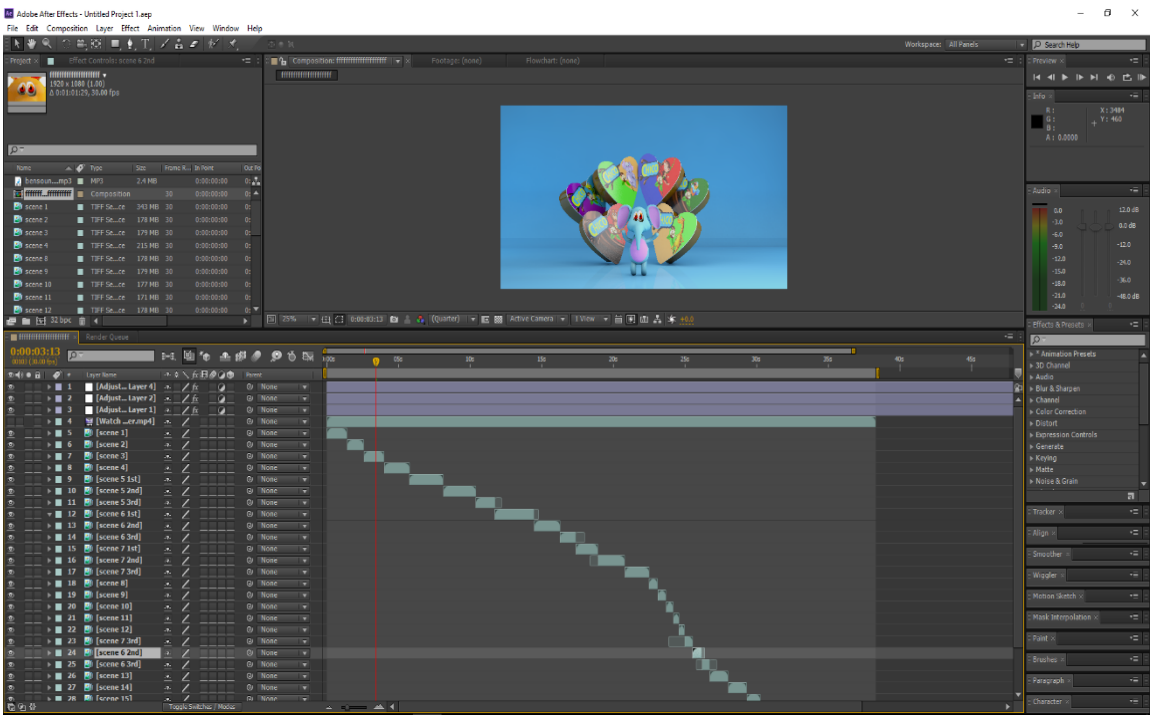

Figure 3.3.1 render view of chocolate product

Then I put RSMB [8] effects on another adjustment layer that bring motion blur effect in my animation output.

Figure 3.3.2 using motion blur

I rendered my video output as the H.264. This kind of output gives me a hd quality print of video but the footage size was quite small.

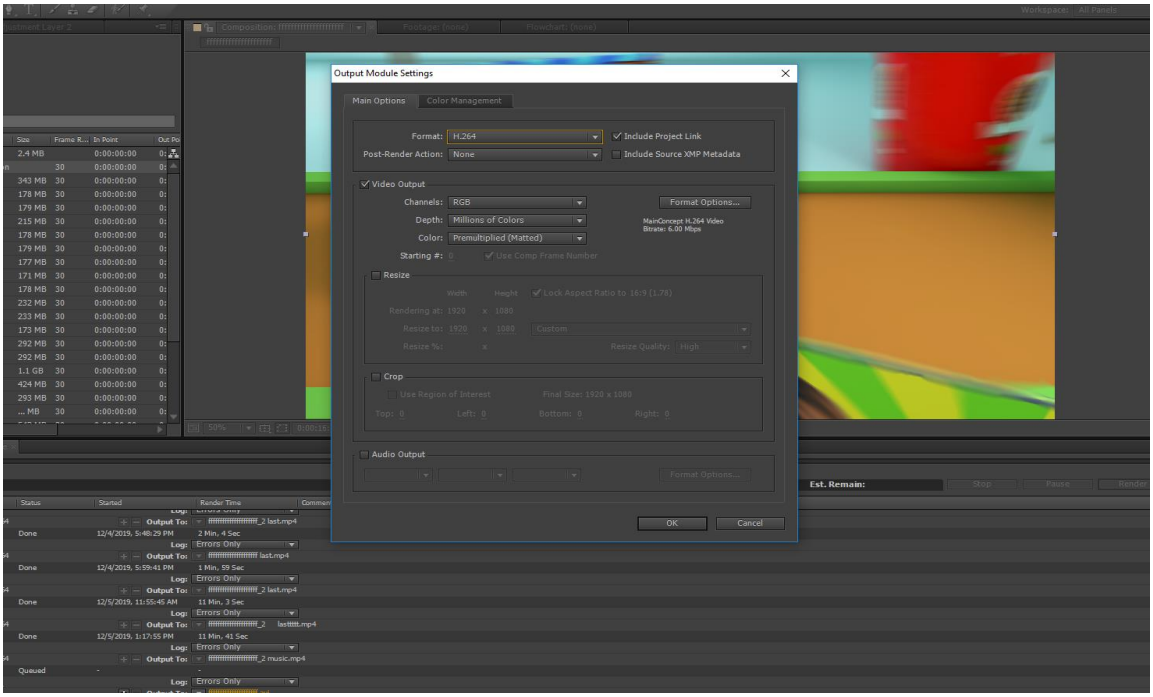

Figure 3.3.3 render setting of final output

CHAPTER 4

Conclusion

Because of its overall impact on business, branding is absolutely crucial for a company. Branding can change how people view a unique brand, drive new businesses and increase awareness of your brand. Announcements are one aspect of branding, and advertising campaigns represent the brand and its desired identity directly. Campaign strategies such as the use in trustworthy companies of promotional products such as Extraordinary Branding make it easy to establish a coherent and appealing advertising strategy that plays a good role in brand goals. The company has used 3D advertising to help brands target and engage their audiences. 3D advertisements give a more compelling and immersive realist virtual experience to products than traditional 2D animation advertisements.

Cartoon animation has a role to play in ads that leads to better communication with prospective clients. Not everybody will read your product's pages and text pages, but most people will watch an interesting animated video. You can describe it all clearly and easily and increase the awareness of your consumers and often rely on your product or brand. Use animation in your advertising strategy will boost your modern look and feel, make your brand, especially children, more fun and interesting. Animated ads is much cheaper. Labour costs are much lower and production costs are usually significantly saved and delays are minimized. You can pre-sell the goods with animation, before a physical product is actually available. Animation enables you to show a product without it in your hand. Animation also requires special effects, lighting and colors, which would be hard to achieve naturally to make an audience more appealing. The idea of baby food is definitely revolutionary in our country, but it is not an easy task to produce a quality 3D ad. The consistency of animal cartoon animation frame by frame must be provided by showing it is quite hard work. Animated cartoon advertising is especially appealing to audiences, who improve product sales opportunities.

This idea of this project was difficult for me. It was very difficult to make a quality standard advertising retain the color, create the idea and look at the whole advertisement. 3d ads in our country isn't so florid due to budget issues. Local brands are not interested in investing 3d ads because it is costly, but it is not understood that it is the natural and abstract way to create customers. CGI allows you to showcase the best features of your company. We can display our product in various colors and variations from each perspective with CGI.

My target is provide a quality full CGI 3d chocolate advert which will be create a proper branding of baby food. Because technology is changing in Bangladesh we would welcome 3Ds instead of just conventional live action in the advertising field.

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[11] Retrieved 5 July 2019. https://www.youtube.com/watch?v=5AQltjW6E2Q&list=PLqXRw3bW-YBzb5vvWH8EGV0-saTTKhLMB.