

FINAL YEAR PROJECT REPORT

3D Motion Graphics for using time limit on social media

BY

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

Supervised By

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DAFFODIL INTERNATIONAL UNIVERSITY

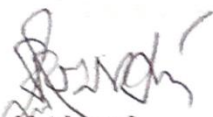
DHAKA, BANGLADESH

SEPTEMBER 2019

APPROVAL

This Project titled “3D Motion Graphics for using time limit on social media”, submitted by ***Nayemur Rahman*** 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 08-09-2019.

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DECLARATION

We hereby declare that, this project has been done by us under the supervision of **Dr. Shaikh Muhammad Allayear, Associate Professor and Head, Department of MCT** Daffodil International University. We 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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At first, all praises to almighty God, makes me fortunate to accomplish the final year project through his heavenly kindness and blessings.

My heart pouring love to my respected teacher **Dr. Shaikh Muhammad Allayear, Associate Professor and Head**, Department of MCT, Daffodil International University, Dhaka, who is the main supervisor of my project. Their yearning and passions for art and guidance help me to complete this project successfully through constant encouragement, constructive criticism and important advice.

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My friends as well as course mates also deserve heartiest love for helping me through various ways to complete this project.

At last, my obligatory acknowledgement towards my beloved and respected parents, without their crazy love and constant support I can't come at this stage of my life.

ABSTRACT

Time is most valuable things in our life. It is the most powerful than everything in this world. We spend our time but we do not think how we finish our valuable time which never back. Some time we spend time in productive word and sometime loss it with unproductive work. But everything in this world which depends on time, we can do nothing with time. In this modern era social media is very important for our daily purpose. We never think our life without social media. We can easily save our time through social media but most of the people wasting their time in social media. To prevent time wasting in social media we have many solutions but in this project I focus on one solution which is made time limit alert in our social media. Idea making is first step of building story and story is the base of motion graphics production. Concept drawings the first key to visualize the idea. Then the thumbnail drawing are made in and Adobe Photoshop. Then I start character design and environment design. After design all element I start modeling through Maya, cinema 4D, Zbrush. After finishing all model next steps is making uv mapping of all 3d model. then I start texturing in substance painter. After making all elements then I start making animates based on scripts. I animate my animation in maya and render it in redshift. After finishing my render I composite it in after effects. When visual is ready I start making audio and folly sound. My Motion graphics projects aware people for best use of social media and making time limit of social media.

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CHAPTER 1

Introduction

There is a common and true saying that “**Time and Tide waits for none**” which means time never waits for anyone, one should have to go with time side by side.

Social media make our life easy in terms of communication, marketing, making awareness, connectivity, entertainment and education. But social media have also have some disadvantage and the main disadvantage is unnecessary use of social media and its kills our valuable time. Statistics say people are spend

I make this project aware people about social media and use time limit for social media. There is thousands of solution to prevent disadvantage of social media but I focus in only one solution of them.

My project consists in the realization of an Animated Short, combining 3D techniques to achieve a professional quality product. One of the objectives of the project will be create a professional visual piece, which will help me to demonstrate my skills to the professional world when looking for job in this field of the industry.

This project provide a animated 3d Motion graphics. The Visual are based on, alien Character adventure experience.

CHAPTER 2

2.1 Literature Review

In this chapter I'll try to give short brief on social media advantage and disadvantage and its impacts in our society in the real world with data from various news portals, journals, books analyze themselves that will influence motion graphics to reach the final stage.

2.2 Social Networking Addiction Statistics

As estimated 350 million social media users are suffering in Facebook addiction syndrome. This syndrome increase in users between the ages of 16-25. An estimated 60% of addicts are females with 68% of users confessing to checking their social media feeds 20 times a day. Additional social media statistics are listed below that illustrate the power of social media in today's time.

- If compared to the size of a country, Twitter would be the 12th largest in the world.
- LinkedIn signs 2 new members up every second.
- The average visitor spends 15 minutes a day on YouTube.
- 3 million blogs are launched each month.
- 97% of Pinterest users are female.
- 5 million images are uploaded daily on Instagram.
- The Google +1 button is pressed 5 billion times a day.
- Facebook dominates the social landscape with a 63% market penetration.

2.3 How Social Media Users Spend Their Time

At least 3 hours a day on average is spent on social media its users aged 15-19. Two hours are spent interacting a day for users age 20-29. The most popular place that users check their social media are in bed with 66% of users doing so while under the covers.

- 31% of adolescents freely admit to reading and writing on a social media site while sitting on the toilet.
- 45% of users check their timeline when they eat.
- 37% of students check their social media updates were more interesting than a

classroom lecture.

- 55% of youth check their social media site on a mobile device versus a desktop or laptop.

2.4 Social Media at Work

1. The average USA people spends 24% of their day cyber loafing, spending 23 minutes to regroup.
2. 60-80% of people's time on the internet at work they have nothing to do with work.
3. If 1,000 employees spent 1 hour each day social media , the company could lose \$36 million a year.

2.5 User Trends by Category

Facebook and Twitter

1. 19% of users can't go a few hours without checking Facebook feed.
2. 62% of users have to check Facebook at least 2 times a day.
3. 17% of people rely on Twitter or Facebook for their morning news.

iPhone Users

1. 29% of iPhone users check Twitter before they get out of sleep.
2. 27% of users check Twitter before they turn off the television.
3. 24% of users rely on Twitter for the news.

CHAPTER 3

3.1 Story Building

From the thought of doing something helpful for our awareness through my work, I started to think about this project which will not only fill my goal but also will be helpful for our awareness about time.

Basically, this project is done to make awareness about our valuable which we loss in social media. my main objective it is help people to save their by using time limit in social media.

As we know people are very much interested in animation video so I get this and build my story with a cartoon alien character. They are not interested in reading books as much they are interested in seeing cartoon animation. Now that most of the people are more or less connected with technology.

So, this is my little effort to inform them about how we save our time in social media.

My story is based on a Adventure of a alien character named turbo. Once he began his adventure on mars. On his adventure he discover that a spider net beside moon. When he comes beside moon he see that the earth cover by net, not spider net cover by network's nets. People are very happy social media but there are some issue in social media, it's kills time more rather than its benefits. Then human are make a solution to solve it. they make time limit for social media and maintain it. When alien turbo write this story aliens are decided that they build a social media named time media.

3.2 Research

To create this project in 3D motion graphics and give colorful look, I've search various animation films, short film, via browsing internet. Combining that searched images, I've created new visual look.

Being inspired from that multiple reference images, videos; I have made every object in this project. Some of them are given below for clarification.

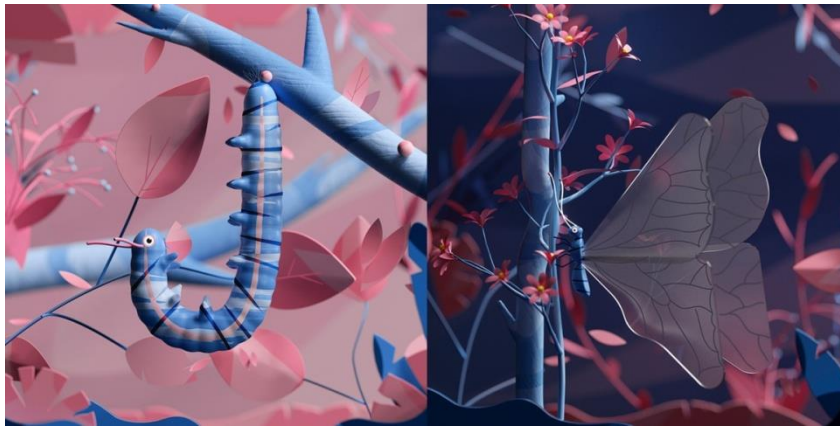


Fig 3.1: Environment color and render reference.

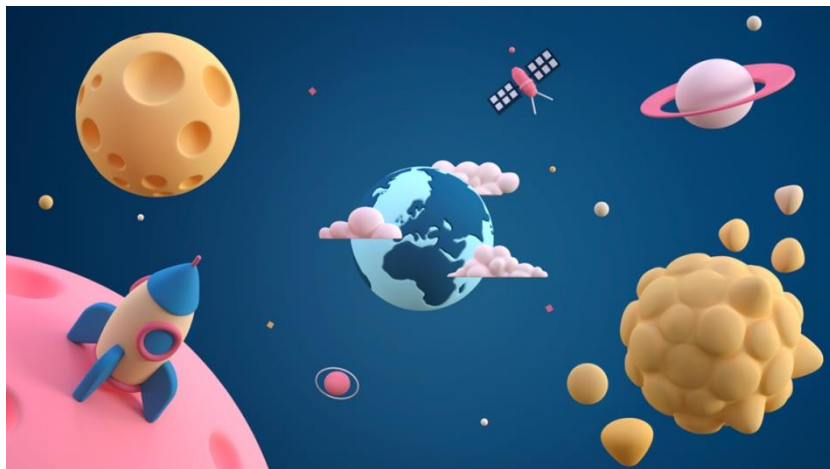


Fig 3.2: Environment color and render reference.

I have tried to create new environment style by taking inspirations from this image.



Fig 3.3: character presentation style reference.



Fig 3.4: character presentation style reference.

I have tried to create new character presentation style by taking inspirations from this image.



Fig 3.5: pattern style style reference.

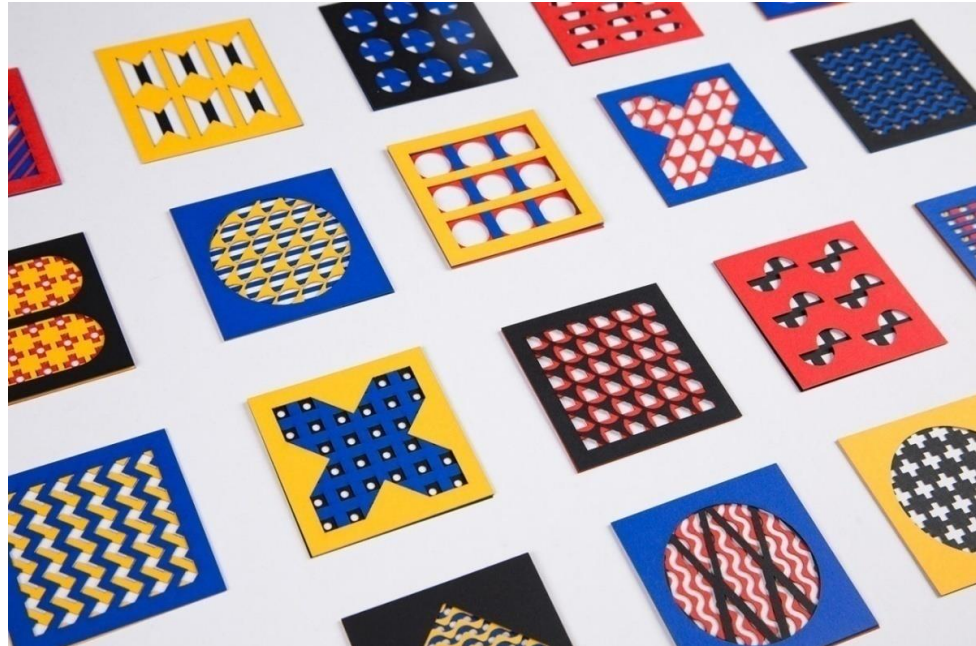


Fig 3.6: pattern style style reference.

I have tried to create new pattern style by taking inspirations from this image.



Fig 3.7: visuals look reference.

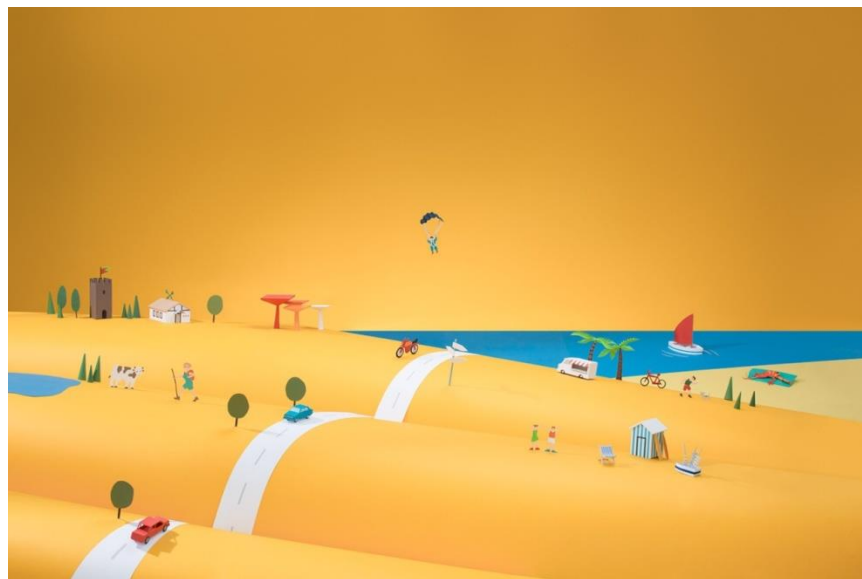


Fig 3.8: visuals look reference.

I have tried to create new visuals by taking inspirations from these images. There were some visuals which were clean and colorful which inspired me to create visuals. These characters and environment show me how simple they are. Simple character can easily be animated.

3.3 Animates

Animates is basic structure of visual where we visual look, color and get idea about motion picture. It is advance stage of story boarding.



Fig 3.9: Shot 1.

In this shot show alein city. Alein are make their house over the land though pillar.

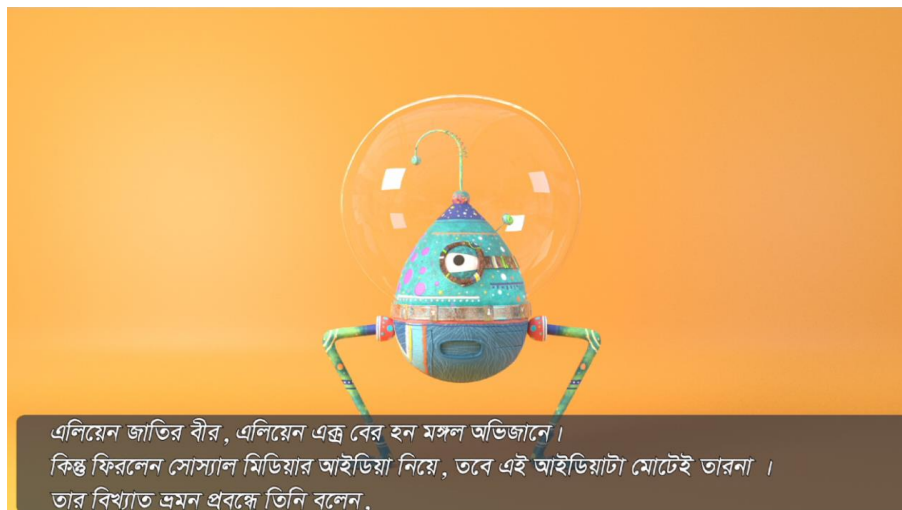


Fig 3.10: Shot 2.

In hare introduce alien character named Alein Taebo

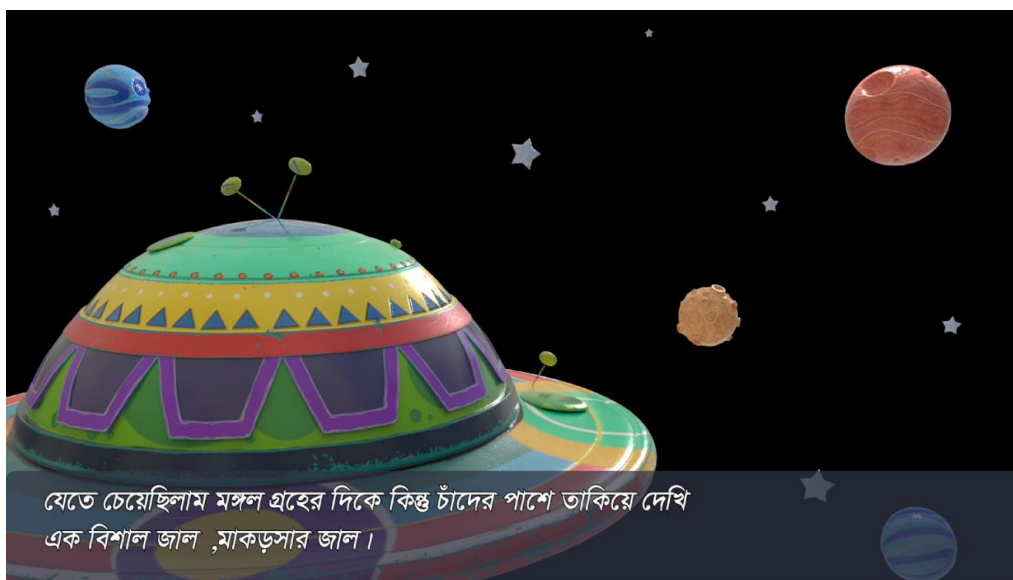


Fig 3.11: Shot 3.

In here I show a alien ship with many planets.



Fig 3.12: Shot 4.

Spider net cover the world and satellite makes this spider net.



Fig 3.13: Shot 5.

Hare I visualize modern human world through skyscrapers.

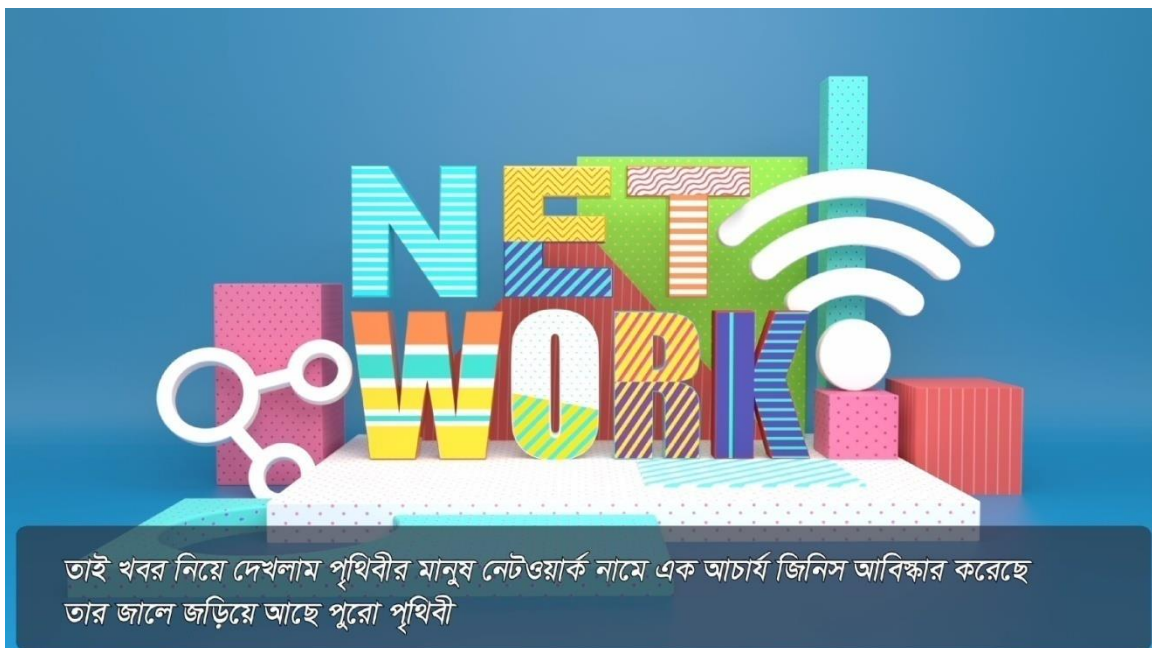


Fig 3.14: Shot 6.

Hare I use typography of network with pattern.



Fig 3.15: Shot 6.

Hare I make this shot to focus on social media connectivity and its emotion.

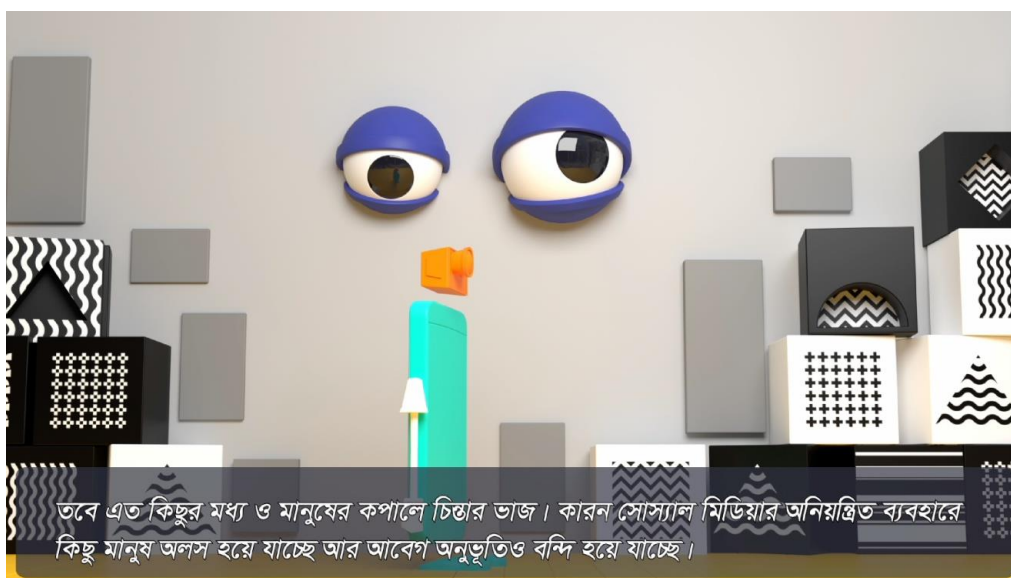


Fig 3.16: Shot 7.

Hare I make this shot black and white as depression of people and use color as our activity.



Fig 3.17: Shot 8.

Hare I make this shot to visualizes our emotion on social media.

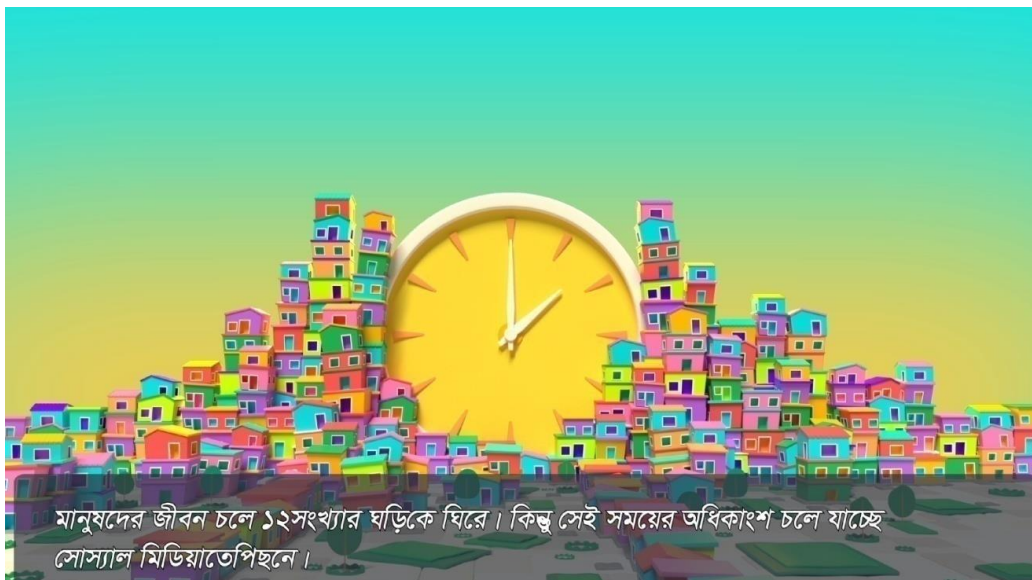


Fig 3.18: Shot 9.

Hare I try to visualized that how much people are trying to connect their life with time.



Fig 3.19: Shot 10.

Hare I try to visualized fight between time and social media.



Fig 3.20: Shot 11.

I show many mobile where social media time limit is enabling to aware people that they should use time limit on social media.



Fig 3.21: Shot 12.

I named time media as a social media of alien to aware people value of time.

3.4 Character design

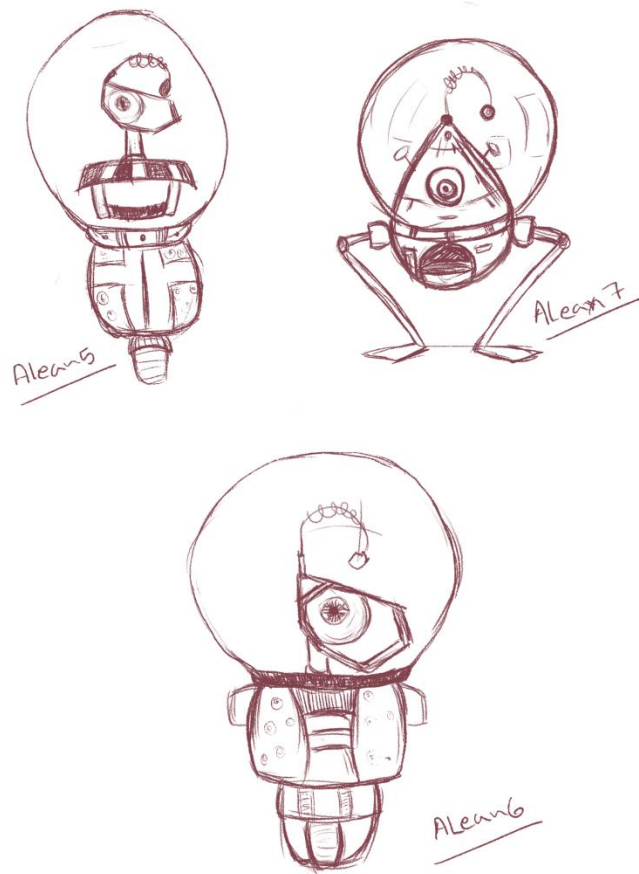


Fig 3.22: Alein character

At first, I required character Design for my motion graphics project. I draw alien character in mechanical and organic from together. I draw character in Adobe Photoshop.

3.5 Modeling

After character design character modeling has started for our 3D motion graphics. I start modeling in Autodesk Maya and sometimes get help of Zbrush for polishing.

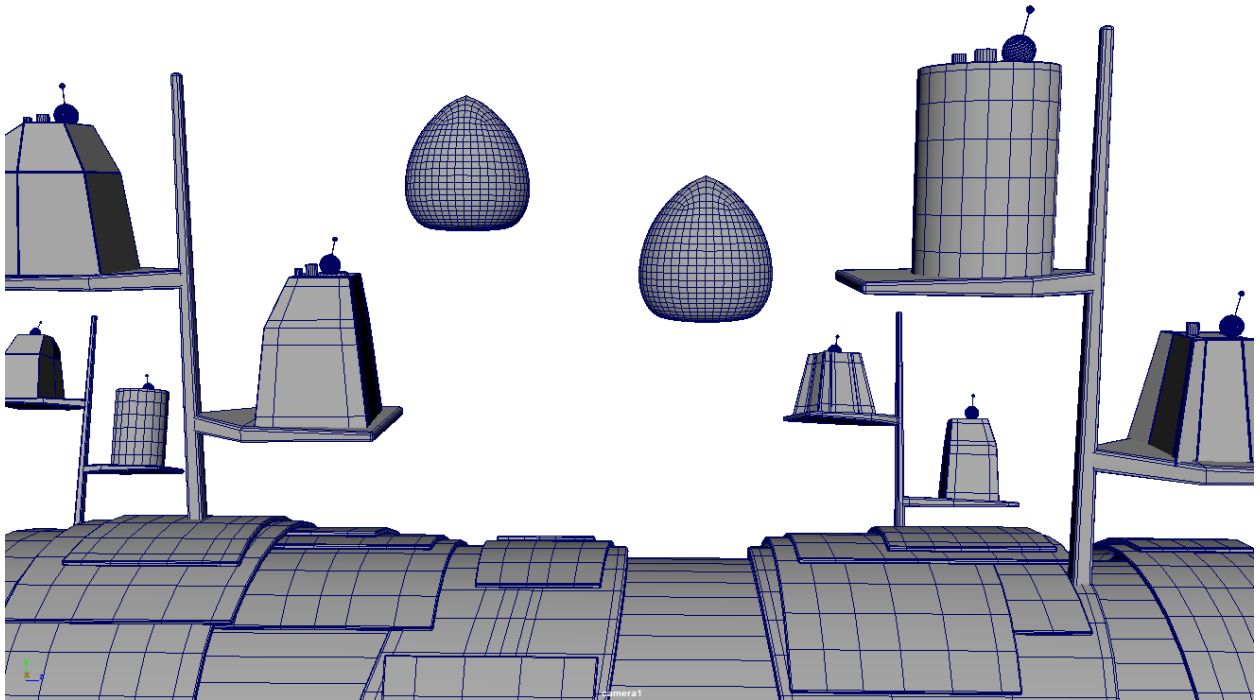


Fig 3. 23: Alein City modeling

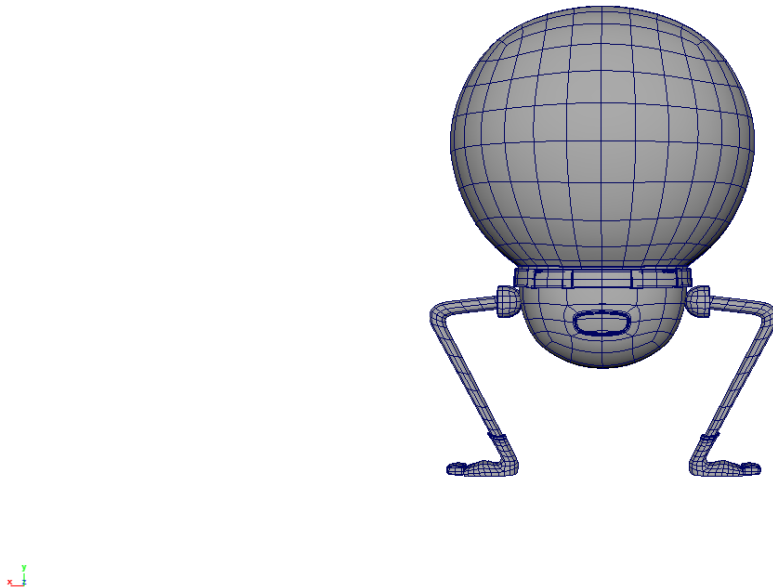


Fig 3.24: Alein ship and alein character modeling.

I use Autodesk maya in character modeling.

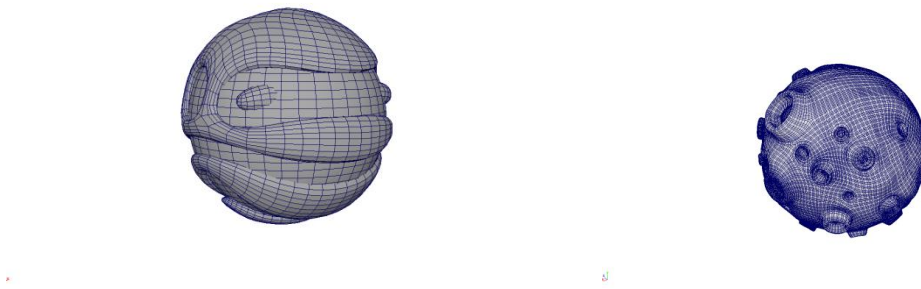


Fig 3.25: planet modeling.

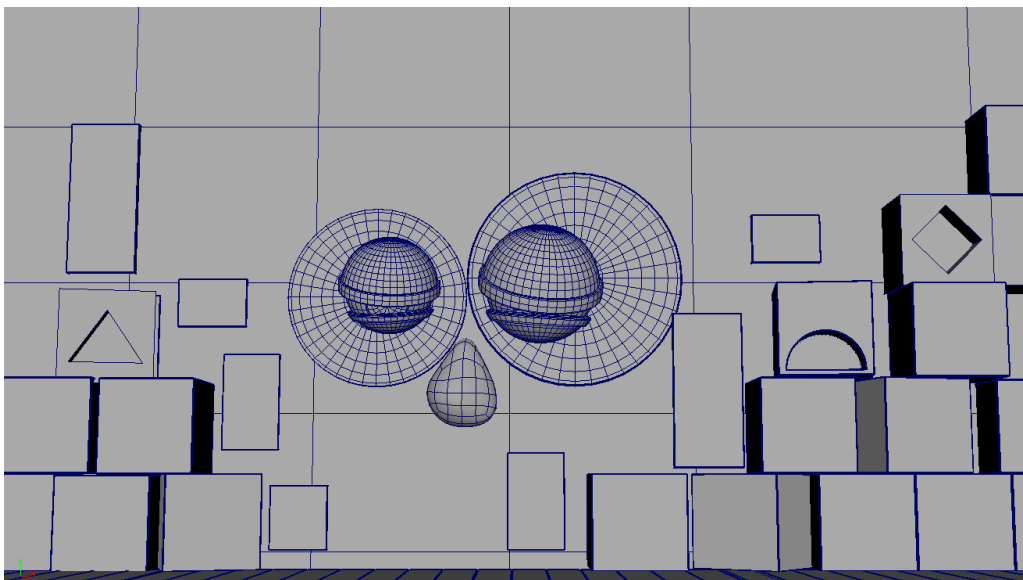


Fig 3.26: Adstart Modeling

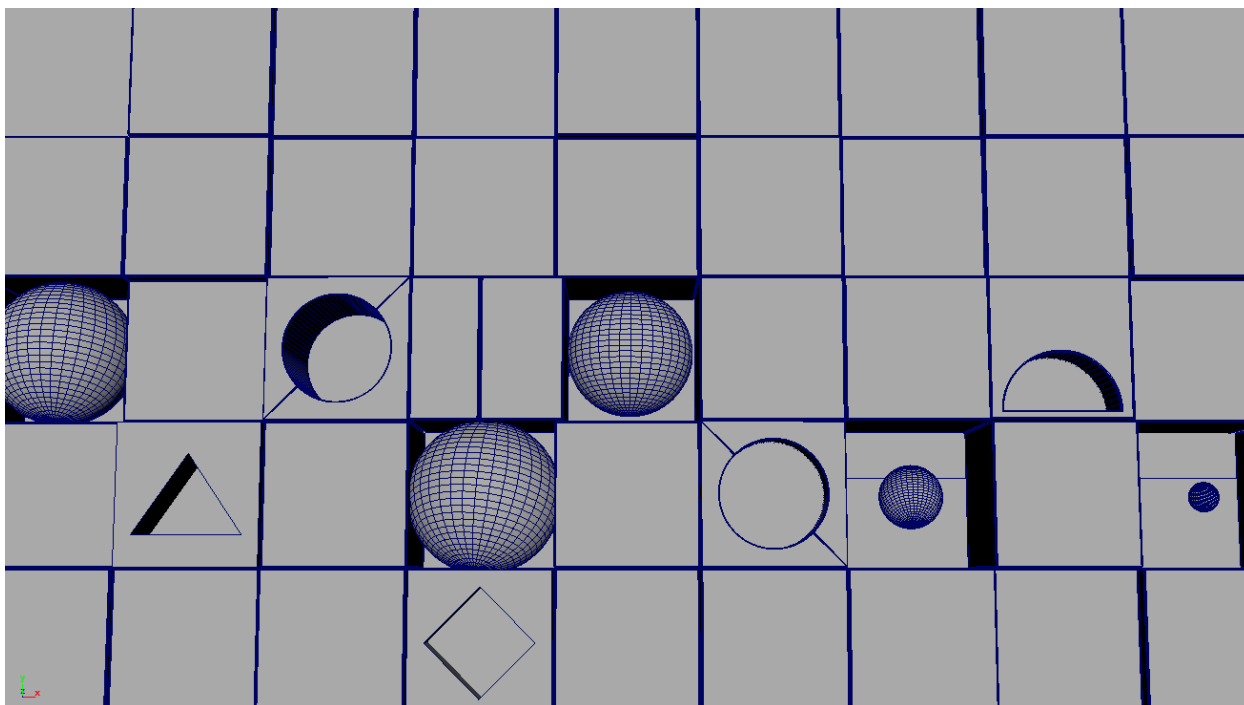


Fig 3.27: Adstart Modeling 2

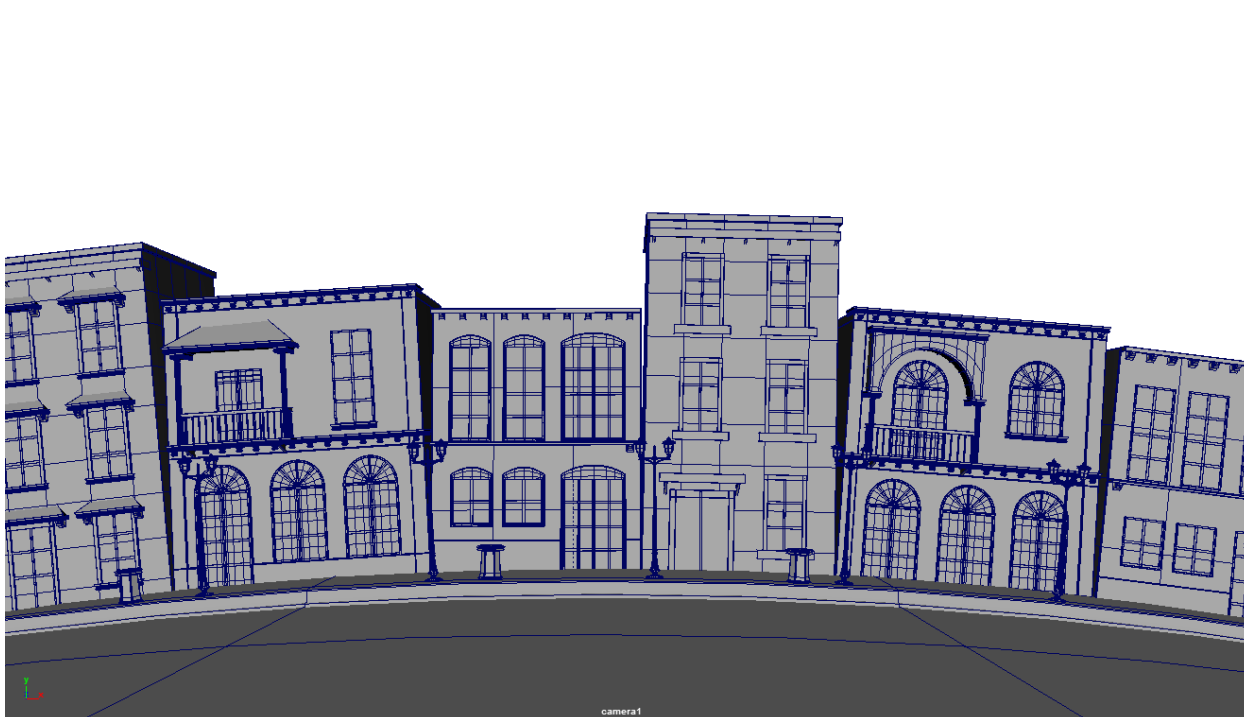


Fig 3.28: Adstart Modeling

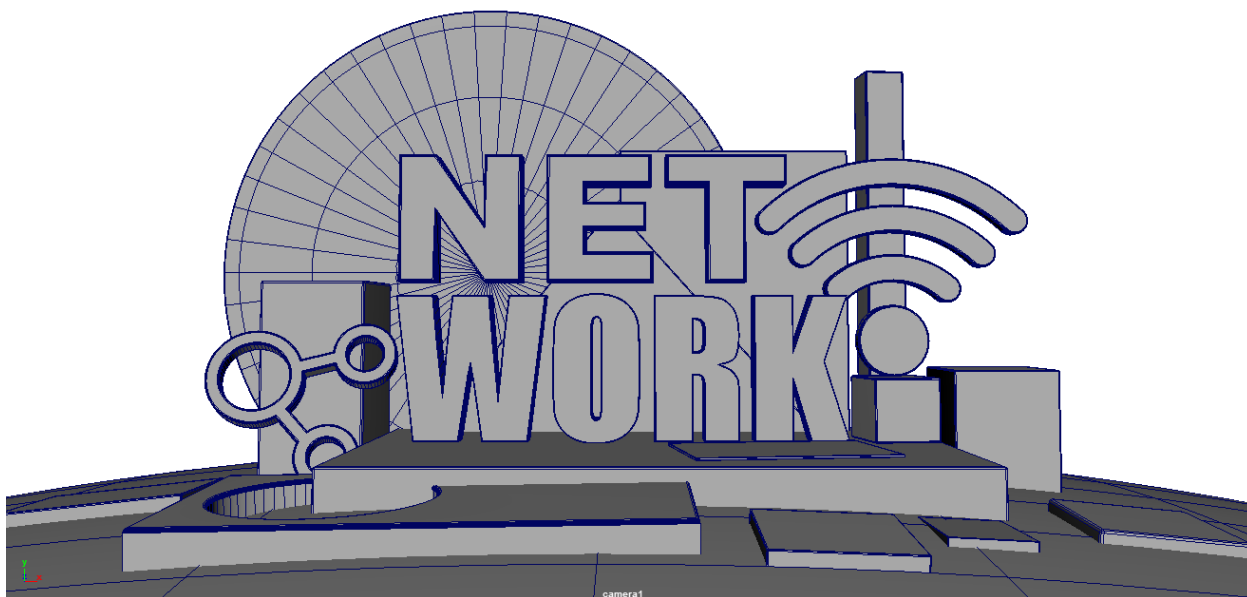


Fig 3.29: Network concept modeling.

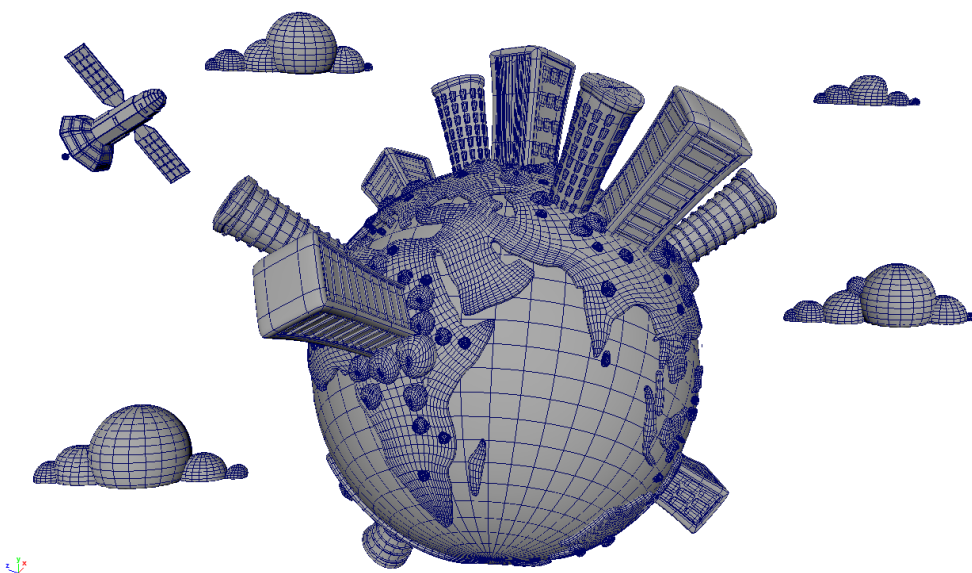


Fig 3.30: World concept modeling.

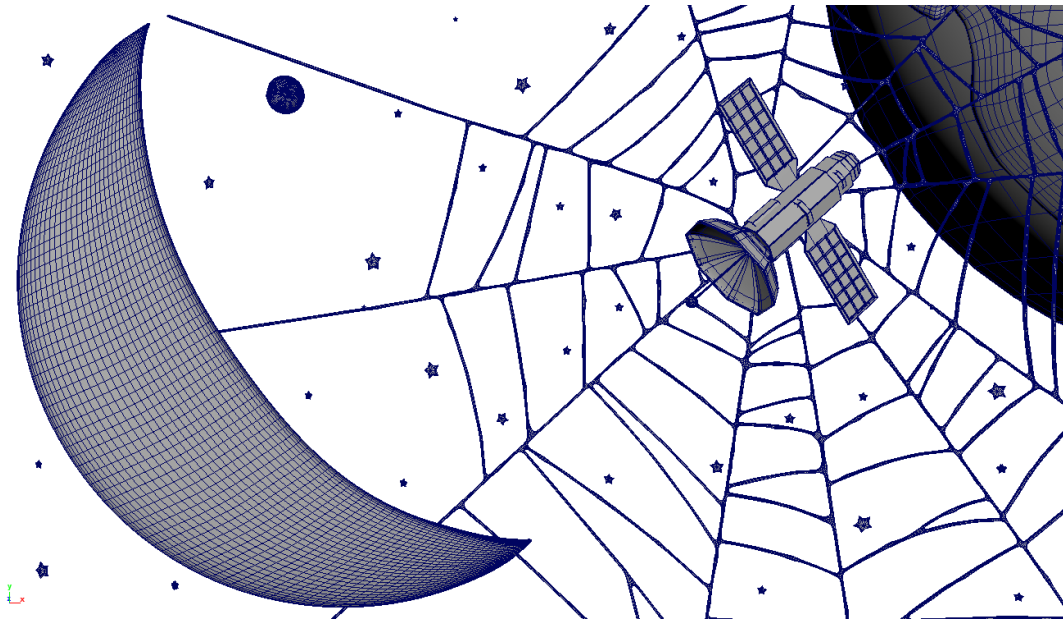


Fig 3.30: Moon concept modeling.

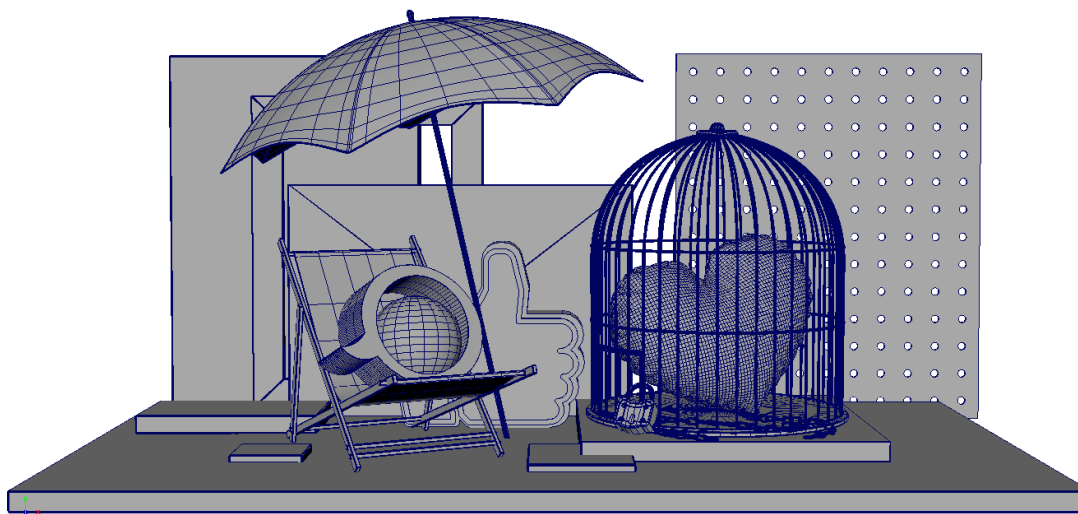


Fig 3.31: Social media concept modeling.

3.6 UV Mapping and Texturing

Uv is essential for texturing panting. I make uv layout in Autodesk Maya with 3D unfold formula.

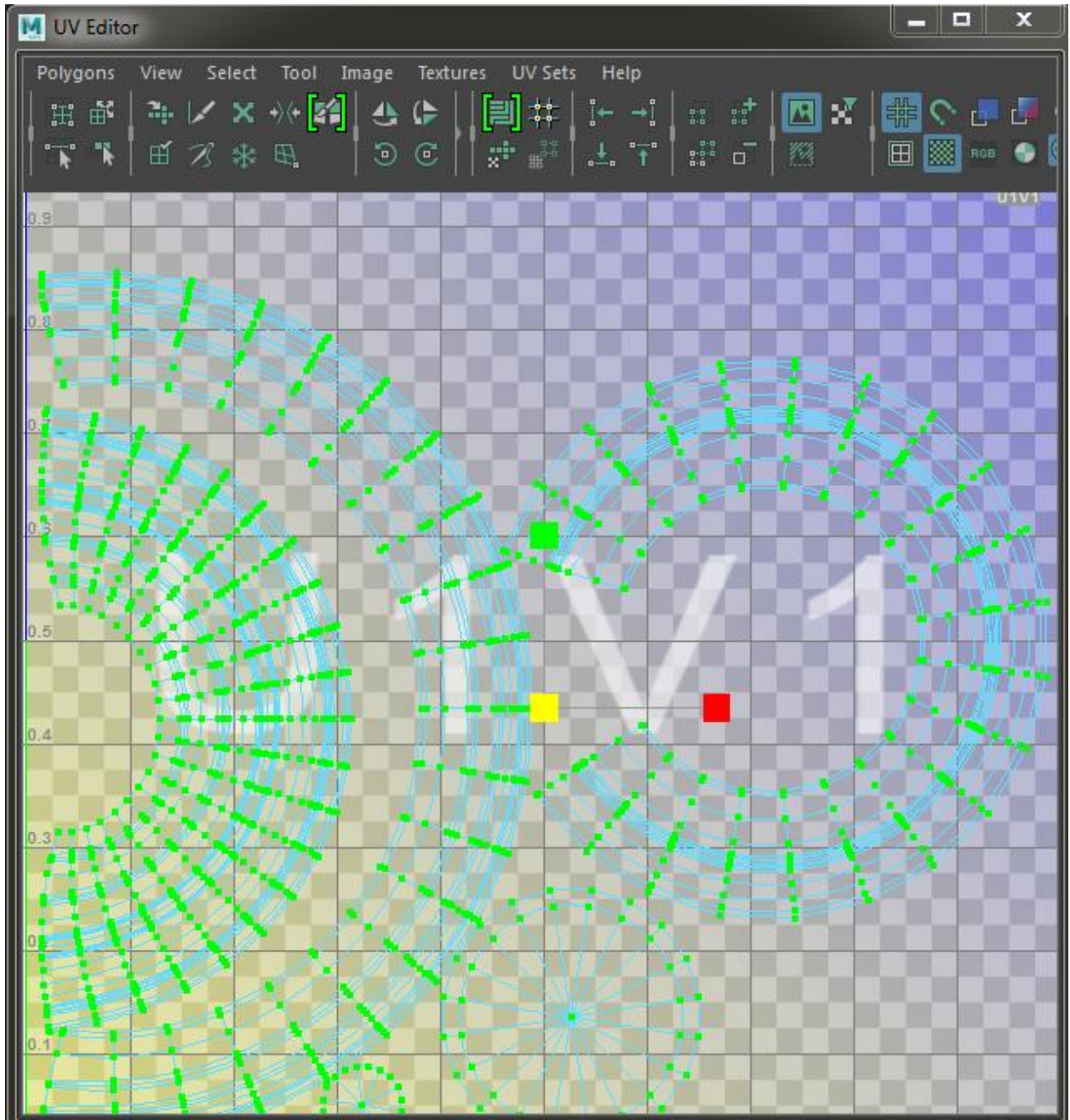


Fig 3.31: UV layout.

I paint texture in Substance painter with PBR materials.

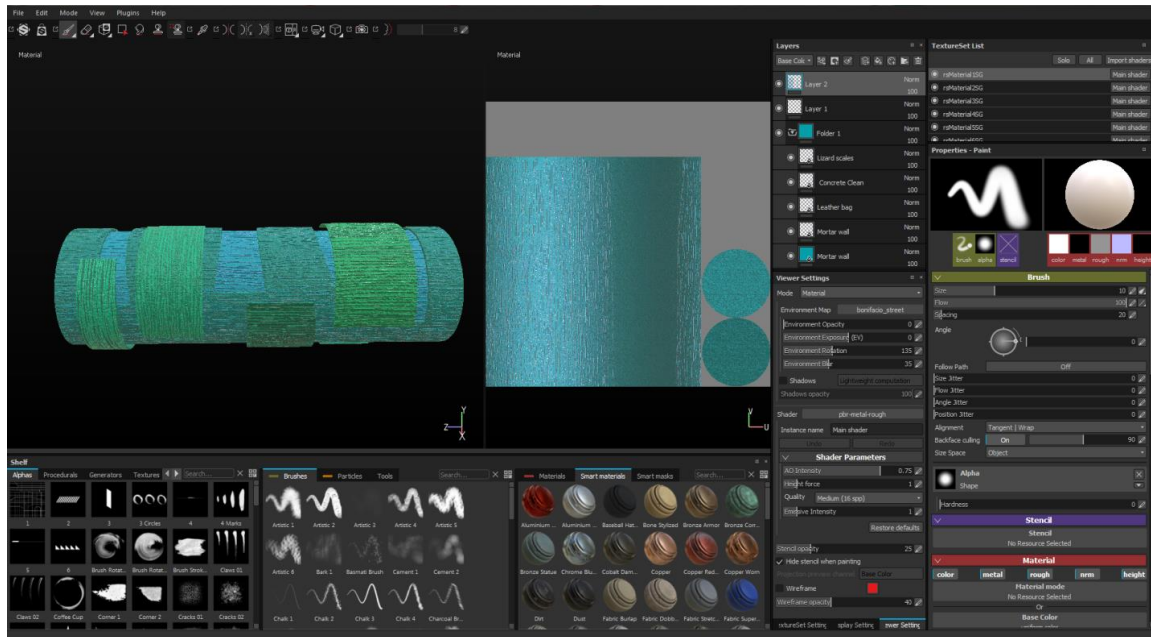


Fig 3.32: Texturing Alein city.

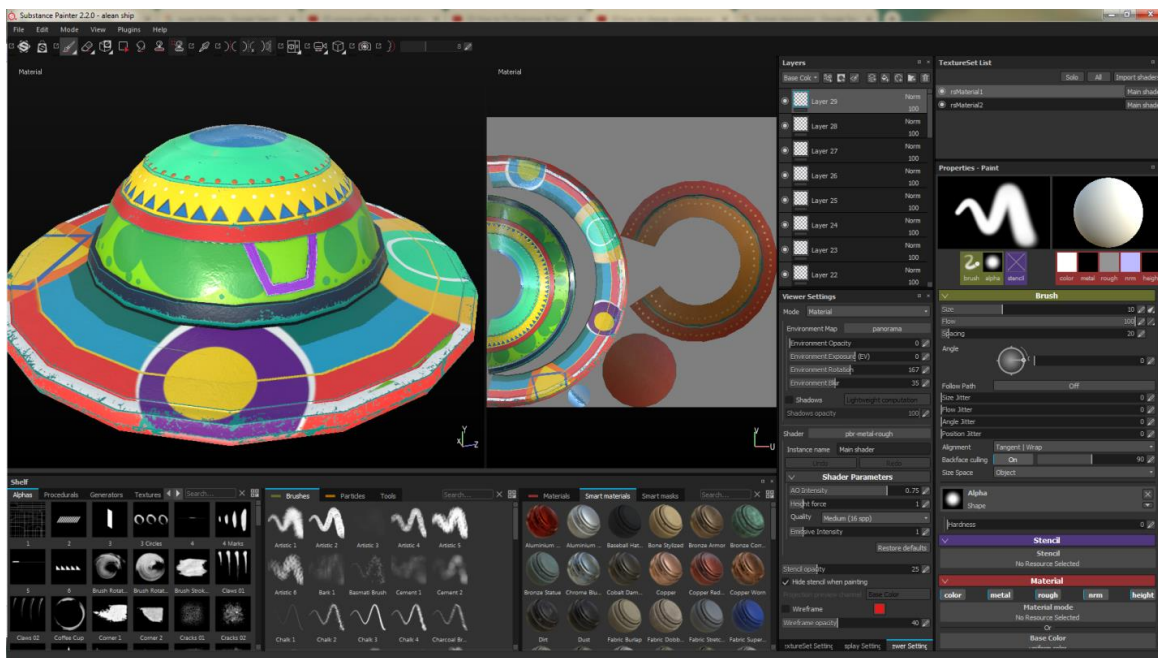


Fig 3.33: Texturing Ship city.



Fig 3.34: Texturing Social media text.

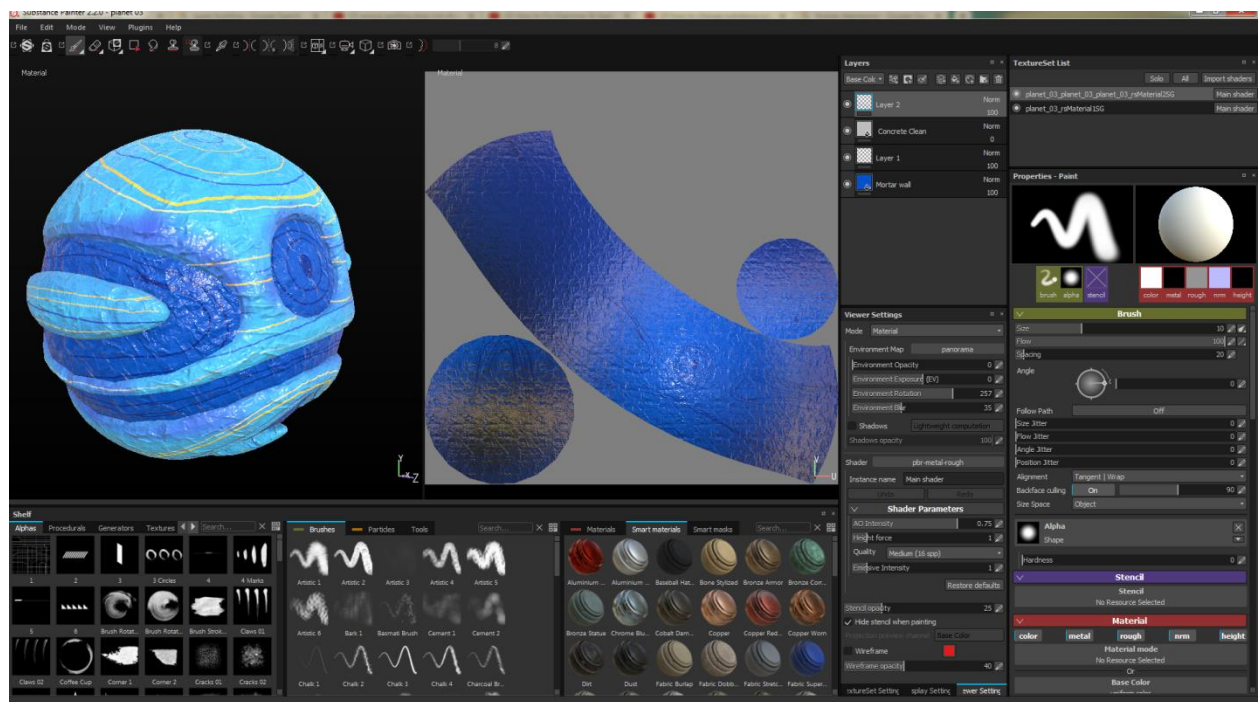


Fig 3.35: Texturing Planet.



Fig 3.36: Texturing Planet.

After finishing texturing I export Texture pass from substance painter. I export Base color, high map, normal map, roughness map,

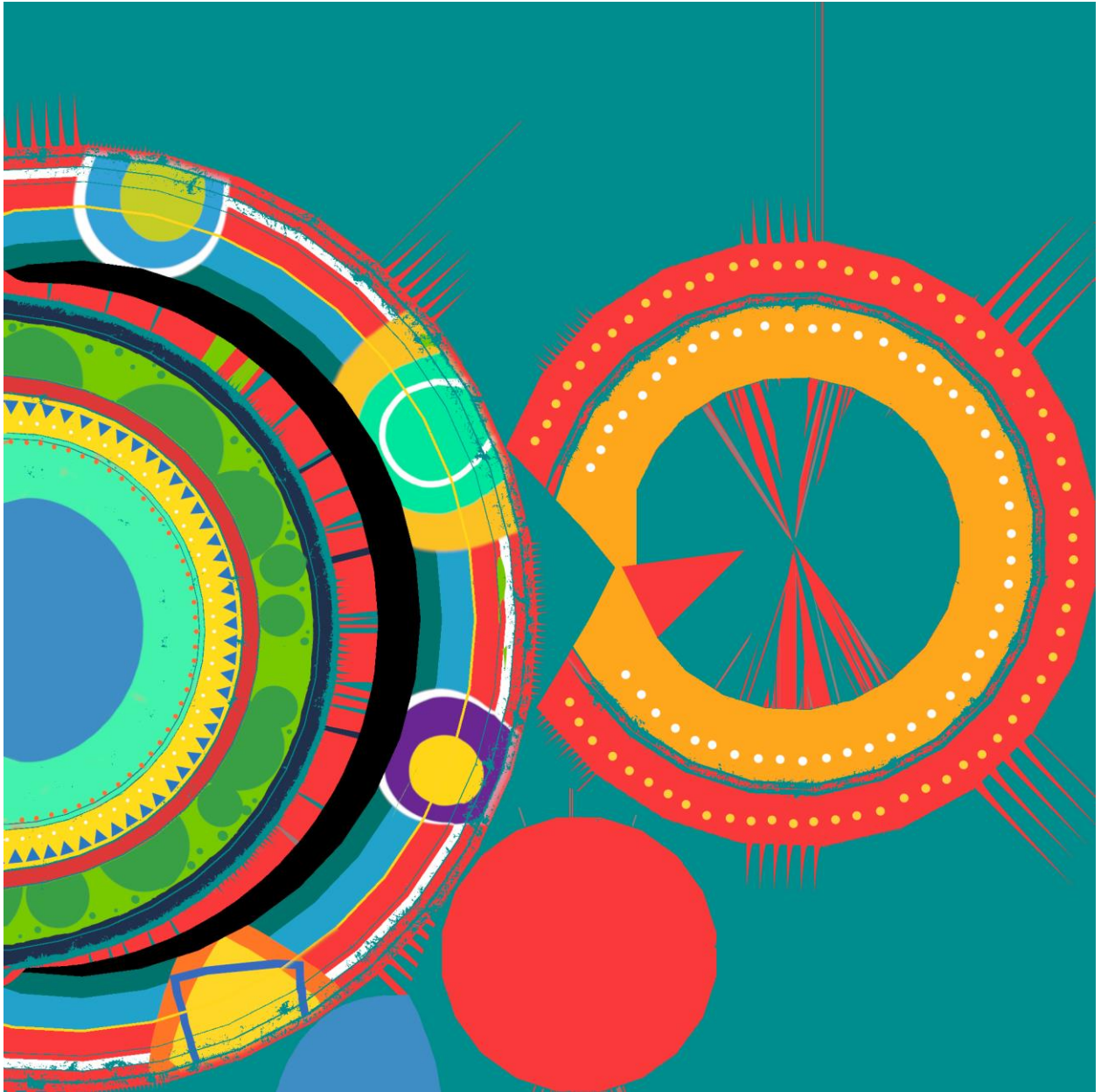


Fig 3.37: Base color.

Texture mapping referred to diffuse mapping, a method that mapped pixels from a texture around to 3D surface.

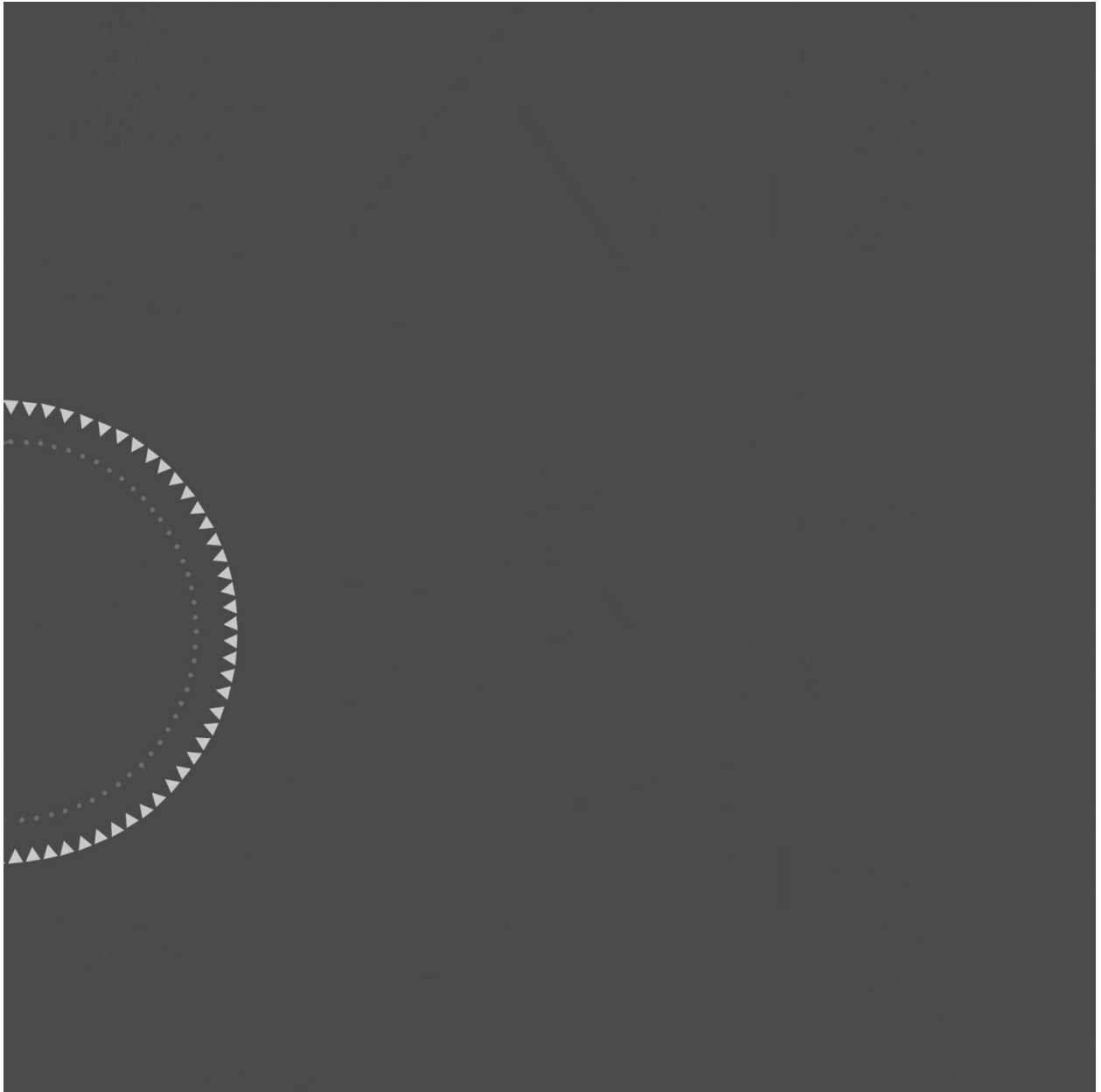


Fig 3.37: High map.

Normal Maps and Bump maps are both used for bump mapping in general, but Normal maps provide better detail. However, not all applications support Normal maps so knowing how to create a standard bump map can be useful.



Fig 3.38: roughness map.

The Roughness input controls how rough or smooth a Material's surface is. ... Roughness is a property that will frequently be mapped on your objects in order to add the most physical variation to the surface.

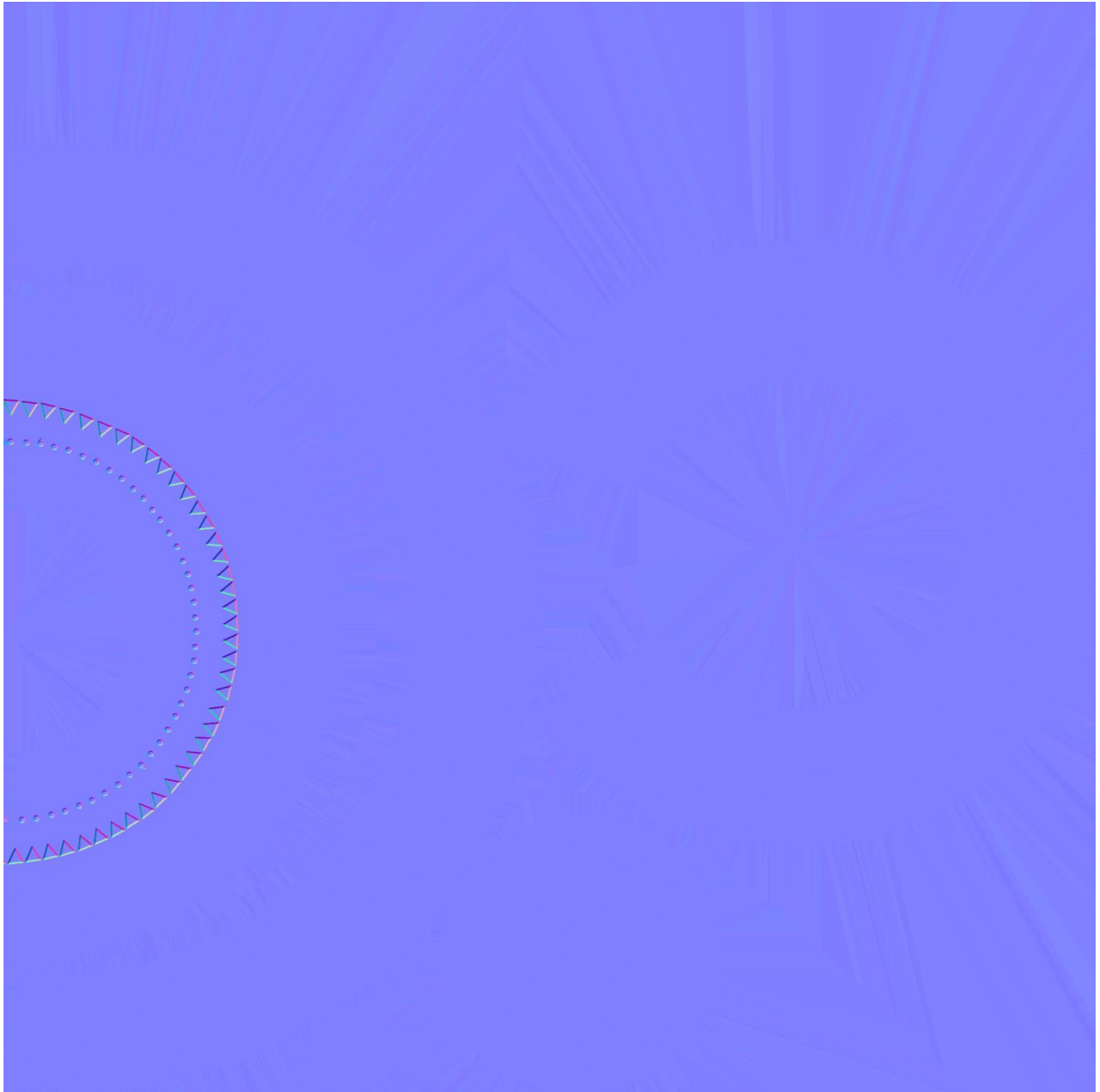


Fig 3.39: normal map.

Normal Maps and Bump maps are both used for bump mapping in general, but Normal maps provide better detail. However, not all applications support Normal maps so knowing how to create a standard bump map can be useful.

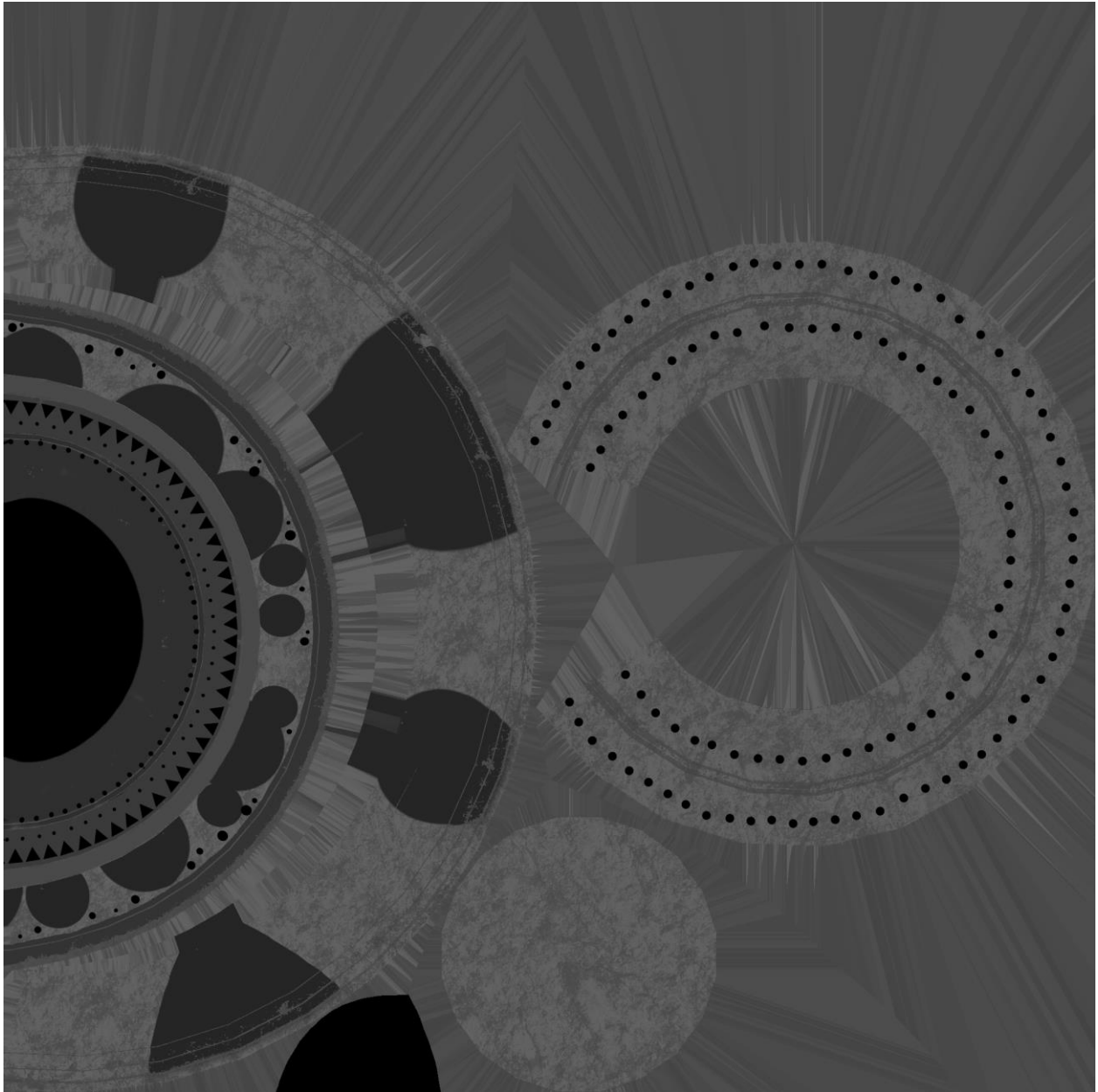


Fig 3.40: Matalic map.

A metallic map simply describes which parts of a material are metal and which parts are not metal.

3.6 Animation

To create animation, I have faced a lot of problems and solved those problems through learning from various sources. In animation chapter, animation of four things will be discussed.

1. Camera animation
2. Environment animation
3. Popup Animation
4. Infinity Zoom

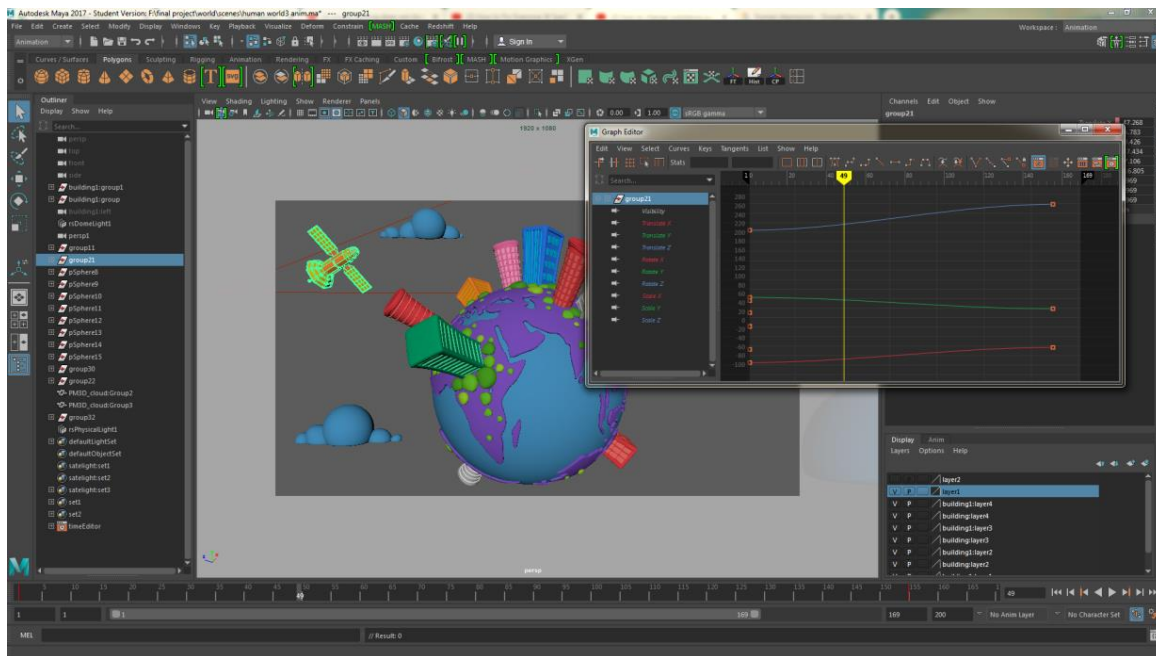


Fig 3.40: Popup Animation

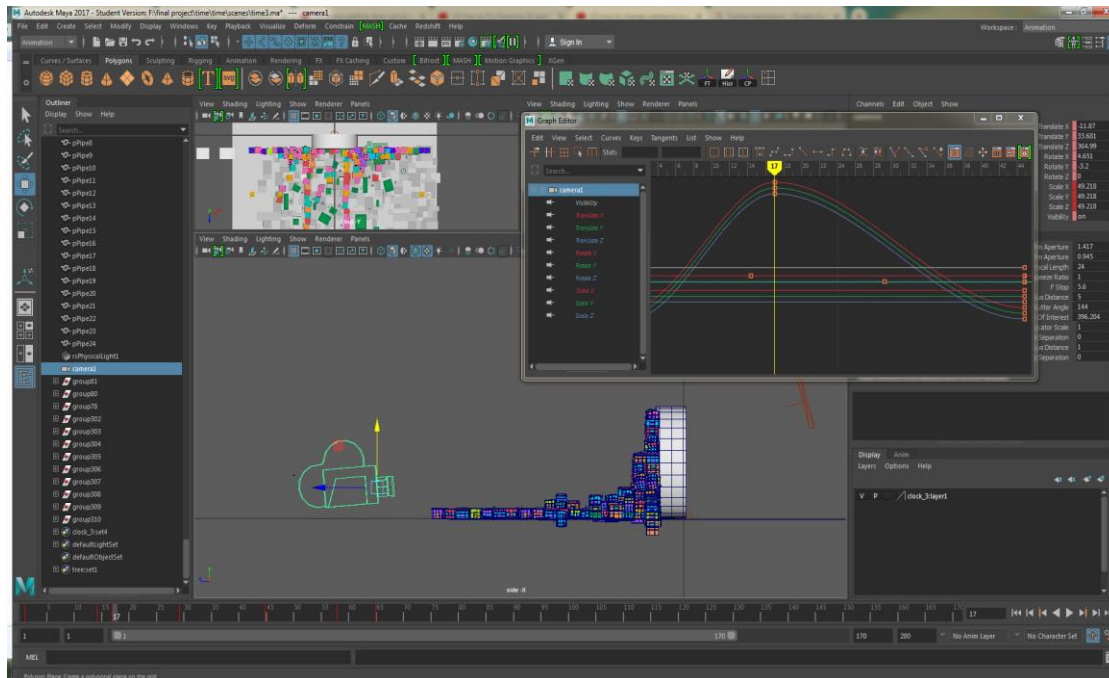


Fig 3.41: Camera Animation

An animation camera, a type of rostrum camera, is a movie camera specially adapted for frame-by-frame shooting of animation.

3.7 Lighting and Rendering.

Lighting and rendering define visual look of production. I have used Maya for render and redshift as a render.

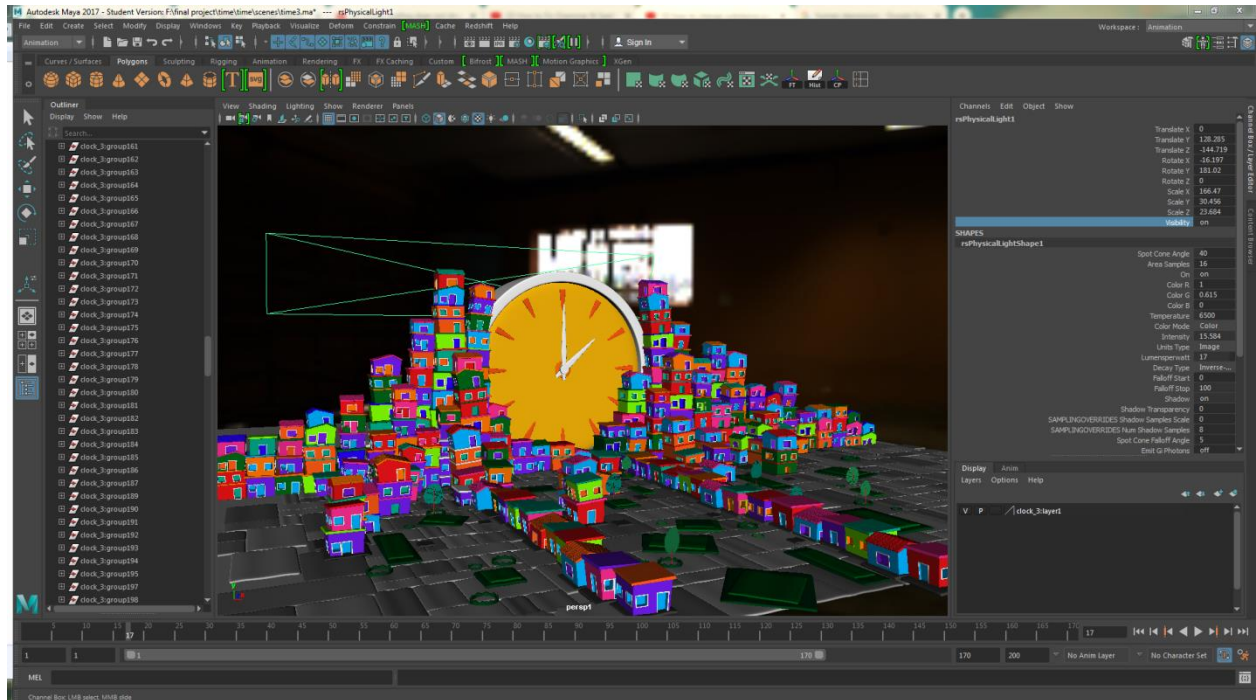


Fig 3.42: HDRI lighting.

Rendering is the automatic process of making a photorealistic or non-photorealistic image from a 2D or 3D by means of computer programs. Also, the results of looking such a model can be called a render.

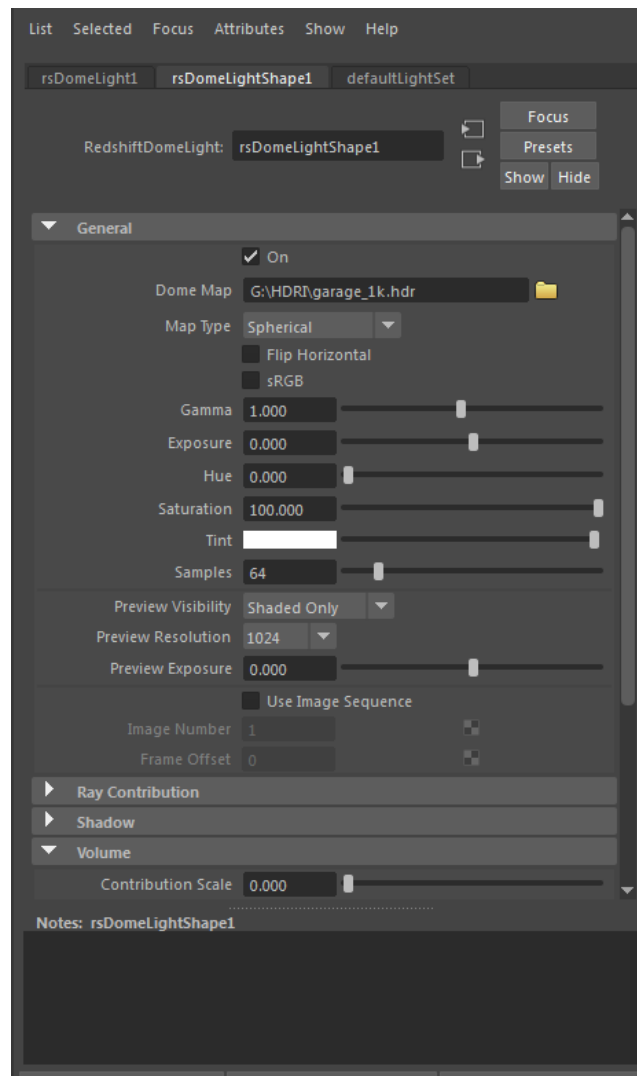


Fig 3.43: lighting settings.

Rendering is the automatic process of making a photorealistic or non-photorealistic image from a 2D or 3D by means of computer programs. Also, the results of looking such a model can be called a render.

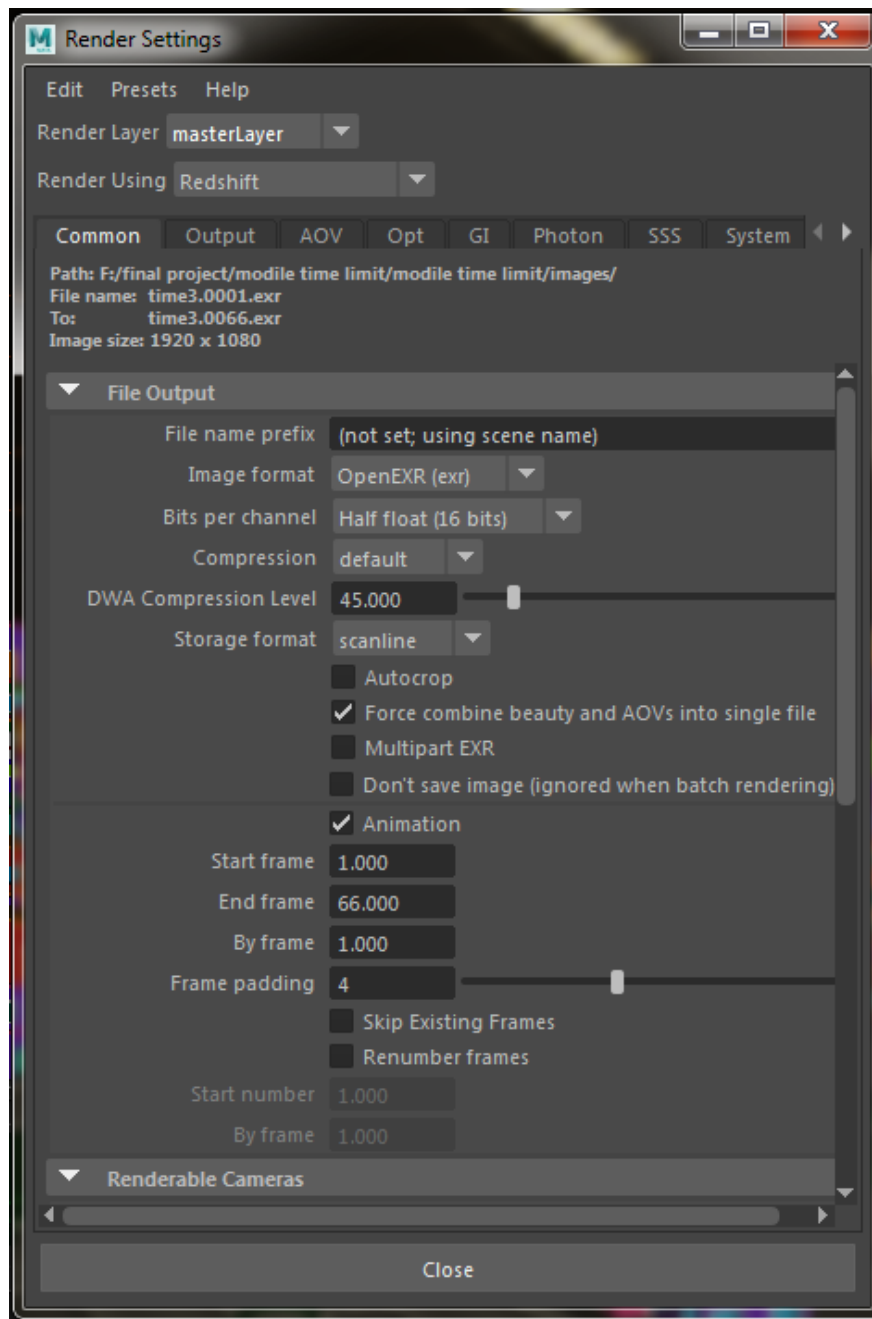


Fig 3.44: Render settings.

In render setup I use exr format.

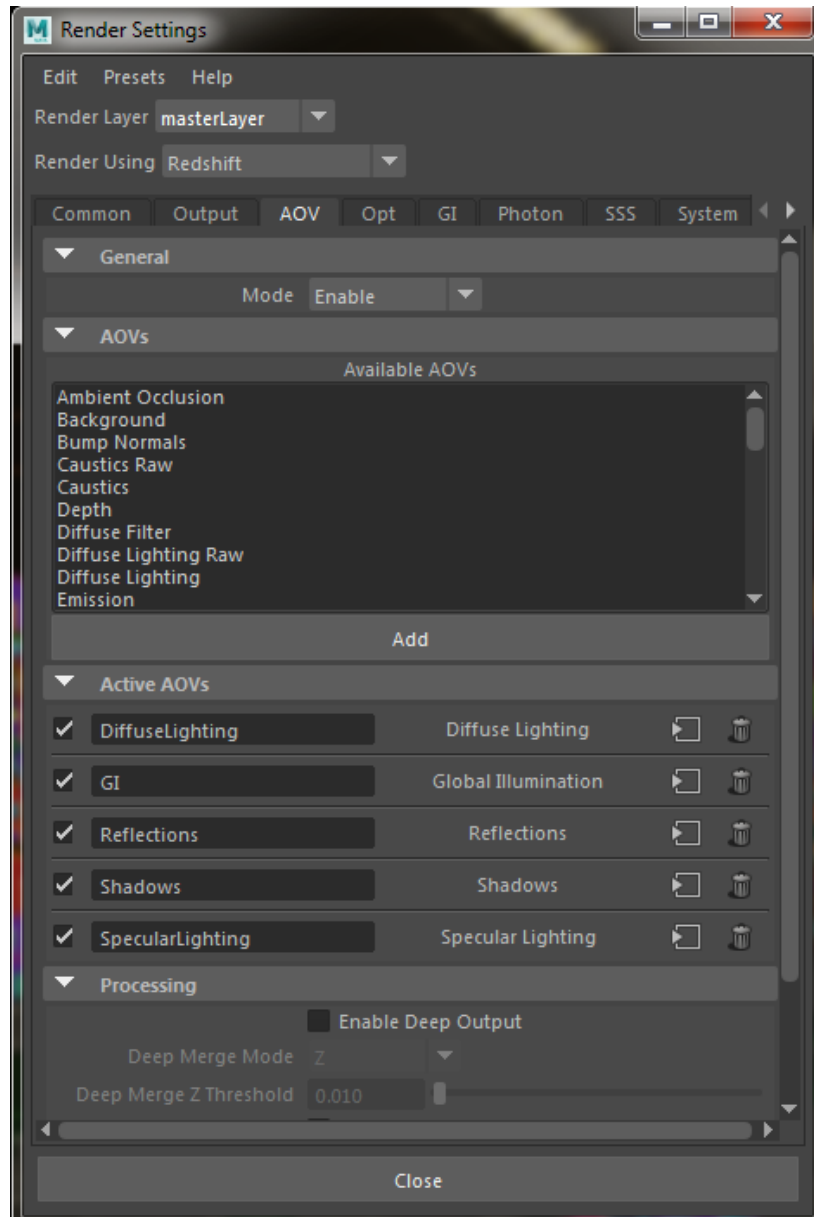


Fig 3.43: Render pass (AOV) settings.

In render setup I take diffuse, GI, Reflection, specular pass.

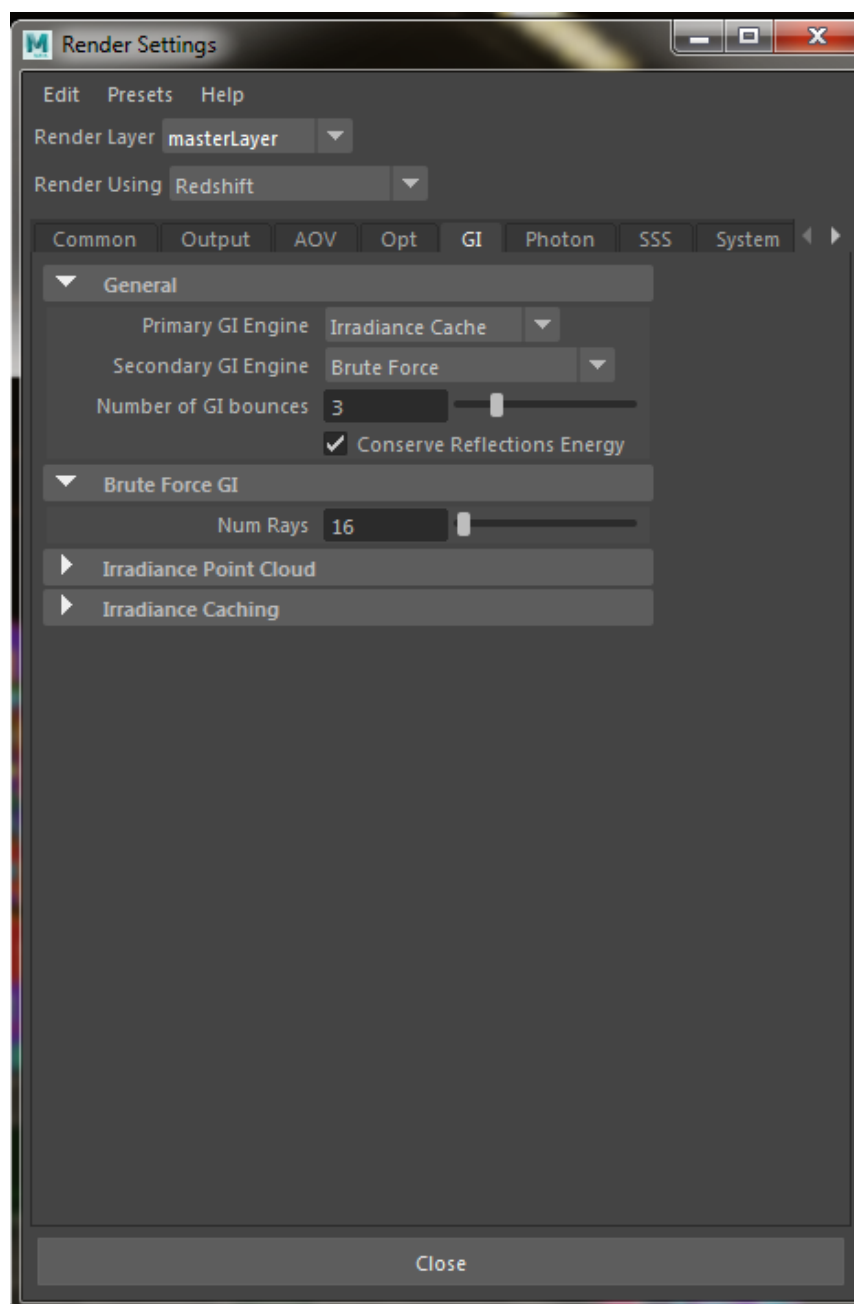


Fig 3.44: Render GI settings.

In render setup I use irradiant cash as primary GI engine.

3.8 Compositing

For getting the output of the total project animation I start compositing in After. In After effects I adjust color and effects for the accepted visual look.

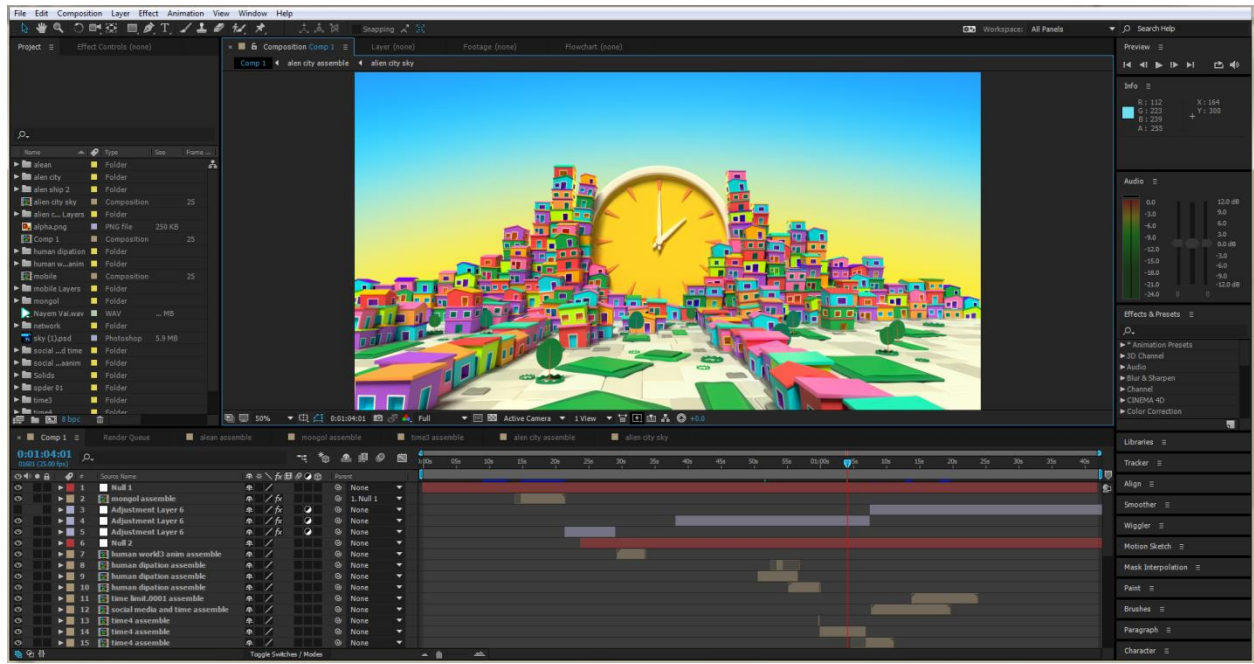
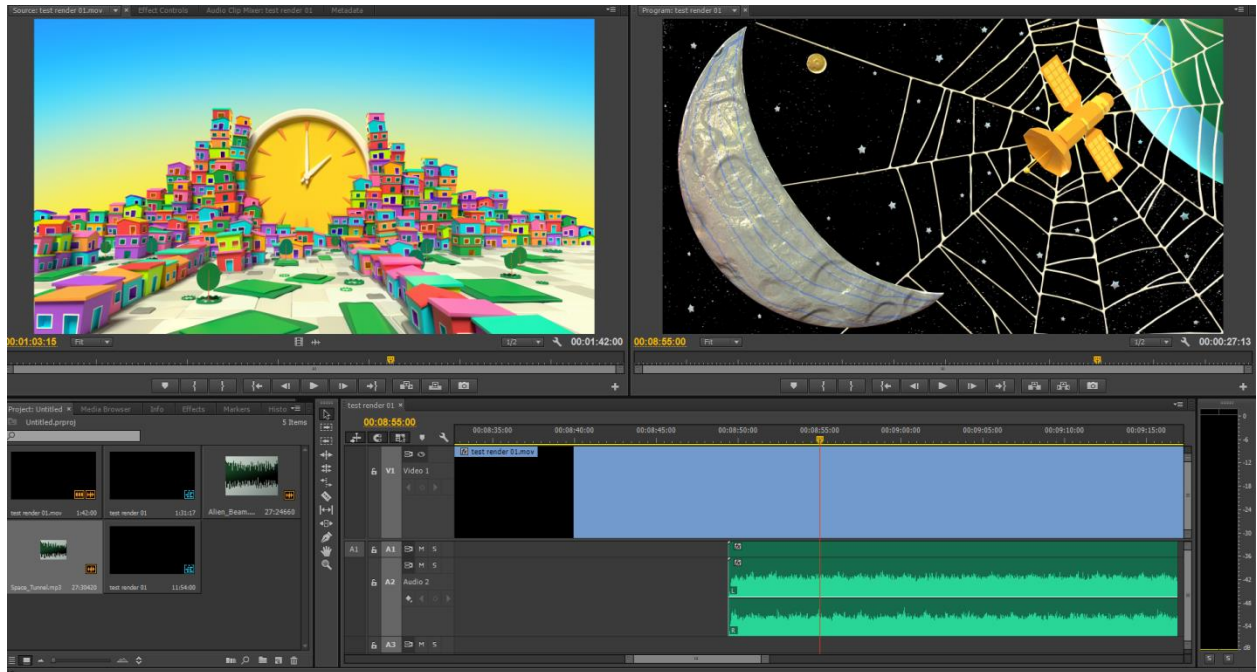


Fig 3.45: compositing in After effects.

3.9 Sound mixing

I add background sound An poly sound in Adobe Premiere Pro 2015.

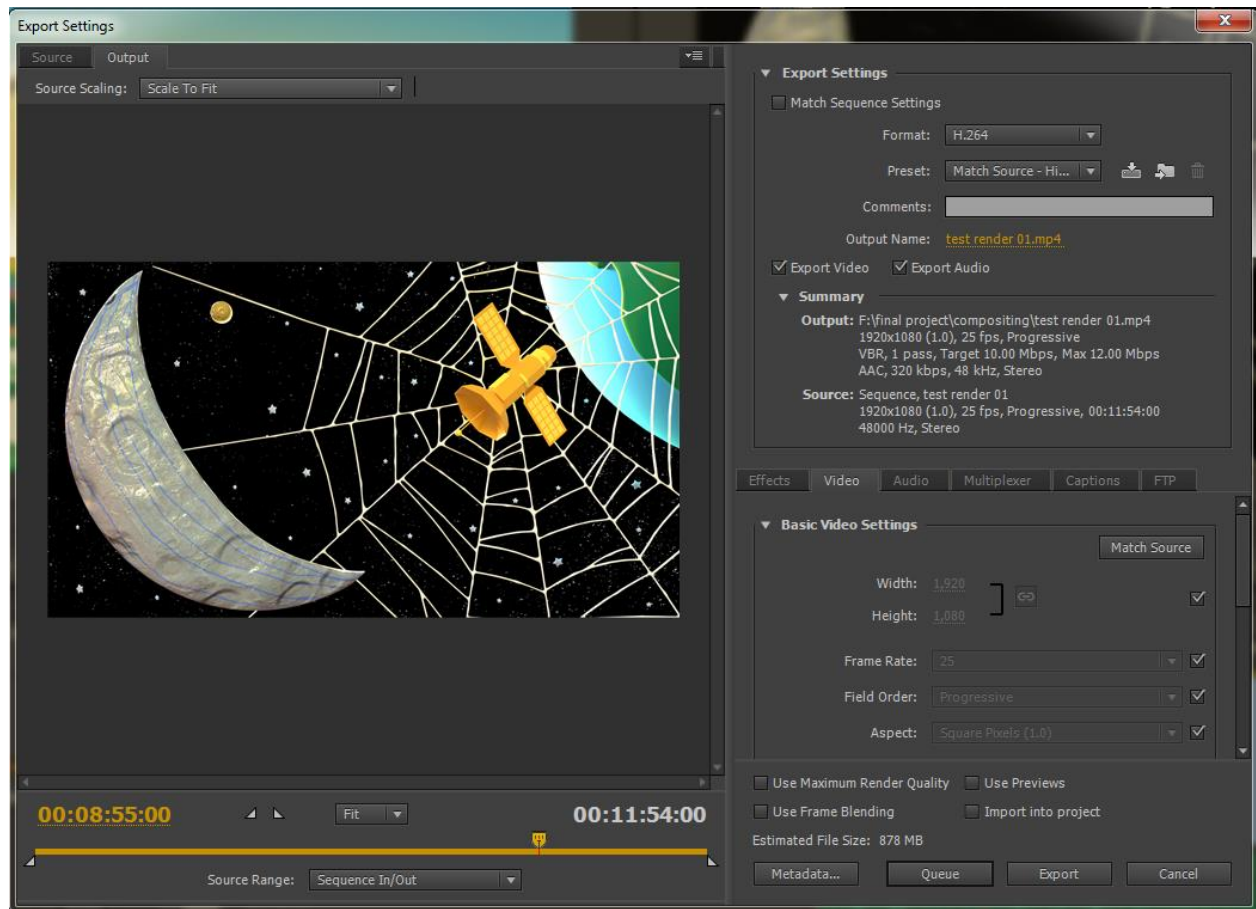


3.46 sound mixing

Sound editing is the basic piece, and sound mixing is putting all those pieces together to make a final, seamless product.

3.10 Final Render

After adding all sound, I start my final render in Adobe Premiere Pro 2015.



3.47: Final Render

Rendering is the process of creating temporary video and audio render files for segments of your sequence that cannot play in real time.

CHAPTER 4

Presentation of the complete work

In this chapter I' have tried to summerize my complete project. In our project, I created 3D motion graphics animation, and show my technical and aesthetical knowledge through in project.

Idea making is first step of building story and story is the base of motion graphics production. Concept drawings the first key to visualize the idea. Then the thumbnail drawing are made in and Adobe Photoshop. Then I start character design and environment design. After design all element I start modeling through Maya , cinema 4D, Zbrush. After finishing all model next steps is making uv mapping of all 3d model. Then I start texturing in substance painter. After making all elements then I start making animates based on scripts. I animate my animation in Maya and render it in redshift. After finishing my render I composite it in after effects. When visual is ready I start making audio and folly sound.

CHAPTER 5

Conclusion

With the visualization of this project I have tried to let the people aware about using time limit in social media. I hope the visualization will let the people learn easily and in a fun way. I have got familiar with a lot of new things while working in this project. I will also show this visualization in social Medias. I hope if we can integrate visual learning in our education system it can make our learning process much enjoyable and helpful.

For this project I have watched many animation short films, animated feature films. Among them most were 2D and some were 3D also. By watching videos and images on those films I have tried to think about a new environment. I was inspired from many visuals of the films I watched.

I have tried to create new visuals by taking inspirations from different motion graphics. There were some visuals which were colorful and which inspired me to create my visuals. This motion graphics animation inspired me a lot to plan my idea for environment, design, colors and concepts for our project.

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