

DESIGN AND MAKING OF TELEVISION ADVERTISEMENT OF PD. BPR BANK JOGJA WITH VISUAL EFFECT

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ABSTRACT

Advertising is very important in delivering the product to the consumer. Television advertising is one of the media is very helpful in marketing the product. To offer products and promotional activities to maximize needs to be equipped with the digital advertising. Television advertisement that incorporate designs implemented using moving images and visual effects will make the product more attractive. PD. BPR Bank Jogja is a RBs Rural Bank which aims to help and encourage economic growth and regional development. This advertisement will contain a product or service that is in Jogja Bank. This study will try to apply some of the techniques and motion graphic video footage into a dish informative advertising. The research method used is experimental, which through the stages of pre-production, production and post-production. Research results is an advertisement video presentation that can be used in the promotion

Keywords: television advertising, multimedia, visual effects.

1. INTRODUCTION

1.1 Background

The Information technology development in field of multimedia grows rapidly. The information can be able to be accessed so easily anytime and anywhere that many companies start to make competition for being introduced and market their product via digital advertising media.

Local Company, Rural Bank of Jogja of Yogyakarta city or PD. BPR Bank Jogja is the company that its entire assets is had by local government through the directly inclusion that derived from regional wealth which is separated. To face the economy sector development especially banking field future needs to be espoused good performance, strong capital and resources which is more professional.

This advertisement is expected would be able to improve publicity through digital media or television that helps to give ease and to give overview to people for saving early in PD. BPR Bank Jogja.

That is why the advertisement should not only based regular basic video. Video advertisement these days must have value of production in order to get the market attentions. One of the value production is

that adding some visual effect on the video. Visual effect can give more information than just basic editing video. And also they can give something more attractiveness to the audience. Hopefully this technique could help BPR Bank Jogja in their promotion.

2. THEORETICAL BACKGROUND

Multimedia is generally a combination of three elements, namely, voice, image and text (McCormick, 1996) or Multimedia is a combination of at least two media input or output of the data, it can be audio media (voice, music), animations, video, text, graphics and images (Turban et al, 2002) or Multimedia is a tool that can create dynamic and interactive presentations that combine text, graphics, animation, audio and video images (Robin and Linda, 2001).

2.1 Multimedia Elements

- a) Text
Text is a form of multimedia data which is easiest to be saved and controlled.
- b) Graphic
Graphic is a result from image retrieval which is got through image catcher tool

like camera and scanner, which its result called with picture.

- c) Audio
Audio is multimedia component which is in the form of narrative, music, sound effect or the merger of them.
- d) Video
Video is the subjects of picture and sound which caught by a camera, then it is packed in frame sequence for being read in units of seconds.
- e) Animation
Animation is use of computer for creating movement on layer [2].

2.2 Visual Effects

Visual effect (VFX) is the relatively new term and it explains that at the past it called special photographic effects. Time after time, the “Special photographic effect” then called visual effect (VFX). An aim from visual effect is to product ‘reality’ which consist of everything that is placed in the front of lens like which is interpreted by cameraman and director.

Visual effect is not a real scene; it is not created as an element that is recorded with actor on production process. Visual effect is used in creating a spectacle that will be seldom seen in prevalent life, like a space scene, horror film, and films that their scenes are very difficult to be taken. People still equate the meaning of visual effects with special effects in common words. However, visual effects work broader in creating fantasy character and special effects at a time.

2.3 Advertising

Advertising is one of marketing phases. Goods or services, naming, packaging, pricing and distribution are reflected in marketing activity. Various products will not be able to be expeditious to distributors, moreover to customer's hand.

3. RESEARCH METHOD

This research is explorative experimental. Research by experimenting various kinds of shooting with a variety of backgrounds, so that later can be rotoscoping and motion tracking process easily and perfectly. In

addition, to enhance the research results, the authors add data retrieval methods.

3.1 Primary Methods

- a) Pre-production stages: This stage is the stage of planning, includes the idea, script, and storyboards. Script and storyboard produced will be used as a main point to the next stage. At this stage the known level of difficulty in shooting video, animation creation and joining them.
- b) Production Stages: This stage is the stage of creating products such as animations, images, sound, animation and video. Especially in the process of making the video, should be held alot of experiments on the movement of the camera, point markers, and green background, so it will obtain the maximum results in the process of merging with the animation.
- c) Post-Production stages: This stage is the final processing stage. Inside activities include compositing, editing and finishing.

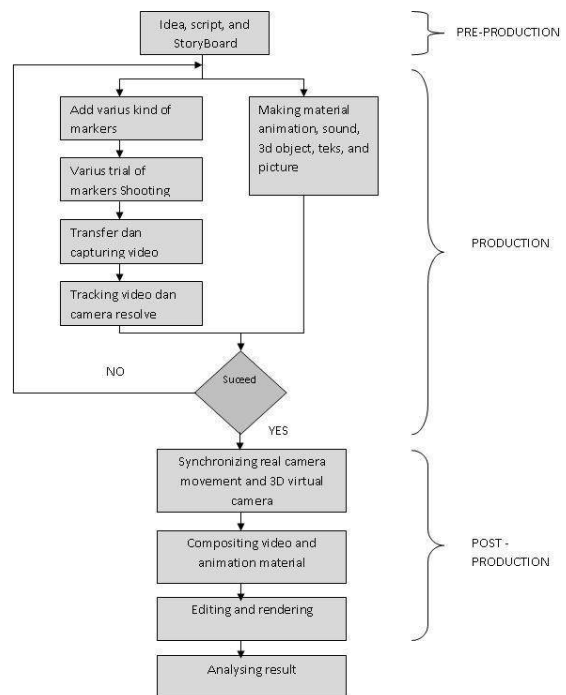


Figure 1. experimental flow chart

3.2 Secondary Methods

- a) Method of Filing: That is a method to get the data by reading or studying archives - archives related to the problem to be solved.

- b) Methods Bibliography: That retrieval of data by examining the theories contained in books relating to the object of research.
- c) Observation: It is a method of collecting data by observing directly to the location and production process of making CGI scenes.
- d) Interview: Data were collected by direct interviewing practitioners and production team.

4. RESULT AND DISCUSSION

4.1 Pre-Production

- a) Advertisement idea and script
This television advertisement has duration 60 seconds that contains live shoot with visual effects and it shows 4 kinds of savings products.
- b) Storyboard
The point is, author try to make camera movement like shown in the picture below

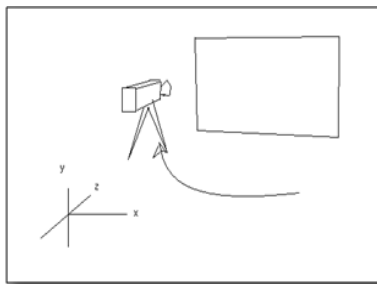


Figure 2. camera movement plan

4.2 Production

In this production process, in order to get best synchronizing camera movement process later on, recording video is influenced by several factors. These factors are :

- a) Shutter speed and diafragma cameras setting.
- b) Arm and rig camera handle,
- c) The shape of markers form, and marker distance placement.
- d) Author make several trial of camera movement based on those factors.

On the other activity, animation, sound and 3D object also on production process.

4.3 Post Production

- a) Composting
Compositing process begins with tracking video footage in order to find

consistent point of marker for real camera dan 3D virtual camera poses. And then rotoscoping process used to combine camera footage and animation.



Figure 3. tracking process

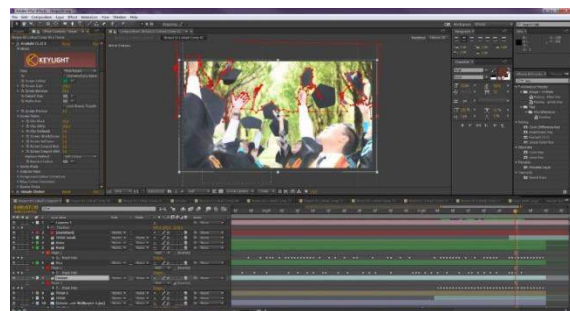


Figure 4. rotoscoping process

- b) Editing
Editing process is simply add,subtract, adjust retouch effect of compositions footage.



Figure 5. editing video

4.4 Analyzing

- a) Experiment shooting by adjusting the shutter speed and aperture

Table 1. Experiment of shooting with rate setting of shutter speed

ATTEMPT TO	SHUTTER SPEED	EXPOSURE	PICTURE RESULT
1	1/40	0.3	BLUR
2	1/60	0	BLUR
3	1/80	-1	BLUR
4	1/100	-1.3	BLUR
5	1/110	-2	BLUR

Table 2. Experiment of shooting with rate setting of difragma

ATTEMPT TO	DIAFRAGMA	EXPOSURE	PICTURE RESULT
1	11	-2	Smooth
2	9	-1.3	Smooth
3	8.4	0	Smooth
4	6	0.2	Smooth
5	4	1	Smooth

From the above table it can be seen that the level of a high shutter speed can provide images with good results. While large difaragma can provide a high level of illumination (exposure). Considering that this shooting focuses on lighting, due to the less light available, the authors give priority to the use of the diaphragm compared with the shutter speed

b) Experiment shooting by using arm and rig camera kit

Table 3. Experiment of shooting using arm camera kit

ATTEMPT TO	AMOUNT OF TRACKING POINTS	AMOUNT OF CONSISTENT TRACKING POINTS
1	22	15
2	25	12
3	24	12
4	22	13
5	21	14
rata - rata	22.8	13.2

Table 4. Experiment of shooting using rig camera kit

ATTEMPT TO	AMOUNT OF TRACKING POINTS	AMOUNT OF CONSISTENT TRACKING POINTS
1	27	18
2	26	15
3	28	17
4	29	16
5	27	18
rata - rata	27.4	16.8

Tracking the results of the second table above, it can be seen that the average number and tracking points and consistent point tracking that obtained from using the shooting rig, is far more than using the arm. So, it can be concluded that the shooting using the rig is more appropriate to use, than using the arm.

c) Experiment shooting by using triangle shape markers and plus shape markers

Table 5 Experiment of shooting using triangle shape markers

ATTEMPT TO	AMOUNT OF TRACKING POINTS	AMOUNT OF CONSISTENT TRACKING POINTS
1	27	18
2	26	15
3	28	17
4	29	16
5	27	18
rata - rata	27.4	16.8

Table 6. Experiment of shooting using triangle shape markers

ATTEMPT TO	AMOUNT OF TRACKING POINTS	AMOUNT OF CONSISTENT TRACKING POINTS
1	28	15
2	26	12
3	28	10
4	27	13
5	29	12
rata - rata	27.6	12.4

d) Experiment shooting by placing the marker thoroughly on green screen and partly on the green screen

Table 7. Experiment of shooting by placing the marker thoroughly on green screen (A)

ATTEMPT TO	AMOUNT OF TRACKING POINTS	AMOUNT OF CONSISTENT TRACKING POINTS
1	29	15
2	28	12
3	29	15
4	27	13
5	28	14
rata - rata	28.2	13.8

Table 8. Experiment of shooting by placing the marker partly on green screen (B)

ATTEMPT TO	AMOUNT OF TRACKING POINTS	AMOUNT OF CONSISTENT TRACKING POINTS
1	14	14
2	12	13
3	11	10
4	13	12
5	12	13
rata - rata	12.4	12.4

From the above table, it can be seen that the number of tracking points obtained in experiments A far more numerous than the tracking point obtained in Experiment B. As seen from the number of consistent point tracking, the two experiments have almost the same results. When viewed from the efficiency of work, then the experiment B much faster because the number of markers placed on the screen is much less when compared to experiment B. Thus the authors chose experiment B as shooting activities more efficiently than the experiment A.

Review

From the storyboards that used to create ads PD. BPR Bank Jogja, it can be seen that there are many scenes that use visual effects. Basically visual effects that was described is about combining between shooting video with a variety of multimedia elements such as animations, text, images and 3D environment. This is, of course require careful planning in the process of shooting video, especially for visual effects scenes that merging 3D objects and video shooting. The challenge is to equalize and harmonize movement between them so that the end result looks convincing. For that, the process of shooting the video must use markers as the main points for a virtual animated camera in 3d software. In the installation and management of the marker, must be planned carefully, because it can influence the process of tracking at the post production stage. Because of that, it is necessary to do some experiments on the marker and the camera, to get the desired results.

Questionnaire

The questionere are designed for video maker or student that study editing and visual effect. It is because the study its about to see the technique that use for making this PD BPR bank jogja, beside to know how attractive this advertisement. The result show that this technique is not too hard to be implemented. The respons are also indicate that ad anvertisement PD BPR Bank Jogja using visual effect gives more joyment in consume the information. From the questionnaire, it can be analyze that visual

effect can gives more information than the usual editing video.

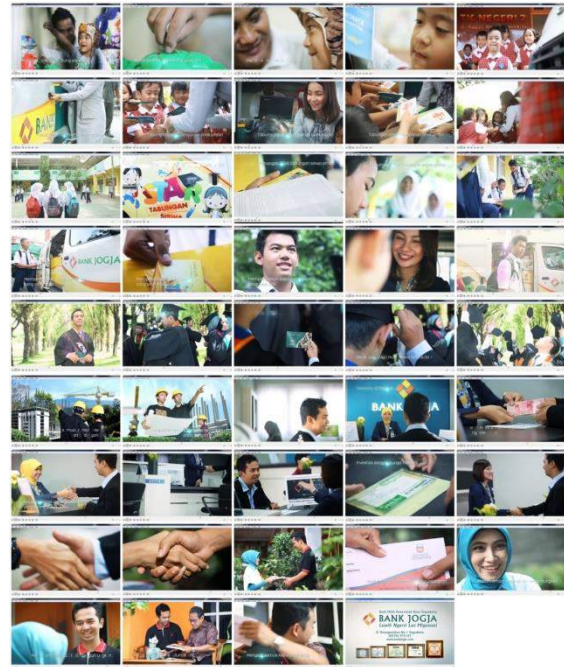


Figure 6. Advertisemnet Display

5. CONCLUSION

Based on TV advertisement making the PD. BPR Jogja, it can be concluded that:

- a) The advertisement project begins with making the storyboard that later will be use as the main role of whole project.
- b) In order to get the point of synchronizing between real camera footage and virtual camera, the video shooting must have marker on the object.
- c) The camera set for visual effect is on diaphragm priority in case for the lackness of lighting tool.
- d) The better camera kit that used for shake movement is rig camera kit.
- e) The shape of maeker for more accuracy tracking is plus shape marker.
- f) The marker placement weather they are set thoroughly of partial, is same.
- g) The ad of PD. BPR Bank Jogja is delivery of information about 4 kinds of Bank Jogja savings (SINAR Savings, STAR Savings, Special Savings, & Special Deposits).

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