

Conference Paper

Designing Digital Advertising with Scribble Animated Video Techniques

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Abstract

Digital Advertising using the scribble animation video technique is one of the promotional media used to provide information about Footwear Marks.C products. This video advert aims to attract consumers to buy local products. In order stand out from other promotional videos of similar products, in this video scribble animation effect is added to strengthen the message. The process of visualizing this video advertising starts from data searching, then the data is analyzed and the findings used in the concept drafting. Finally the title, synopsis, and storyboard are made. The next step begins with the selection of actors, the process of filming, video editing, and music composing. The vfx editing stage is where the scribble animation is added with adobe after-effect software. Then, the final stage of rendering occurs, followed by publishing on social media platforms such as Youtube and Instagram. This design produced an animation effect video entitled "Digital advertising Marks. C Footwear with scribble animation" which has been uploaded on Youtube and Instagram with a video duration of 3 minutes 22 seconds.

Keywords: digital advertising, scribble animation

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1. Introduction

Today, products related to lifestyle are increasingly diverse. The rapid progress in the fashion industry also makes consumers want a variety of the latest fashion products. This is because during adolescence is known as a time of change or a time to look for self-identity, where adolescents try to find an explanation about their true identity. The effort to find an explanation about him also made teens try to find symbols that support their identity. Adolescence is inseparable from fashion trends with various fashion products. One of them is the need for shoes. This is because teenagers always want to be the center of attention. Marks.C Footwear is a local footwear product that was founded in 2014. Starting from his father's business producing shoe materials, the owner developed his father's business into the production of shoes under the brand name Marks.C Footwear. The name Marks.C Footwear is also taken from Mark

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Christian's own name so that it's easy to remember. Currently Marks.C Footwear is also quite famous on social media and tends to be competitive with its competitors. This is supported by the power of narratives delivered through social media.

According to [3] narrative is a sequence or representation of events. There is a series of events that continue to run over time in narrative reading. According to Murray (through [7]) the main characteristic of the narration is that there is a change in time. This is usually used to tell stories. Narration is also often used as a media to promote a product.

Media product promotion is done in various ways, each of which has advantages and disadvantages. One way to convey information today is through digital video advertising or animation media, the delivery of product information with this method is considered quite effective, especially if used to represent the information to be conveyed by producers. According [5], Advertising is a commercial and non-personal communication about an organization and its products transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail (direct posting), outdoor signage or public transportation. Therefore, an advertising system is required to attract consumers' interest, especially from the times that have begun to use promotional media with a touch of animation to enrich media visualization in the hope of attracting much consumer interest.

The use of words and images is one way to convey information quickly and accurately [2]. The addition of animation elements will make the information more dynamic and interesting. Animation itself began to be widely known since the popularity of television media that is able to present moving images. Animation is preferred by the audience because it can arouse enthusiasm and emotion. The development of animation along with the development of the television world. Initially two-dimensional animation (2D Animation) was created, the animated object has a length (x-axis) and width (y-axis) only. The real realization of the development of two-dimensional animation which is quite revolutionary in the form of the making of cartoon films. *Seven Dwarfs (1937)* and *Fantasia (1940)* from Walt Disney are legendary cartoon films [6]. Animation representation can now be developed into advertising techniques, the use of animation advertising techniques is increasing following the development of computer-based graphic technology and technological innovations that now exist [4].

Scribble animation techniques began to be known globally since the emergence of a Hollywood music video clip called Bruno Mars with the title "That 's What I Like". Scribble animation technique is a technique of drawing animation through a frame by frame scribble to form a moving picture or scribble. Scribble animation aims to make

videos more interesting and reinforce an action or movement with a combination of music.

Based on the explanation above, this article will explain how to design digital advertising videos for Marks.C Footwear using scribble animation.

2. Design Model

In designing digital advertising "Marks.C Footwear" with scribble animation video technique, it refers to the video design flowchart from the Affect Lab pipeline, regarding the flowchart reference can be seen in the Figure 1:



Figure 1: Video design flowchart [1].

In the data contained in the picture above, some process of making a video has been described along with the effects needed in making this video. First there is the draft script and storyboard contained in the pipeline reference above, and added with an explanation of the scribble image to strengthen the storyboard concept. Then proceed to the shoot, the illustration in which the selection of actors is listed, and the shooting process, and the concept of scribble. The next step is to merge asset clips using Adobe Premiere Pro, followed by combining background music. The next process involves editing vfx. Vfx editing is the stage of scribble animation needed in this video using Adobe after effects software and for the final process is the stage of publishing to social media.

Creating a video scribble concept requires a reference so that the data to be made accurate besides collecting data is also very functional for this visual scribble to be more interesting. An example of a video from the internet is a music video from Bruno Mars entitled "That What I Like".

3. Methods

This design produces videos that are 3 minutes 23 seconds long and 1 minute videos that have been uploaded on 'Youtube' and 'Instagram'. Following are steps of the design process.

1. First create a new sequence with the 1080p 30 DSLR setting.
2. Insert all videos to be edited, and music that has been prepared. Then arrange the video according to the concept into the timeline.
3. After everything is arranged according to the music beat, then input effects such as slow motion and 3D stereoscopic into the scene that is needed.
4. For finishing do color grading on each video tab color on Adobe Premiere.
5. The final step is rendering. Rendering file with H.264 format and preset options Match resource - High bitrate.

While the steps to add scribble animation are :

1. First open the adobe after effect software, then use the HDTV 1080 preset 29.97. Then enter the video file that you want to edit.
2. Enter the video into the timeline then click the brush tool to draw a scribble on the video.
3. Double click the project screen to enter the brush layer. Then choose the brush size you want to use.
4. In brush mode, use single frame duration to draw frame by frame.
5. Use a tablet pen to make it easier to draw scribble on the video. After being drawn according to the concept, press the CTRL + → key on the keyboard to proceed to the next frame.
6. Draw in stages like making a 2D animation in a flipping book so that the scribble animation moves smoothly.
7. To add a glow effect to the scribble, add a solid layer and copy the effect brush to the solid layer. Then change the blending solid layer to screen mode and add the glow effect in the effects tab provided.

TABLE 1: ANIMATION FILES

<i>Scene</i>	<i>Part</i>	<i>Frame description</i>
Scene 1	1	18.15f-19.08f
	2	19.14f-20.11f
	3	21.16f-22.09f
	4	27.05f-28.21f
	5	32.12f-35.08f
Scene 2	1	38.25f-40.02f
	2	40.15f-41.21f
	3	46.23f-47.20f
Scene 3	1	1:07.10f-1:08.01f
	2	1:08.12f-1:09.10f
	3	1:09.23f-1:11.10f
	4	1:11.23f-1:12.27f
	5	1:13.05f-1:13.19f
	6	1:19.05f-1:20.03f
	7	1:20.16f-1:21.26f
Scene 4	1	1:23.10f-1:25.21f
	2	1:31.03f-1:54.09f
Scene 5	1	2:04.28f-2:10.05f
	2	2:10.21f-2:11.09f
	3	2:13.02f-2:13.12f
Scene 6	1	2:27.14f-2:29.06f
	2	2:35.07f-2:39.02f
	3	2:43.20f-2:46.00f
	4	2:47.03f-2:49.03f

Figure 2: Animation file.

4. Design Results

Animations created in the design of digital advertising "Marks.C Footwear" with this scribble animation video technique will not be present in every video scene, but will



Figure 3: Final result of digital advertising "Marks.C Footwear" with scribble animation video techniques.

only be available for certain video scenes. Then for the final rendering process, use Adobe After Effect software to make it more efficient and faster.

The digital video advertising "Marks.C Footwear" with scribble animation video techniques is published through "Instagram" and "YouTube".

5. Conclusions

Based on making a video with the effect of scribble animation entitled "digital advertising design Marks.C Footwear with scribble animation video technique". The author would like to share information about a few things about Marks.C Footwear products that this product is locally made that is not inferior to foreign products, as well as interesting scribble animation effects to add to the impression of a video and can be used as reference material for today's promotional media.

This design produces a video with an animation effect titled "Digital advertising Marks.C Footwear with scribble animation" that has been uploaded on "Youtube" and "Instagram" with a video duration of 3 minutes 22 seconds and 1 minute 9 seconds.

Based on the conclusions above, I suggest for further design as follows:

- In making this scribble animated video, it is expected that in determining the duration of the video as a means of advertising more shortened to avoid visualization of the same effect so that viewers do not get bored.
- Selecting selective software to support and facilitate the work of scribble animation.

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