

Multimedia and Animation Creative Content Series 1

Editors:

Juliana Mohamed

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Abstract: Multimedia and animation creative content, presents a collection of innovative studies and creative practices in multimedia and animation. It highlights the integration of artistic creativity with digital technology, emphasizing visual storytelling, design thinking, and interactive media.

The chapters explore key areas such as 2D and 3D animation, visual effects, digital illustration, motion graphics, and multimedia development, offering insights into production workflows and current industry trends.

Designed as both an academic reference and a source of inspiration, this book encourages students, educators, and practitioners to foster creativity, critical thinking, and collaboration in advancing the future of the creative digital industry.

Keywords: Multimedia development, visual storytelling, 2D and 3D animation, design thinking, creative digital industry, interactive media.

MULTIMEDIA & ANIMATION

CREATIVE CONTENT



Editors:

JULIANA MOHAMED
ZURAIDA IBRAHIM
JUNITA SULAIMAN

SERIES 1

EXPLORE. INNOVATE. CREATE.

**MULTIMEDIA AND
ANIMATION CREATIVE
CONTENT
SERIES 1**

MULTIMEDIA AND ANIMATION CREATIVE CONTENT SERIES 1

**EDITOR:
JULIANA MOHAMED
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PREFACE

The purpose of this book, *Multimedia and Animation Creative Content*, is to present a collection of innovative studies, design explorations, and creative practices in the field of multimedia and animation. This compilation showcases the integration of artistic creativity and digital technology, emphasizing the importance of visual storytelling, design thinking, and interactive media in today's creative industry.

Each chapter highlights different aspects of multimedia and animation production, including 2D and 3D animation design, visual effects, digital illustration, motion graphics, interactive media applications, and multimedia content development. Through these chapters, readers will gain insights into creative techniques, production workflows, and contemporary issues shaping the multimedia and animation landscape.

This book also aims to serve as an academic reference and inspiration for students, educators, and creative practitioners. By combining theoretical knowledge with practical applications, the authors hope to encourage continuous innovation, critical thinking, and collaboration among future creative professionals.

Juliana Mohamed
Zuraida Ibrahim
Junita Sulaiman

CHAPTER 1

GAME-BASED LEARNING: WATCH OUT, LITTLE ONES! - A SAFETY EDUCATION MOBILE APPLICATION LEARNING FOR CHILDREN

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1.1 INTRODUCTION

Safety awareness involves taking responsibility for creating a safe and secure environment. The people that perform this role should be parents who must learn about the possible threats to children. The danger of comprehending must also be monitored as the kid grows, especially between the ages of one and five. Psychologists have now discovered why youngsters frequently fail to notice basic risks, why they appear eager to jeopardize their futures for a few moments of enjoyment, and the educational hurdles that can prevent people from learning to assess risk rationally, even as adults [1].

CHAPTER 2

MAYANG: Cursed of Spirit Preservation and Awareness of Ulek Mayang Through Animation

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2.1 INTRODUCTION

Malaysia is a diverse country with a diverse culture and heritage that is also known for its unique, traditional, and valuable. Folklore is often passed down orally or through performance. Most of the performances are not only for entertainment but also for some people's beliefs. *Ulek Mayang* is one of the mystical folklore that is known for the ritual of the sea that is mostly located in the coastal state of Terengganu. The story tells about a sea princess that fell in love with a human, which later on caused a disturbance that could only be resolved by a ritual. The ritual included a chant, a dance, and an offering. This supernatural ritual has been practiced by the fishermen's communities to seek protection.

Historically, *Ulek Mayang* is associated with pre-Islamic and

CHAPTER 3

Awareness of Child Safety Through 2D Animation

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3.1 INTRODUCTION

The current awareness campaigns on child disappearances in Malaysia primarily rely on traditional methods such as printed materials, social media posts, and community outreach programs. However, these conventional approaches often fail to engage younger audiences effectively, lacking emotional depth and interactive storytelling elements [22]. According to a report by Bukit Aman, 1,509 cases of missing children and teenagers were recorded in Malaysia between 2020 and 2022, with unresolved cases highlighting the urgency of addressing this issue [23].

Studies have shown that as a form of digital storytelling, animation can be a powerful tool for raising awareness and fostering empathy, making complex social issues more accessible and

CHAPTER 4

Development of An Interactive AR Computer Lab

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4.1 Introduction

Information technology is the research and application of methods to operate computers and other information transmission devices for processing, storing, and making available a wide range of data, including text, numbers, images, sounds, and graphics [32][33]. In the present day, Information technology has become a central instrument in decision-making, automation processes, effective communication systems, data management as well as innovation across all domains. The rapid growth in the Information technology sector is driven by trends such as cloud computing, the Internet of Things (IoT), and advances in artificial intelligence, with an emphasis on cybersecurity.

To address educational challenges, we utilise a WebAR (Augmented Reality) system to enhance the learning process for

CHAPTER 5

A Short-animated Film Exploring Disability, Employment and Mental Health

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5.1 Introduction

Disability can be defined as a physical or mental condition that significantly restricts an individual's ability to perform daily activities or work [38]. Those that have been diagnosed as disabled are not classified as having a chronic illness. As stated in defining disability, it involves any physical or mental condition that limits a person's interactions with the world, thus including impairment of their functions. This also encompasses bodily functions, including any physical, mental, intellectual, or sensory conditions that result in substantial limitations to one or more major life activities. According to the World Health Organization, approximately 1.3 billion individuals, representing 16% of the

CHAPTER 6

Islamic Pure Values Action-Adventure Computer Game Application (Conquest of the Brigade)

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6.1 Introduction

In the rapidly developing digital era, computer games have become an important part of children's lives, especially as a medium for daily entertainment [54]. However, most of the games available on the market now tend to contain elements that are not in line with Islamic values. This phenomenon indirectly leads to the spread of an entertainment culture that is laden with elements of violence, negligence, and the influence of Western lifestyles, which ultimately affects the thinking and behavior patterns of the younger generation of Muslims in Malaysia [55].

Examples of popular Western digital games among gamers in Malaysia include 'Assassin's Creed' and 'Prince of Persia'

CHAPTER 7

Resonance: The Balance of Titans

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7.1 INTRODUCTION

The rapid growth of biotechnology and robotics has brought exciting innovations alongside complex ethical and societal concerns. According to [65], the integration of AI in education in Malaysia remains limited despite its ethical implications. Our FYP project is a 3D animation, so we use Blender and Adobe After Effect to visualize and communicate these concerns through a fictional narrative involving a genetically engineered kaiju and autonomous robotics systems. This study adopted a practice-based design, supported by questionnaire feedback from 15 respondents aged 18 to 25 years old. The main goal of the project is to showcase our technical skills in 3D modelling, animation, and visual effects and to evaluate the effectiveness of speculative fiction animation in fostering ethical awareness among young adults. Prior works such as [66] have examined ethics and social implications of robotics in MIT press. Moreover, we want to spread awareness about responsibility in science innovation because



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