
Motion Graphics About Successful English Presentation For Vocational Students

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ABSTRACT

Foreign language is an important thing in this day and age, this is because language is an important instrument to communicate. To overcome the language differences of every country in the world in communicating, English is used as an international language. English is one of the international languages needed in communication and has a very important role in establishing relations with other nations in this era. Vocational students should know how to make presentations using English. But in reality, there are still many students who have not been able to use English properly. This study aims to produce Motion Graphics videos about successful English presentations as an alternative learning media for vocational students. The result of the research is Video Motion Graphic as a learning medium about Successful English presentation for vocational students has gone through 3 stages, namely pre-production, production, and post-production. The software used for making Motion Graphic videos is Adobe Illustrator and Adobe After Effects and Adobe Premiere. The final result of the product is a video in .mp4 format with a duration of 00:07:30 minutes.

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1. INTRODUCTION

Foreign language is an important thing in today's era, this is because language is an important instrument for communication. Each country has a different language, and each language used has a different pronunciation or pronunciation in every country in the world. To overcome the language differences of every country in the world in communicating, English is used as an international language. English itself has been used by several countries in the world as the daily language of their people. English is one of the most important languages nowadays to be mastered, because English is a tool to communicate both spoken and written, and is also one of the languages that can help in almost all areas of life such as means of communication, science, education, entertainment and technology. According to (Yunus, 2019) mastery of English is a very important skill in today's information and communication era. This really determines how we can interact globally. The current issue of globalization demands quality human resources and is able to communicate in various foreign languages, especially English as an international language. Yunus also said that foreign language skills are needed to master science, to have broad associations and to have a good career. Therefore, providing quality education, especially in instilling English language skills to improve the competitiveness of Indonesian human resources in the era of globalization is very important.

Indonesia continues to improve its cooperation with foreign countries in various fields, especially in the fields of trade and investment in order to improve the welfare of its people. According to (Syahfutra & Niah, 2017) English is one of the international languages needed in communication and has a very important role in establishing relations with other nations in this era. This makes many foreign companies come to Indonesia, and require workers who have adequate English skills to be used as a means of communication in the company.

Vocational students should know how to make presentations using English. Presentations using English are considered more difficult to do, this is evidenced by a preliminary study conducted by involving

66 respondents from Batam State Polytechnic students. The results showed that 71.2% of students stated that they had not been able to use English properly, although 80.3% of students had made presentations on campus using English, but 55.1% of the total respondents did not know how to make presentations using English correctly. and as many as 77.3% of the total respondents stated that the presentation using English was difficult, and the hardest part according to the respondents was preparing the material and during the question and answer session.

According to (Wicaksono, 2017) Motion Graphics is a branch of the art of graphic design which is a combination of illustration, typography, photography and videography using animation techniques. In general, motion graphics are a combination of audio-visual media that combines film art and graphic design by incorporating different elements such as illustrations, typography, photography, video and music made using 2D or 3D animation techniques. In the world of education, Motion Graphics are often used as a medium for delivering learning, because Motion Graphics help teachers visualize the content of the learning material that is delivered.

2. METHODOLOGY

Videos Motion Graphic, it is necessary to carry out production stages that must be carried out, namely pre-production, production, and post-production. Although sometimes the stages of video production are carried out simultaneously, the results obtained will be maximized if they go through sequential stages and work. According to (Djamereng & Sanusi, 2020) there are three stages in the television production process based on the stages until it is ready to broadcast, which must be done with teamwork (cooperation), namely:

1. Pre Production

The pre-production process is the initial stage of making Motion Graphic videos, this stage contains the initial concept and theme of the video to be made. According to (Saputra, 2018) Pre-production is the initial stage or preparation stage to prepare all the needs needed to make a Motion Graphic. There are several things that are done at this stage, namely making concepts, making storyboards and collecting materials. Pre-production is a very important stage in the manufacture of a multimedia product, the better the planning, the easier it will be in the process of the next stage, namely the production stage.

2. Production

The production process is the stage of making Motion Graphic videos, this stage contains the creation of character designs and other assets needed for making Motion Graphic later. According to (Sholifah, 2012) the production process is the stage where video and audio are made according to storyboard that will be made. This stage is the stage where all multimedia objects or materials are created. Making this design is based on storyboard that has been made in the previous pre-production process.

3. Post production

This process is a process that is carried out after carrying out the production process which includes capturing, editing, and others which will later produce a Motion Graphic. According to (Sholifah, 2012) In the post-production process there are stages to be carried out, namely the editing and mastering or merging Motion Graphics with audio that has been made and then rendering. And what is very important in a Motion Graphic is evaluation, this is where it will be seen whether or not a video is presented for vocational students, whether it is easy for viewers to understand or not when watching Motion Graphic that have been made.

3. DISCUSSION

A. Pre Production

1. Concept

The Motion Graphic video that was developed is a video on the importance of mastering presentation skills in English. This video is intended for vocational students so that they can more easily absorb and remember the information in it. The video is in the form of snippets of images that explain the steps for a Successful English presentation.

This video has several designs consisting of several characters that have been designed according to the theme, namely Motion Graphic about Successful English presentation for vocational students, later there will be a main character who will provide an explanation of the material to be delivered in front of other characters who act as viewers, and in this video also contains some additional assets needed to make it easier for viewers to understand the content of the video. In making this Motion Graphic, music is used as the background for the video. The selection of music used as the background has a nuance that is suitable to be listened to as learning material by vocational students. The content of this video

will be adjusted to the target audience, namely vocational students who do not know well how to make presentations using English.

2. Design

After designing the concept, the next step is to make the initial design of making Motion Graphic videos, namely making and preparing video supporting materials. Design is an advanced stage for designing Motion Graphic videos, including character creation, audio and storyboards.

a. Character

The main character who will appear in the Motion Graphic video is named Bobi, Bobi is a character who is designed like a lecturer and has a hobby of reading books. In this video there are also several additional characters who are used as spectators or who act as students who are listening to the main character explaining the material about Successful English presentation. These characters will later be present in several scenes in the Motion Graphic video that will be made. The model form of these characters is like normal humans in general in the form of animation. These characters are designed to suit the target audience, namely vocational students. Gambar 1 is the initial design or design of the characters that will be in the Motion Graphic video



Gambar 1 Character Design

After the initial design of the character design is made by drawing on a piece of paper, the character will then be traced back using software called CorelDraw. Gambar 2 to 4 are tracing results from the initial character designs that have been made previously to be included in the Motion Graphics video that will be created.



Gambar 2 Character design tracing results 1



Gambar 3 Character design tracing results 2



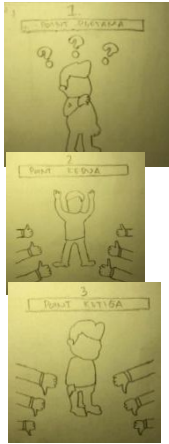


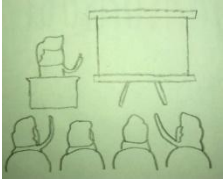
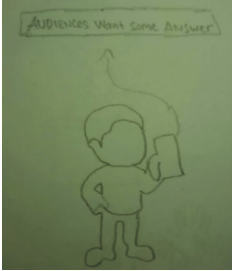
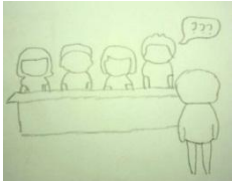

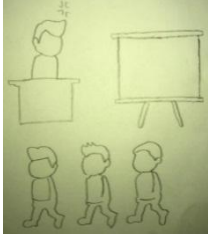
Gambar 4 Character design tracing results 3

b. Storyboard

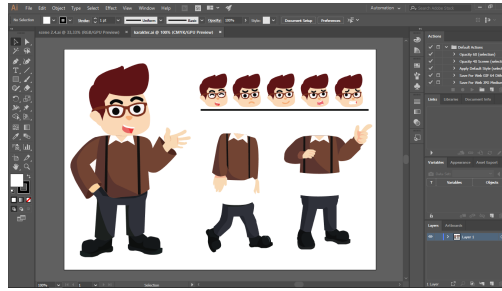
Storyboard is the initial planning of each scene in the Motion Graphic video that is made before producing the Motion Graphic video. In making this Motion Graphic video, the storyboard has a function as a form of initial visualization of the storyline and scenario of each scene that will be made on the Motion Graphic video. Table 1 is the storyboard and script of the Motion Graphic video that will be made.

Table 1 Storyboard

Scene	Sequence	Board	Duration	Script
1	1		5 Second	
2	1		15 second	Hi everyone, in this section, we are going to learn. The Importances and Characteristics of a Good Presentation
3	1 2 3		1 minute	so, before getting into the material I will give a little content or points that we will discuss later. the first point is, Why do presentations and demos? the second point is What kind of presentations do audiences like to see? the third point is What kind of presentation do audiences not like to see? and the last point, namely What makes a good presentation? (how to become a good presenter). These all will be applicable for students or employee at industry

	3			<ul style="list-style-type: none"> Tell the audiences interesting, curious and counterintuitive things.
8	1		1 minute	<p>Audiences want some answers for the following question (especially for sales presentation or demo.</p> <ul style="list-style-type: none"> Will their product/service be worth its high cost? How reliable are they and their product/service? What can they do for us that we can't already do? How will they improve our working life? <p>Prepare your best before doing the presentation, especially when you do demo or sales presentation. It is very important to have enough knowledge about your product.</p>
	2			
9	1		1 minute 30 second	<p>now we go to the third point regarding, What kind of presentation do audiences not like to see?</p> <p>Audiences tend NOT to like presentations that the presenter</p> <ul style="list-style-type: none"> has clearly not practiced the presentation has no clear introduction, a confused structure and no conclusions appears to be talking to himself / herself rather than engaging with the audience reads the slides has a series of similar slides full of text and diagrams relies on animations fails to address the audience's
	2			

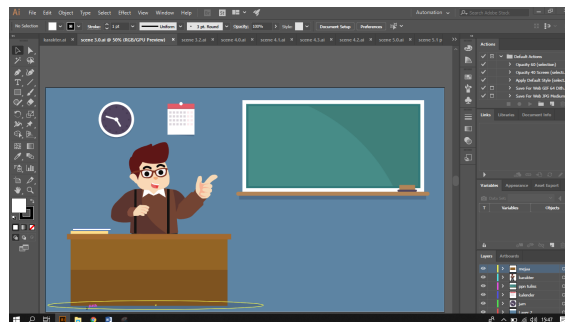
application for the tracing and coloring. Gambar 6 is the process of tracing and coloring character designs that will be used to create motion graphics videos.



Gambar 6 process of tracing and coloring character designs

2. Compositing and Animating

At this stage, the process of merging the 2D vector assets that have been collected and then animating them according to the video to be created is carried out, this animation process uses the Adobe After Effects application by entering all the assets that have been collected into the Adobe After Effects application then arranged and animated according to the scene to be created. Gambar 7 to 10 is the process of compositing and animating the video to be made



Gambar 7 Compositing and animating process 1



Gambar 8 Compositing and animating process 2



Gambar 9 Compositing and animating process 3

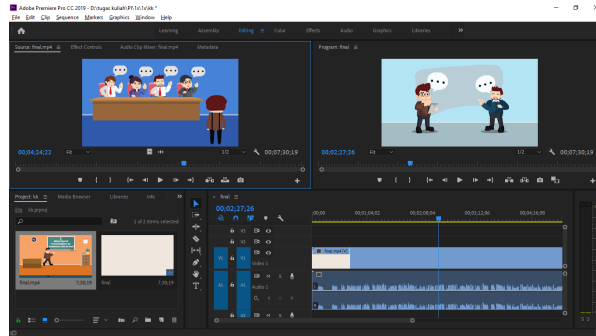


Gambar 10 Compositing and animating process 4

C. Post Production

Editing Video



After the compositing and animating process is carried out, the animation that has been created for each scene is rendered to be made into a video in .mp4 format, then the video from the rendering of each animated scene that has been created is imported into the Adobe Premiere application for the editing process. namely combining animated videos that have been rendered, and inserting backsound video and dubbing into the animated video that will be created. After the video editing process is completed in Adobe Premiere, the video that has been made is rendered and exported with the final video format, namely .mp4. Gambar 11 Is the video editing process in the Adobe Premiere application.



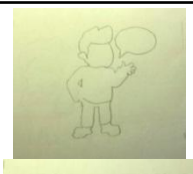

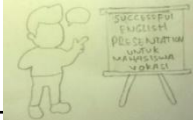
Gambar 11 Editing Process


4. IMPLEMENTATION RESULTS

At this implementation stage, it shows the results of the storyboard design that has been made previously. Scene 1 which contains the introduction to the Motion Graphic of a 2D animated video. The scene is 5 seconds long, which contains the polybatam logo and the transition to the next scene.






Scene	Sequence	Board	Duration	Hasil
1	1		5 Second	

Scene 2 In this scene, the implementation of the storyboard is 15 seconds long, contains greeting sentences from the characters, and also the title of the Motion Graphic video.




Scene	Sequence	Board	Duration	Hasil
2	1		15 second	
	2			

				
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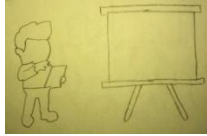

In Scene 3 the application is in a 1 minute storyboard, which contains the main points in this Motion Graphic video.



Scene	Sequence	Board	Duration	Hasil
3	1		1 minute	
	2			
	3			
	4			

Scene 4 is 30 seconds long, which contains the purpose of this Motion Graphic video.


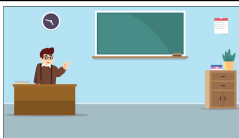


Scene	Sequence	Board	Duration	Hasil
4	1		30 second	
	2			

Then, scene 5 is 45 seconds long, where the characters are explaining what presentation is, and a description of the presentation.

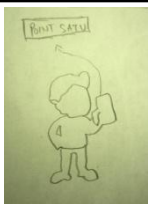

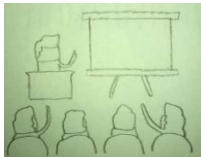

Scene	Sequence	Board	Duration	Hasil
5	1		45 second	

	2			
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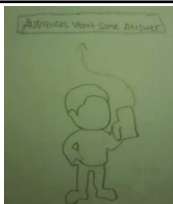
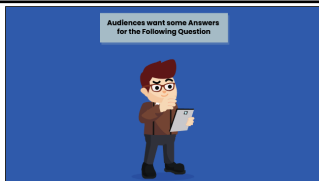


Scene 6 is 1 minute long, where the characters are explaining the first point of the Motion Graphic video, namely "Why do presentations and demos?" in front of the audience.

Scene	Sequence	Board	Duration	Hasil
6	1		1 minute	
	2			





Scene 7 has a duration of 1 minute 40 seconds, which contains characters explaining the second point of the Motion Graphic video, namely "what kind of presentations do audiences like to see?".

Scene	Sequence	Board	Duration	Hasil
7	1		1 minute 40 second	
	2			



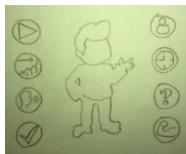
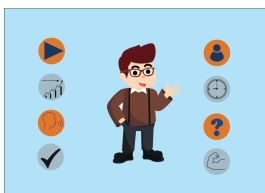
Then scene 8 has a duration of 1 minute, where the characters are explaining some of the answers that the audience wants from the questions asked.

Scene	Sequence	Board	Duration	Hasil
8	1		1 minute	
	2			



Scene 9 is 1 minute and 30 seconds long, where the characters are explaining the third point of the Motion Graphic video, namely "What kind of presentation do audiences not like to see?"

Scene	Sequence	Board	Duration	Hasil
9	1		1 minute 30 second	
	2			

Then scene 10 has a duration of 1 minute, which contains what has been learned from the Motion Graphic video about Successful English presentation for vocational students.

Scene	Sequence	Board	Duration	Hasil
10	1		1 minute	
	2			

And the last one is scene 12 with a duration of 1 minute, which contains the closing of the Motion Graphic video, where the character bids farewell to the audience.

Scene	Sequence	Board	Duration	Hasil
12	1		5 second	

5. CONCLUSION

Based on the results of research in making Motion Graphic about Successful English presentation for vocational students, it can be concluded that Motion Graphic as a learning medium about Successful English presentation for vocational students has gone through 3 stages, namely pre-production, production, and post-production. The software used for making Motion Graphic is Adobe Illustrator and Adobe After Effects and Adobe Premiere. The final result of the product is a video in .mp4 format with a duration of 00:07:30 minutes.

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