

# The Role of Duration, Digital Characters as Visual Stimulation in Non-English Animation Trailer

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**Abstract:** *The research investigates the observation on youth by viewing foreign language trailers, the outcome testing can have a distinct effect on the stimulation of the audiences. The experiment conducted to investigate the correlation analysis which, based on visuals, genre, animation style, character designs, audio (soundtracks) and voices used in non-mainstream foreign language animation trailers. In this study, the test comprised of 60 youth from peninsular Malaysia and Sarawak to categorize factors of characters, violence content, genre, unfamiliar voices and audio sample from the respective foreign animation trailers. Interestingly, the finding suggested highest relationship on main characters, antagonist should appear in trailers (.853) without help of foreign voices, and of course the shortest duration plays towards intention to watch the full film, therefore the results on longest trailer durations were not stimulating. The significant of the research on trailers is imperative to determine the factors among Malaysian youth in cinema, for the development and digital creation of domestic animation film. The outcome is valuable for digital content directors, NLE(Non-Linear Editing) operators and creative marketers to promote content prior to cinemas.*

**Keywords:** *Film Trailers, Trailer Durations, Animation, correlation analysis, Protagonist, Antagonist, Character, Audio, Soundtrack, Editing, Offline Editors*

## I. INTRODUCTION

Film trailers are multimedia visuals in which several semiotic modes are combined, and parts of image sequential created for other purposes are transferred, rearranged *Post digital editing* and supplemented to attain a promotional purpose [1]. The main purpose of film trailers is to arouse viewers' curiosity and expectations so that they will be persuaded to see the film.

Film trailers are essentially an advertisement for movies. Yet beyond inducing filmgoers to watch their preferred movie, they also create expectations of what viewers will see in the film product.

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Having a good animated advertisement/ trailer create cognitive and conative response to the potential audiences, therefore effective involvement to the cinemas[6]. In this regard, theatrical trailers are not only an advertisement, but also a product sampling. Before a film is produced, its commerciality must be determined. Films cannot be marketed in the same way in different markets, meaning understanding on how groups of people throughout the world think and interact[5].

This paper explains the animation visuals, selection of music, digital editing plays distinct properties and strategic creation of the trailer. Therefore, digital creators must consider the impact will have on consumers' evaluations and considerations to the ultimately, see the final film in cinemas. On contrary, in this article also discuss the usage of music as soundtrack, as vital role of persuasion in attracting potential audiences[10]. Nevertheless, to reiterate the main aim of this article, to discuss investigate distinct properties of trailers. The post production (digital editing) usage of audio and soundtracks, Animation styles and visual effects applied to the trailer.

## II. METHOD

### Procedure and Materials

The study involved 4 trailers embedded with close-ended questionnaire, without digital manipulation, or subtitle. This study involved 2 HEI (Higher Education Institutions) locations in Malaysia, Kuala Lumpur and Sarawak, Borneo. The youths participated in the test, totalling 61 respondent ages from 21-25 years with majority 70% from the creative multimedia academic background. The second largest population was 22% from 16-20 years old. Among participants from demographic profiles based on different races in Malaysia and fundamentally interested in animation-based films.

The respondent given task to categorize factors visual, technique, genre, unfamiliar languages and soundtrack from the respective stimuli as Table 1. The genre of trailer varied to content with added variances colour mood, violence and actions shots.

### Justification

The justification samples were from Korea, as a leader in digital content development in Asia.