

Projects on Islamic Edutainment and Islamic Systems

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Editors

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TABLE OF CONTENT

1. QUEEN OF SHEBA	15
2. STOP MOTION ANIMATION: ANTI-KIDNAPPING AWARENESS CAMPAIGN	19
3. MUS'AB 'UMAYR: THE GREAT MARTYR OF THE MUSLIM NATION	29
4. AL BIRUNI – THE GREAT ISLAMIC SCIENTIST	33
5. TRUTH PREVAILS	45
6. ASHABUL-KAHFI	51
7. CLAY ANIMATION USING STOP MOTION TECHNIQUE: REPENTANCE	59
8. “YOUR MOTHER”	69
9. Hijrah of Rasulullah S.A.W	77
10. ISLAMIC MARRIAGE PRINCIPLE	84
11. MOBILE SOLAT REMINDER (MOSiR)	91
12. MALAYSIAN PAST LEADERS	101
13. IUM STUDENT’S CONVOCATION SYSTEM	107
14. AIKIDO PORTAL	113
15. BOSNIA TRAVEL CHANNEL	117
16. MAHALLAH HAFSA ONLINE	129
17. DISCIPLINARY RECORD SYSTEM FOR MAHALLAH	135
18. MOBILE ENGLISH THESAURUS APPLICATION	139

19. CHALLENGES OF ISLAMIC EDUTAINMENT AND SYSTEMS	144
20. FUTURE DIRECTION OF ISLAMIC EDUTAINMENT AND SYSTEMS	148

7. CLAY ANIMATION USING STOP MOTION TECHNIQUE: REPENTANCE

Md Saleh Mohd Mokhtar and Roslina Othman

ABSTRACT

This chapter presents on the clay animation using stop motion technique for story entitled *repentance*. MOTIOFIXO is a multimedia organization that specializes in videography, motion graphics, branding, print designs, 3D architecture and etc. In order to expand its horizons, MOTIOFIXO is venturing into multimedia presentations, music videos, commercials and corporate videos using **stop motion technique**. Some of its works are currently on air on National TVs namely visit Malaysia year 2007 and some local artiste's video clips. Viewers can catch its videos on YouTube.com

7.1 Introduction

Currently, many animations on Islamic stories are delivered into 2Ds while the writer industry goes for 3D and clay using stop motion technique. In addition, most stories are developed for al-Qur'an and very few for Hadith. Thus, this animation project tried to do both the technique and the content.

This clay animation is based on a story of a brief account in the life of the Prophet (Hadith) about *Taubah*. Among its objectives are;

1. To add more variety to the existing Muslim edutainment industry.
2. To educate Muslim children on Islamic moral values from Hadith