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3D animation as an alternative mean of da'wah for children

 (Conference Paper)

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Abstract

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3D animation cartoons has prodigious influence on children's mind, because children love watching cartoon. It is proved to influences family functioning in varied ways and has shaped our culture and social system. It affects the new generation with more aggressive personality and negative minds in sociality. Hence, it obstructed their learning of right behaviors. Concerned that this problem might become more severe, we tried relieve these problems by using a more proper 3D animation cartoon for children's entertainment as it is the closest media to the children. We have been motivated to propose a proselytizing or preaching of Islam (Da'wah) to prevent negative influences towards the children by proposing a suitable guideline for 3D animator in producing da'wah animation media more effectively. © 2014 IEEE.

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3D Animation As An Alternative Mean of Da'wah for Children

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Abstract—3D animation cartoons has prodigious influence on children's mind, because children love watching cartoon. It is proved to influence family functioning in varied ways and has shaped our culture and social system. It affects the new generation with more aggressive personality and negative minds in sociality. Hence, it abstracted their learning of right behaviors. Concerned that this problem might become more severe, we tried relieve these problem by using a more proper 3D animation cartoon for children's entertainment as it is the closest media to the children. We have been motivated to propose a proselytizing or preaching of Islam (Da'wah) to prevent negative influences towards the children by proposing a suitable guideline for 3D animator in producing da'wah animation media more effectively.

Keywords—3D animation; cartoon; da'wah; children behavior; safe entertainment; multimedia

I. INTRODUCTION

Children, as we know, are the catalyst of the future. Therefore, shaping them with good and positive behavior is our obligation. They are the Generation-Y children, where the technology gap between them and the Generation-X children is very different. But technology has brought more negative impact than the positive impact towards the children, and this can be clearly seen on the emerging trend of juveniles being involved in crime and other social ills. Based on police statistics in Malaysia, juvenile involved in crime totalled 7,816 cases in 2013 as compared to 3,706 cases in 2012 [1]. The year 2012 itself is reported to have the highest juvenile cases reported since year 2000; 0.16% to population aged 10-18 years old [24].



Figure 1. Juvenile crime statistic from year 2000 and year 2012 as reported by the government agency, economic planning unit (EPU) (from [24]).

The media violence affects to their behavior (Congressional Public Health Summit, 2000). The brains help in observing, learning and implementing what the children have watched, later on transforming it to be their negative lifestyle and copycat behavior. Children can be affected at any age, but the young children are the most vulnerable target of the media violence (Anderson, 2003). The expose to improper media is positively related to subsequent aggressive behavior, aggressive idea, arousal and anger and a negative effect on helping behavior (Bushman & Anderson, 2001).

We tried to relieve these problems by proposing a suitable guideline for 3D animator in producing da'wah animation, as cartoon animation is the closest media for the children and we know that children watch cartoon more often than reading, and of course, it is because they are easily attracted to the cartoon.

The rest of the paper is organized as follows: Section II talks about understanding the modern computer 3d animation, Section III notes down the series of animation storyline approach, Section IV presents our proposed mechanism with examples and explanations; and finally, Section V concludes the paper with future directions of research. The goal of this work is to provide the readers with sufficient information and proper guidelines in producing a da'wah animation.

II. UNDERSTANDING ANIMATION

Animation is used in a wide range of different things in the modern day, such as mobile phones, music videos, television programs, music videos, the internet, computer games, and advertisements. The use of animation in these things creates a surreal feel to them, which is most of the reason why, in media entertainment for example, is used.

In 1978, the founders of Aardman created morph, a one coloured clay character and in order to animate him, they would use the basic stop motion technique (Taking an image of every movement he makes, then converting this to a computer). During this time, they were unable to record voices because the process was nearly impossible to achieve as lip syncing was too problematic [5].

When the companies started expanding, they hired more employers and more technology was invented to create bigger and improved modern animations. From year 1989 to 2005, the makers of Wallace and Gromit were able to use an advanced production value which helped to create a more lifelike and clearer imagery by focusing more on the costumes, more precise facial expressions and better backgrounds.

As for today, modern computer animation has shifted on using 3D technology that uses a geometric data represented in three-dimensional object. Layout and animation are one of the three basic phases in 3D computer graphics, known as the motion and placement of objects within a scene [6]. Animation refers to the chronological description of an object, how it moves and warps over time. Most 3D animator often uses keyframing, inverse kinematics, and motion capture methods in combination. As with modeling, physical simulation also specifies motion.

