

FAMILY VET ADVOCACY AUDIO VISUAL PRESENTATION

A Portfolio Development Project

Presented to

The Faculty of the College of Computer Studies

Central Philippine University

Iloilo City

In Partial Fulfilment

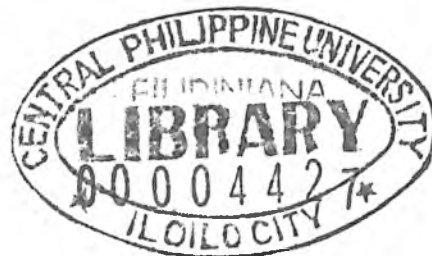
Of the Requirements for the Degree of

Bachelor of Science in Digital Media and Interactive Arts

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ABSTRACT

The basis of this research was to show people that pet owners should give value and importance to their relationship with their pets. The researchers chose to deliver it through the means of creating a short film to appeal pet owners and veterinarians to be inspired in case the same situation happens to them and that they may resolve it in a more preferable manner rather than abandoning their pets or take their pets for granted.

Cinematography, creative storytelling, and the applications of our skills are utilized to emphasize scene situations were used as techniques to deliver an impact to the story for the audience to see and to invoke critical thinking to further absorb the story. Upon the completion of the researcher's short film they have found some additional recommendations from a control group to further make the short film even better, but nonetheless, the goals of the research have been met.