

**FATHERLY LOVE: A SILENT FILM ADVERTISEMENT FOR KARAT WORLD**

A Portfolio Development Project

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Submitted by

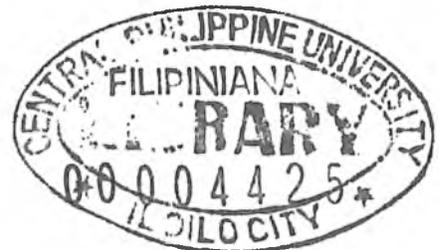
Gio M. Buenvenida

Bea Mae P. Palma

Juzede Anne P. Andrada

Nichole P. Gadong

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## Abstract

The aim of this study is to propose a simple approach to catch people's attention through an advertisement. We believe in the power of advertising, based on thousands of studies in our archives. Advertising has the power to persuade, the power to influence the mind, and the power to shape destiny. It has the power to change markets and improve profit margins. Advertising has short-term power (conveying new information, building awareness, enhancing credibility, etc.) and long-term power (conveying brand image, attaching emotional values to the brand, building positive reputation, etc.). The great power of advertising is seldom achieved in practice, but we can't give up. Everyone can be creative in such things.

This study will show how people can attract more in buying their goods through making films. With this matter, this can help them develop something that could help them market their product.