

# KEYBOARD WARRIORS: A PROMOTIONAL MOTION COMIC

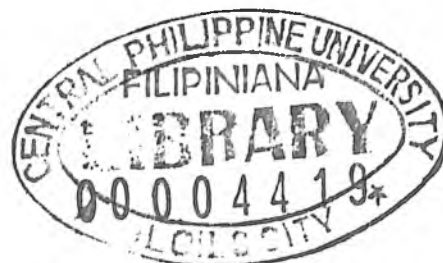
A Portfolio Development Project  
presented to  
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of the Requirements for the Degree of  
Bachelor of Science in Digital Media and Interactive Arts

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## **KEYBOARD WARRIORS: A CCS PROMOTIONAL COMIC**

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### **ABSTRACT**

The aim of this motion comic was to show the viewers a compact way of promoting the available courses under the College of Computer Studies. The motion comic's video involved Infographics to provide visual representations of each course as characters. Each graphical representation was constructed solely to attract the attention of viewers. These images aided the explanation of the story.

Moreover, the motion comic also includes a protagonist to represent as the incoming freshman. Color correction and color grading were implemented in making sure that each scene was accompanied by its respective ambiance. The Script adjusted to the form of the story, and the story explained and informed about the future occupation of each course.

The Motion Comic only focused on promoting the available courses under the College of Computer Studies with the goal of minimizing dis-interest towards the subject by grasping the aspects which make viewers pay attention and deliver the message effectively.