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## Documentary Video Production "Medan City Traveling and Guide" with Motion Graphic Technique and Tracking Text

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### Abstract

Using motion graphic techniques the image is usually not moving and looks boring but now looks attractive and it can move and look 3D. Then tracking text technique is a technique where we will add dynamic text as if the text is in the scene and follow all the movement scene. Videos using this technique are considered interesting enough to conduct and guide tourist attraction in northern Sumatra. Technically when a person uses motion graphic design techniques, this technique is object-oriented. And the media is still images with pixel or vector format, video and audio data. Inside the app can create a composition in which there is a timeline, resolution, count of frames per second and size. Tracking text techniques are generally used in introductions in a video. One of its functions is to describe for present all or some of the video content that is displayed, as well as of course to beautify a video using tracking text technique.

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*Key-word: Motion Graphic, Tracking Text*

### 1. Introduction

Multimedia related to use more than one kind of media to present information. For example, music video is a form of multimedia because of information using audio / voice and video (Munir, 2012). Multimedia is use and processing of multiple media (text, audio, graphics, animation, video, and interactivity) to convey information or produce multimedia products (music, video, movies, games, entertainment, etc.) Or use of a number of different technologies that allow for combine media (text, audio, graphics, animation, video, and interactivity) with a new way for the purpose of communication.

Video is a real image system or moving images that are mutually consecutive. There are two kinds of video namely analog video and digital video (Diana Ayu Hapsari, 2014). While the documentary video is a video that presents reality through various means and is made for various purposes such as propaganda, education or otherwise. In documentary present the facts or facts in life. In the process of producing documentary video required editing stage. Editing is the process of composing, cutting and reconciling the record into a whole and complete story (Anton, 2013). There are several video processing software that can be used one of them is Adobe After Effect CS6 (Figure 1). The software is processing video equipped with good facilities and capabilities so widely used by house production.



Figure 1

According to Sukarno in the task ultimately says that: Motion graphics are pieces of time-based visual media that combine film and graphic design. This can be achieved by combining various elements such as 2D and 3D animations, video, movies, typography, illustrations, photography, and music (Muthia Humairah, 2015). *Motion graphics* is a medium that uses video recording and animation technology to create the illusion of motion and is usually combined with audio for use in a multimedia output. Motion graphics are typically displayed via electronic media technology, but can be displayed through supported tech guides. This technique is almost similar to animation but not including the animation family, in short the motion graphic is the design or infographics are presented with dynamic and moving, making it more interesting to note (Nuga Choiril Umam, 2016). Motion graphics have gone beyond methods such as frame-by-frame footage and animation. Motion graphic video is an appropriate solution to attract the attention of the public, especially the target audience (Nolfian Win, 2015). Today computers are able to calculate and shuffle changes in an image to create the illusion of movement and transformation. Computer animation is able to use lesser information space (computer memory) with tweening automatically, the process of rendering the main changes of an image in a given time. It is called a keyframe.

Tracking Text is combining between a video and a different text, a technique where we will add dynamic text as if the text is in the scene and follow all the movement scene in a video. Motion tracking is a technique that can be used for several different purposes. Idea the basis behind motion tracking is that the video frame can be analyzed to follow the position of the object through time (Agus Purwanto, 2015). Tracking Text is usually widely used for the purposes of describing a state or condition in a video. Because of the increasingly sophisticated technological era with computers or laptops already equipped with high specifications even now this technique can use 3d effects. In the making application can use tracking motion which means it must take patience, because make it with forward to frame per-frame to get maximum result. It also can use the technique of tracking camera, but it depends on the position of shooting on a video.

Based on observations in North Sumatera, especially where the tourist attractions, both natural attractions and places of historical and religious, not too much known compared to existing tourist attractions on Java island, but when viewed the value of existing values in tourist attractions there are in this northern Sumatera even many who do not mengetauinya. Tourism places of historical and religious especially the kingdom of Malay kingdom like the palace of maimun and the mosque of raya in the past should be known to everyone, not only from Malay tribe only. To create a good documentary video and be accepted by the audience or the public, the editing process is needed, to produce a video that can be accepted by the audience and the public. Motion graphic technique is a suitable technique for making this travel and guide video because it uses the animation from a collection of images that make up a video, so that it produces video from the image as if moving and living and making its own storyline. In addition to using these techniques, also uses the technique of tracking text where in the video has a text as a medium of information from the video that aired. but what's the difference with other text techniques? Of course different, if using tracking text on making a video, it will look more interesting, because the text in the video is dynamic as if the text is in the scene and follow all the movement scene. This documentary video is produced to used as a media promotion of tourist attractions, especially in north Sumatera.

## 2. Methodology

The location of taking photo in the palace maimun, al-mashun mosque, tirtanadi PDAM, sipiso-piso, and Toba Lake, North Sumatra. after shooting, then this documentary video is produced by using Adobe Editing and Adobe Audition CS6 editing software. The process of research and production analysis is by several stages, including:

### 1. Pre-Production Process

In the Pre-Production process of making this video there are some necessary support the editing process

#### a. Discovery Ideas

the pre-production process the first is the discovery of ideas that will be made in the initial material for video production. In the discovery of this idea can be collected several premises or one short sentence that describes the whole story in the video to be in production.

#### b. Scripting

The author creates a script for the video stream to be created, and then the script is re-analyzed before starting the production process.

#### c. Hunting for Locations

Select and search for location / setting of shooting according to script

#### d. Setting the Tools

To get good video results then required complete equipment and quality. Required equipment such as nikon camera, Tripod camera, clip-on microphone, drone

#### e. Pre-Visualization

For this stage, the written manuscript is translated into drawing. The pictures will be listed in the shooting list of each scene (Storyboard)

### 2. Production Process

#### a. Setting

Set construction is a background building for shooting purposes.

#### b. To produce a good sound then required the right type of microphone and quality. The type of mirofon used is easy to carry, sensitive to sound sources, and capable of muffling noise (noise disturbance) inside and outside the room.

#### c. Shooting can be done not according to serial number of scene; can jump from one scene to another. This is done to make it easier, by taking all the shots that occur in the same location.

### 3. Post Production Process

The steps taken in Post Production process are:

#### a. Selecting a Picture

After receiving the shooting results, the author first to preview to select the image that will be taken in order to facilitate in finding the shot that will be used.

#### b. Editing Process

Simply put, the editing process is an attempt to tidy up and make a movie show more useful and enjoyable to watch.

#### c. Drawing preparation

In this process the author prepares, organizes and combines a number of shots in a movie sequentially according to the scenario.

#### d. Giving Effects

In this stage the authors provide the necessary effects so as to soften the shot-shot.

#### e. Review of Editing Results

After the film is finished then the next activity is the screening of the film internally.

### 3. Image Selection

Many images found, but not all images are successfully taken properly, there are some scans that fail. At this stage of image selection is the most important part because the selection of images is very influential with the final result. For the making of this video, researchers use a variety of supporting editing software such as Adobe After Effect CS6, Adobe Auditions CS6 and the author also provides some visual touch effects such as slideshow effects, making videos more interesting and can be an inspiration to the audience. After receiving the shooting results, the author first to preview to select images (Figure 2) which will be taken to make it easier in finding the shot that will be used.

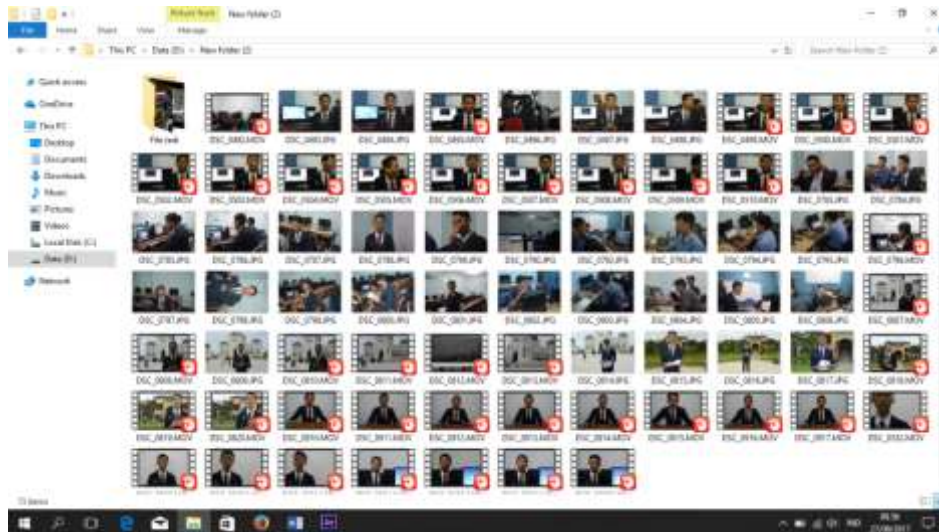


Figure 2

### 4. Editing

Next is to select and crop the video in parts of a particular section you do not want to serve (Figure 3 Cutting Image Process). Next is the drawing stage, after the images are cut and collected (Figure 4), the drawings are organized, organized and combined in accordance with the scenario. Followed by the process of giving effect, the added effect is motion graphic whose purpose the image looks alive and moving (Figure 5).

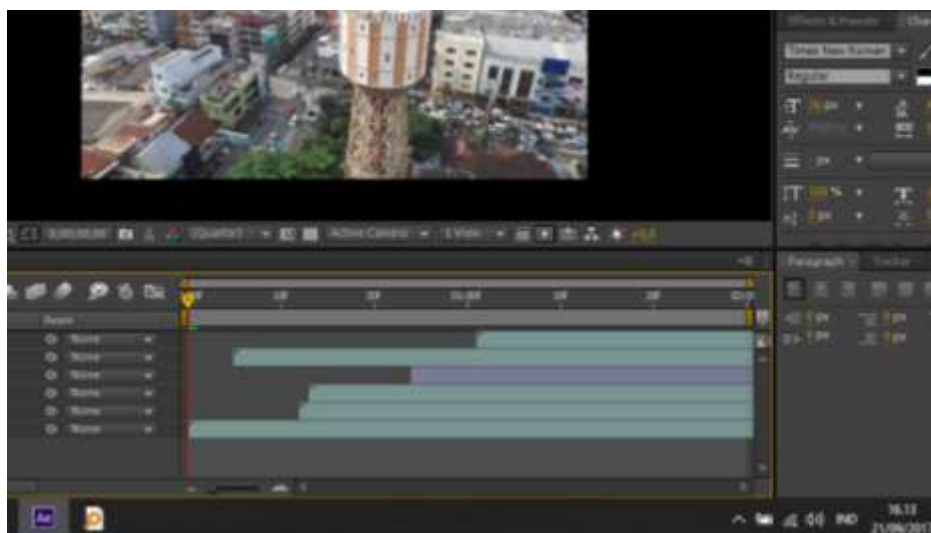


Figure 3

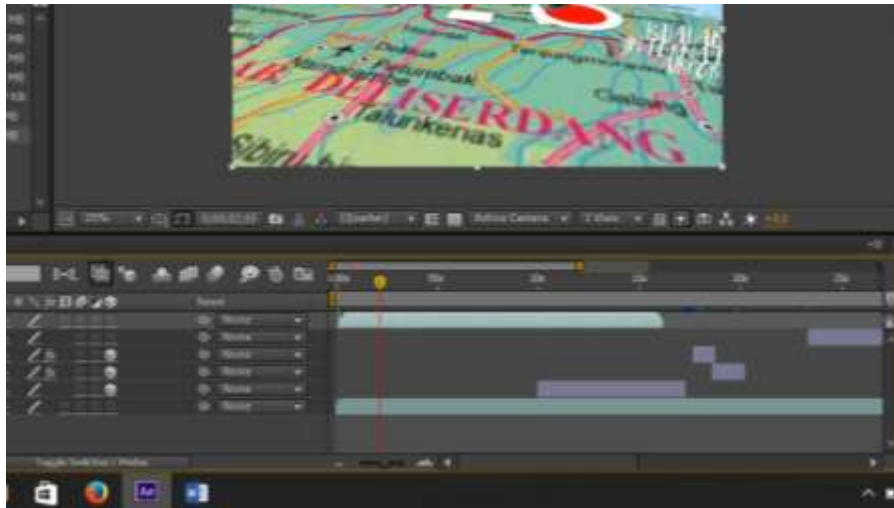


Figure 4

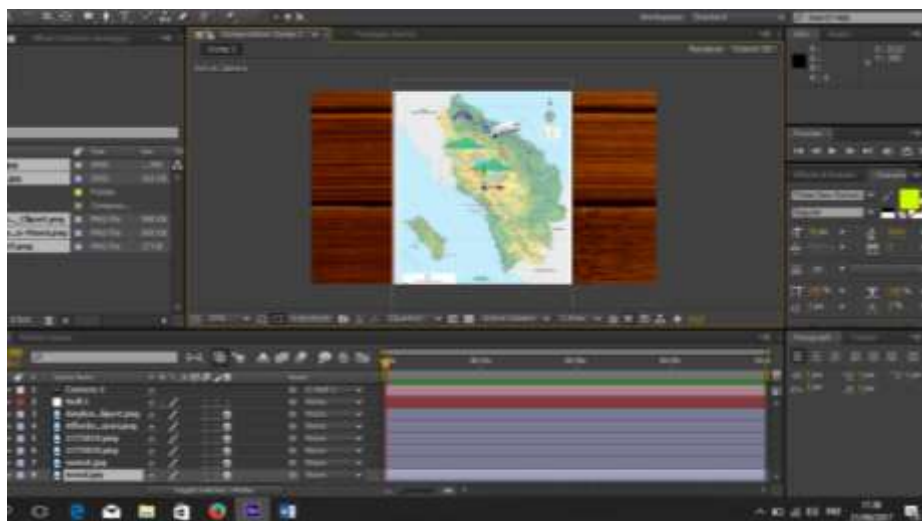


Figure 5

## 5. Rendering

Render is the process of changing the project save for example our editing project to be made in one file. For example save editing project in editing application, then exported or converted into video file like .mp4 .avi .mov and so on. The format used in making this video is mp4 format, with h264 codec.

## Conclusion

In this video titled "Medan City Traveling and Guide" there are many shooting and editing process one of them use motion graphic, which aims to attract more tourists to come to the city of Medan and enjoy the existing tour. It is hoped that video-making with this technique will be more interested and unsaturated.

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