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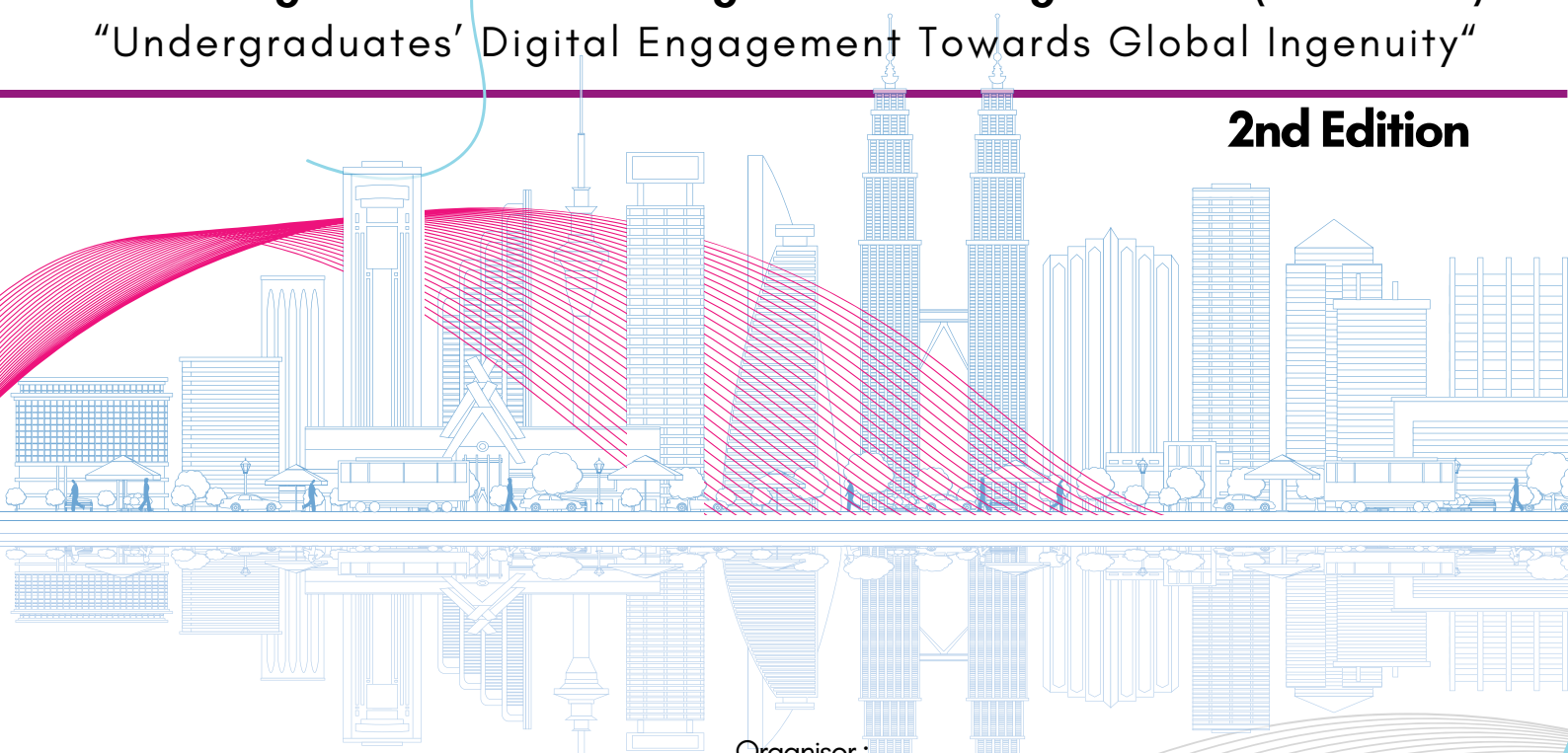
"Undergraduates' Digital Engagement Towards Global Ingenuity"

2nd Edition



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EXPLAINER MONTAGE VIDEO AS AN EFFECTIVE TOOL FOR DEVELOPMENT PLAN PRESENTATION: A CASE STUDY OF MANJUNG SMART CITY ACTION PLAN, PERAK, MALAYSIA

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Abstract

Modernisation nowadays, worldwide and in Malaysia, where video technology has advanced, montage techniques have become more accessible and widely adopted. Montage Video is applied in various fields, including marketing and advertising, music video, social media content, explainer videos, documentary filmmaking and personal storytelling. Especially the explainer montage video can effectively explain complex ideas, processes, or data by breaking them down into a series of visually compelling, easily digestible segments. This technique is widely used in educational, instructional, and corporate explainer videos. However, the current innovation lacks a detailed exploration of how explainer montage videos can enhance the visual presentation of new ideas in an (participatory) urban planning development plan presentation. This research project aims to innovate how explainer montage video can enhance the visual presentation of new ideas in urban and regional planning contexts, especially for development plan projects. The Manjung Smart City Action Plan, Perak real project, has been selected as the case study. Through this project design and application, the professional software Adobe Premiere Pro, Adobe After Effects and Google Earth Studio for video editing were adopted. New and innovative presenting effects, such as a specialised interface for 3D Earth animations, advanced motion graphics, and VFX, are being explored in this project. This research project has contributed to an innovative and creative idea for a montage video that revitalises the mode of typical amateur mobile video editing/ presentation tools, i.e., CAPCUT and VN, especially for pitching sessions for development plan projects in local authorities and government agencies.

Keywords: *Montage video, Adobe Premiere Pro, Development Plan Pitching, Urban Planning, Malaysia*

1. INTRODUCTION

Montage in a film study refers to the technique of selecting, editing, and piecing together separate sections of film to form a continuous whole (Morante, 2017; Stankovska, 2024; Wang, Yang, Hu, Yau, & Shamir, 2019). Up to 65% of people learn best visually, which can be attributed to the fact that a significant portion of the brain is dedicated to visual function (Smiciklas, 2012; Wise Businessware, n.d.). When a relevant visual is added to an oral presentation, it helps to keep the audience's eyes focused forward and increases their retention of the information that is being presented. It has been shown that the retention rate greatly increases when oral and visual learning are combined (Lester, 2006). Examples of studies from Xiang, Perumal, and Neo (2023), Morante (2017), Horowitz (2017), and Li (2014) are related and support the concept of montage video as a powerful tool for idea representation.

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The origin of montage is the Soviet Montage Theory, an influential film movement developed in the Soviet Union in the early twentieth century that focuses on the editing techniques of a film over content alone (Morante, 2017). Modernization nowadays, in Malaysia and worldwide, where video technology has advanced, montage techniques have become more accessible and widely adopted. Montage Videos are applied in various fields, including marketing and advertising, music videos, social media content, explainer videos**,** documentary filmmaking and personal storytelling (Stankovska, 2024).

The explainer montage video can effectively explain complex ideas, processes, or data by breaking them down into a series of visually compelling, easily digestible segments (Wyzowl, 2024). This technique is widely used in educational (e-learning applications such as online courses), instructional, and corporate marketing videos (Krämer & Böhrs, 2017). However, in the field of urban and regional planning, the current innovation lacks a detailed exploration of how explainer montage videos can enhance the visual presentation of new ideas in development plan presentations and participatory planning (Lundman, 2016; Rose, 2022). From the researchers' observation, the gap exists where local authorities critically need innovative montage videos to instantly convey the proposed concepts/ ideas written in the development plan projects, such as the Local Plan or Action Plan, to the public and executives. The involvement of the researchers in the real project of Manjung Smart City Action Plan found that the internal teams from local authorities face challenges in attracting attention and public participation in contributing to development plan proposals due to a lack of attractive introductory/ montage videos.

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Therefore, this research project aims to innovate how an explainer montage video can enhance the visual presentation of new ideas in urban and regional planning contexts, especially for development plan projects. The Manjung Smart City Action Plan, Perak real project, has been selected as the case study. Through this project design and application, the professional software Adobe Premiere Pro, Adobe After Effects and Google Earth Studio for video editing were adopted. The following sections explain the materials and methods, results and discussion, and concluding remarks.

2. MATERIALS AND METHODS

The research project applied a qualitative method that referenced Rose (2012)'s visual methodologies and Lundman (2016)'s site-specific planning video case study. The three stages of the visual methodology for the site (urban planning) study proposed by Rose (2012) are (1) the site of the image production, (2) the site of the image itself, and (3) the site of "audiencing". Through the case of Turku, Finland, Lundman (2016) applied Rose's concept and studied (1) the sites where the planning videos are produced, (2) the visual contents of the videos, and (3) where and how they are presented to the public. This study modified Rose and Lundman's methodologies and applied three qualitative video research stages. First, the professional video editing tools (i.e., Adobe Premiere Pro, Adobe After Effect and Google Earth Studio) and the typical amateur mobile video editing/ presentation tools (i.e., CAPCUT and VN) are compared and contrasted in matrix tables. Second, professional and amateur video editing tools are utilised or tested to develop short (approximately 3 minutes) montage videos. Last but not least, the final output product of an innovative explainer montage video for the Manjung Smart City Action Plan was being produced and "audienced". Eleven aspects are being studied, compared and contrasted in this study:

a) User Interface
a) Editing Capabilities
b) Effects and Transitions

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c) Audio Editing
d) File Handling and Formats
e) Export Options
f) Customization and Plugins
g) Professional Use
h) Motion Graphics and VFX
i) Colour Grading
j) Multi-camera Editing

The results of the study are elaborated in the following section.

3. RESULTS AND DISCUSSION

3.1 The First Stage: The Tool of Image Production

For the first stage, two comparative matrix tables are being created to study the elements of using both tools, i.e., the professional and the amateur video editing tools (refer to Table 1).

Table 1. Comparison of explainer montage editing between using professional and amateur mobile editing software

Aspect	Professional Software: Adobe Premiere Pro & Adobe After Effects	Google Earth Studio	Amateur Mobile Editing Tools: CAPCUT, VN
User Interface	Comprehensive, feature-rich, customisable	Specialised interface for 3D Earth animations	Simplified, user-friendly, limited customisation
Editing Capabilities	Advanced non-linear editing, multi-track editing, keyframing	Focused on animating 3D Earth views, limited video editing	Basic trimming, cutting, and simple effects
Effects and Transitions	Extensive library of professional effects and transitions	-	A limited set of basic effects and transitions
Audio Editing	Advanced audio editing, mixing, and sound design capabilities	-	Basic audio trimming and simple adjustments
File Handling and Formats	Supports a wide range of professional video formats and codecs	Limited to exporting animations, no file handling	Limited support for file formats, mostly consumer formats
Export Options	High-quality export options with various codecs and formats	Exports high-quality animations, no direct video export	Basic export options are often limited to common formats
Customization and Plugins	Extensive third-party plugin support and customization	-	Limited to app store plugins and effects
Professional Use	Industry standard for professional video production	It can be used with other Google tools and Adobe apps	Primarily for casual or social media content creation
Motion Graphics and VFX	Advanced motion graphics, VFX, and compositing capabilities	Focused on creating realistic 3D Earth animations	Basic effects, limited VFX capabilities
Colour Grading	Advanced colour-grading tools, LUT support	-	Basic colour correction tools
Multi-camera Editing	Advanced multi-camera editing features	No multi-camera editing, single-view animation	Often not supported or very basic

Source: Horota et al. (2020); Manovich (2007); Sambaravid (2024); Vining and Orland (1989); and

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VNeditor (2024)

The above comparison showed that Adobe Premiere Pro, After Effects, and Google Earth Studio effectively produce interactive and interesting video effects from all the eleven aspects above. For example, through Adobe Premier Pro and After Effects, comprehensive, feature-rich, customisable scenes of videos can be produced in the user interface feature (refer to Figures 1 and 2).

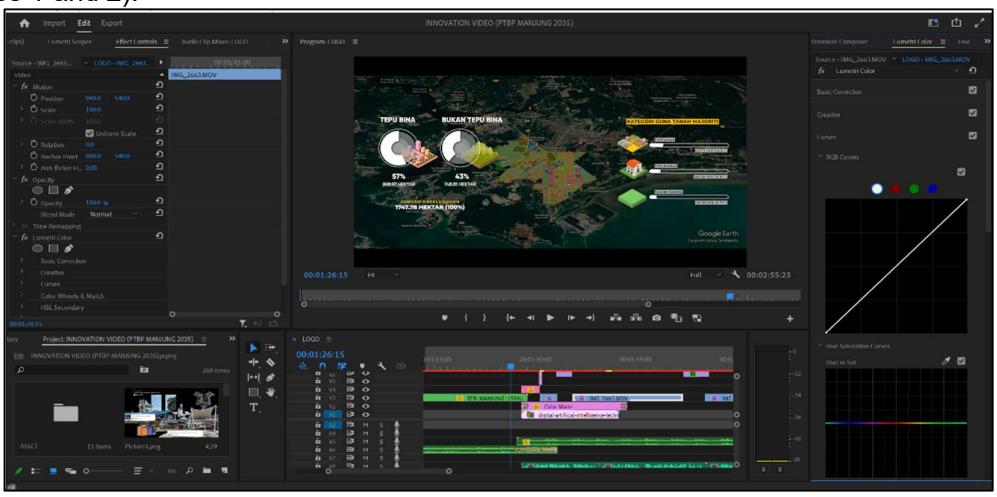

Figure 1. Feature-rich and advanced exporting interface in Adobe Premiere Pro
Source: authors

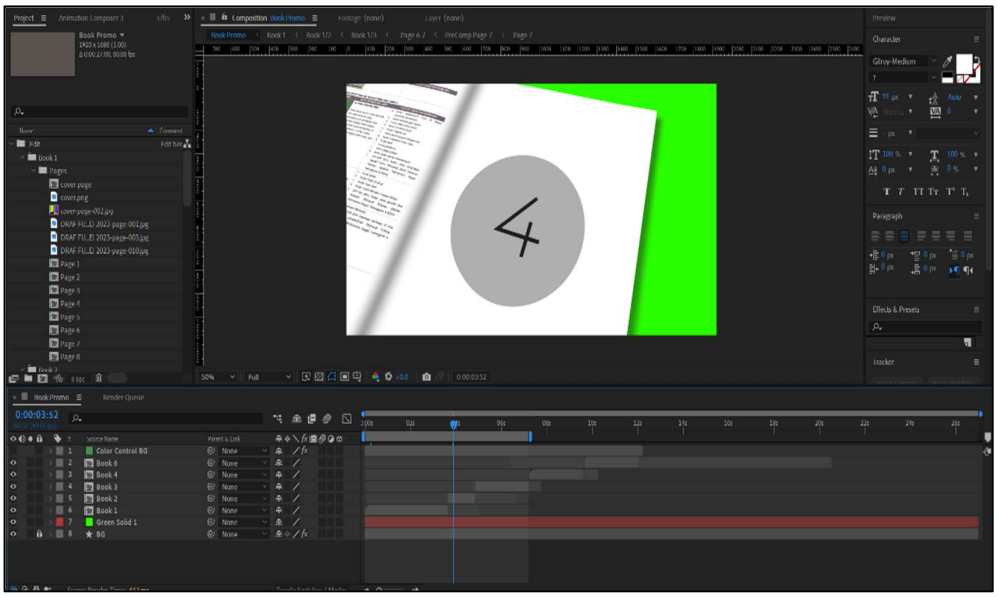

Figure 2. Interactive editing interface in Adobe After Effects
Source: authors

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For mapping, the Google Earth Studio, a specialised interface for 3D earth animations, effectively immerses the audience's in-location experience in a particular physical context (refer to Figure 3). Compared to amateur tools such as CapCut and VN, Simplified, these tools have very limited functions and customization, only providing basic trimming, cutting, and simple effects. However, the amateur tools offer a friendlier user interface than the professional tools (refer to Figure 4).

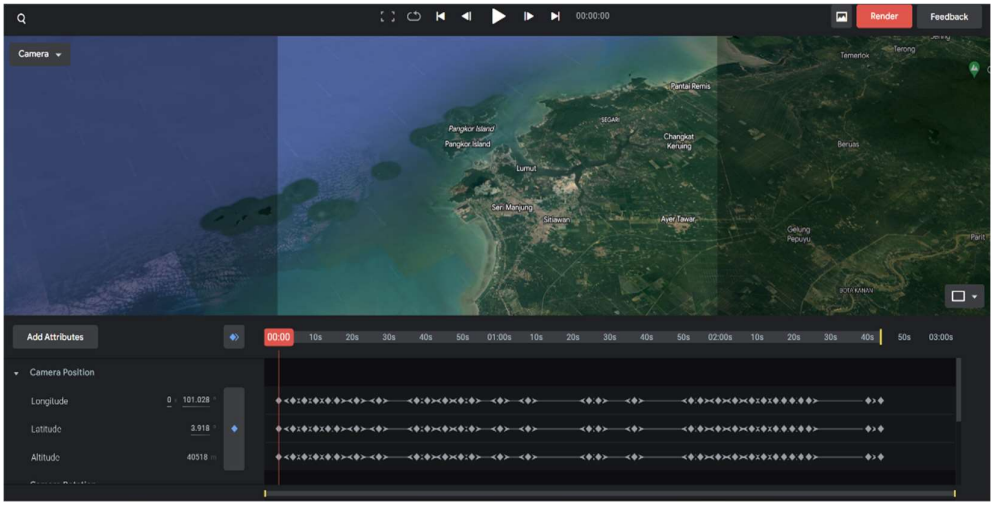

Figure 3. 3D earth animation interface – the in-location experience in Google Earth Pro
Source: authors

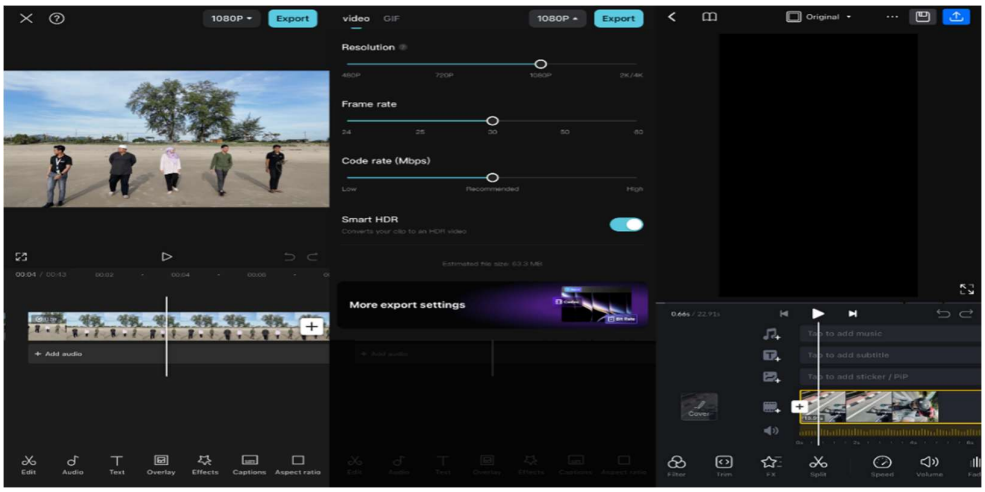

Figure 4. Basic exporting and editing interface in Capcut and VN
Source: authors

In the field of urban and regional planning, developing innovative and effective geographical mapping is a crucial element in the preparation of development plans' montage presentation (Amistadi, Balducci, Bradecki, Prandi, & Schröder, 2022). Therefore, the researchers purposely compared Google Earth Studio's usage to that of without using that software. The results are presented in Table 2 below.

Table 2. Output's comparison of geographical mapping montage presentation

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Aspect	Using Google Earth Studio	Without Using Google Earth Studio
Visual Appeal	High-quality 3D animations of real-world locations make the presentation more engaging	It depends on the quality of Figures and maps, which are generally less dynamic.
Clarity of Information	Clear visualisation of geographical locations, boundaries, and development areas	It can be less clear, especially if spatial relationships are poorly presented.
Engagement	Animated fly-throughs and dynamic views capture viewer attention effectively	Static content is generally less engaging than animated visuals
Realism	Accurate representations of the geographical area, providing a true-to-life context	Figures and diagrams may not convey the actual scale or context as effectively
Customization	While focused on geographical data, it can include annotations and overlays for additional information	High flexibility to include various types of content, but may lack cohesiveness
Ease of Understanding	Visuals help convey complex geographical data in an accessible manner	Requires more effort to explain and interpret static images and maps
Time Efficiency	Setting up animations requires some time, but the output is more impactful	Generally quicker to compile and present static images and information
Flexibility in Presentation	Primarily focused on geographical visualisations but can integrate with other data types	It can include diverse types of content but may lack the unified presentation of Google Earth Studio
Professionalism	High-quality output is suitable for professional and formal presentations	Quality varies; it may not appear as polished as animations
Interactivity	Limited to pre-rendered animations without real-time interaction	There is no real-time interaction, purely static
Cost	Free, requiring only a Google account	Can vary depending on the resources needed for gathering and preparing Figures and maps

Source: Horota et al. (2020); Manovich (2007); Sambaravid (2024); and VNeditor (2024)

According to the above findings, many advantages can be found in applying the Google Earth Studio software to edit maps in montage videos. In all aspects, using Google Earth Pro is expected to produce a high-quality output suitable for professional and formal presentations, be more interactive, and have a low cost. However, this tool needs more time to prepare the impactful output than without applying it.

3.2 The Second Stage: The Visual Contents of the Videos

For the second stage, professional and amateur video editing tools are utilised or tested to develop short (approximately 3 minutes) montage videos. Considering the features compared in Tables 1 and 2, many tries and errors are recorded in this testing stage by utilising both professional and amateur video editing tools. The researchers spent three months in this second testing stage and finally produced a montage video that satisfied the client, namely Majlis Perbandaran Manjung (MPM). The innovation of the Manjung Smart City Action Plan's explainer montage video can be interpreted in four main video cases: geographical mapping, information presentation, video layering, and cinematic looks. The innovation based on the video cases is detailed in Table 3, created to provide a clear understanding of innovation and the montage output.

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Table 3: The output of innovation based on four video cases in the explainer montage

Video Cases	Innovation (Tools and Output)
Geographical Mapping	Software Used: ***Google Earth Pro, After Effects*** - *Google Earth Pro*: **Keyframing** - Constructs camera movements, enabling dynamic transitions. Exported in a high-quality (4K) geographical map with smooth, controlled camera paths - *After Effects*: **3D Tracker** - Tracks motion within the video to animate polygon shapes in 3D space. The output is an interactive, animated map with polygons that enhance the visual appeal
Information Presentation	Software Used: ***Premiere Pro, After Effects*** - *Premiere Pro*: **Essential Graphics (Keyframing)** - Animates text and graphical overlays, creating dynamic information presentation. The output is a video with professional text or data animations that align with the timeline - *After Effects*: **3D Tracker** - Integrates and tracks information in 3D space between text and map within the video, making the data presentation more immersive and engaging
Video Layering	Software Used: ***Premiere Pro*** - *Premiere Pro*: **Layer** - Combines multiple visual elements in a scene by stacking them in layers. The output is a complex, multi-layered video composition where text, images, and clips are seamlessly integrated
Cinematic Looks	Software Used: ***Premiere Pro, After Effects*** - *Premiere Pro*: **Color Grading** - Adjusts colours to give the video a cinematic tone, enhancing mood and visual storytelling. The result is a video with a professional cinematic colour palette. Time Remapping: Allows for various speeds of video playback in one scene. **Speed** - Adjusts the playback speed of video clips. **Warp Stabiliser** - Reduces camera shake and stabilises footage. - *After Effects*: **Motion Blur** - Adds a blur effect to simulate the motion of objects in the video, contributing to a smoother and more dynamic visual experience.

Source: Leirpoll, Osborn, Murphy, & Edwards (2017); Liu, Gleicher, Jin, and Agarwala (2009); Padmakala, AnandhaMala and Shalini (2011); and Rahayu, Zulherman, and Yatri (2021)

According to the above findings, the detailed innovation can only be fully optimised by professional editing software, where the output is totally different in terms of video quality, efficiency in conveying information, and attractiveness. The innovation improvises geographical mapping (refer to Figure 5), information presentation (refer to Figure 6), video layering (refer to Figure 7), and cinematic effects (refer to Figure 8). Google Earth Pro is essential for dynamic camera movements and high-quality map creation, while Adobe After Effects is useful for 3D tracking and motion blur effects. Adobe Premiere Pro is highlighted for its text animation, visual layering, colour grading, and video stabilisation capabilities. Together, these tools help to create professional, visually engaging, and immersive video content, demonstrating the value of incorporating specialised software into modern video production workflows.

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Figure 5. Improvised geographical mapping in Manjung Smart City Action Plan's montage. Source: authors

Figure 6. Efficient information presentation in Manjung Smart City Action Plan's montage Source: authors

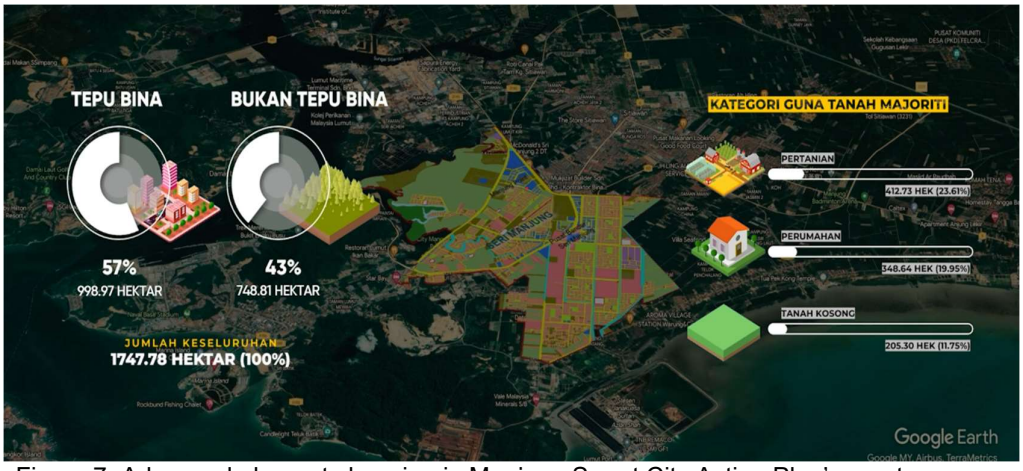

Figure 7. Advanced elements layering in Manjung Smart City Action Plan's montage Source: authors

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Figure 8. Cinematic looks drone footage in Manjung Smart City Action Plan's montage
Source: authors

3.3 The Third Stage: The Video of "Audiencing"

After comparing editing tools and the detailed content of the videos, in the last stage, the final output of an innovative explainer montage video for the Manjung Smart City Action Plan was produced (refer to Figure 9).

Note: Please refer to the YouTube link https://www.youtube.com/watch?v=mUDDoCIM3Mw

Figure 9. The final output of the Manjung Smart City Action Plan's montage
Source: authors

This final output was presented to the audience, including the top management of MPM and local councillors. This visual and interactive montage video presentation has received positive feedback from the audience, thus enhancing the stakeholders' participation in the (smart) city planning exercise. The whole exercise has proven that explainer video montage effectively improves planning communication's approachability and diversity, as Lundman (2016) outlined.

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4. CONCLUSION AND CONTRIBUTION

Exploring the application of the explainer montage video in urban and regional planning is among the gaps in the study and application for local authorities in preparing development plans, communication and participatory planning. This research project has achieved its aim: produce the interactive explainer montage video that enhances the visual presentation of new ideas in the Manjung Smart City Action Plan project.

The originality of the proposed innovation idea/product lies in the breakthrough of the researchers in applying professional video editing tools (i.e., Adobe Premiere Pro, Adobe After Effects, and Google Earth Studio) in producing the interactive development plan montage video, as compared to using amateur tools (i.e., CAPCUT, VN). The method of development through three qualitative stages is also explained clearly, namely, stage 1 of reviewing and contrasting both professional and amateur video editing tools through structured matrix tables, stage 2 of creating and testing montage videos by utilising both tools through tries and errors, and stage 3 is to produce the final product that communicates well with the client and uploaded in the YouTube channel.

The proposed innovation idea/product's performance compared to the product of not using the suggested professional tools are proven effective, eye-catching, and testimonies by the client – Majlis Perbandaran Manjung, Perak, Malaysia. However, this research project has much room for improvement, and the limitations lie in exploring more interactive tools, such as AI tools, to enhance voice and image presentation. In a nutshell, this new idea/product development of the explainer montage video has a high marketability potential to be commercialised and generate extra income and professional images for the university. The significant contribution of this research project towards the sustainable built environment is through the innovative and creative idea for an explain montage video that revitalises the mode of typical amateur mobile video editing/ presentation tools, especially for pitching sessions for development plan projects in local authorities and government agencies.

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Prof. Madya Dr. Nur Hisham Ibrahim
Rektor
Universiti Teknologi MARA
Cawangan Perak

Tuan,

PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK MELALUI REPOSITORI INSTITUSI UiTM (IR)

Perkara di atas adalah dirujuk.

2. Adalah dimaklumkan bahawa pihak kami ingin memohon kelulusan tuan untuk mengimbas (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.

3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna perpustakaan terhadap semua maklumat yang terkandung di dalam penerbitan melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"

Saya yang menjalankan amanah,

SITI BASRIYAH SHAIK BAHARUDIN
Timbalan Ketua Pustakawan

nar

Setuju.

27.1.2023

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