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Abstract

This academic writing will help people of different races, age and sex to understand and be aware of the problems of the deaf and mute communities. My main focus is help people understand on the use motion graphic and graphic elements in movie closing credits.

In addition, this study's will enable people with skills and knowledge of multimedia design and animation to be exposed to the public and local movie industry.

Lastly, it will give some awareness to people who doesn't even know what multimedia design is, as well as motion graphic, 3D and 2D animations.

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Assalamu Alaikum Warahmathullahi Wabarakathuh.

May Peace and blessings be upon you.

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The scope of this study is to promote on the use of graphic motion graphic in local movie industry especially in opening montage and closing credits. It is one of the important components in multimedia. Visual motion graphic is useful to give impact and show the theme of the very movie it represents. In addition, the researcher wants to expose the benefits of using visual motion graphic as a medium of communication between movie makers, graphic designers and animator between audience especially nowadays people prefer movies with high visual effects and graphics.

Nowadays, if we watch some of Hollywood films, we will notice that in their ending credits, with the graphics, typography, and visual effects have become much more elaborate and sophisticated, and yet it becoming so interesting with more experimentation and concept. Even in movies that are not relying on visual effects and graphic alteration are using motion graphic in their opening and closing credits. The need to maintain the impact on audience is seen on their impressive animation in the visual graphics. It has become a trend, graphic design especially multimedia and animations are very important in the movie industry but sadly, not in Malaysia.

Unfortunately in Malaysia, the industry hardly experiment with graphic design principles in our movies' ending credits. Dare I say that I had never watched any of our local movies use this kind of multimedia presentation during the ending credits, just the traditional black background and scrolling fonts.

Main reason for not applying motion graphic in movies, in our country is lack of skilled animator and graphic artists. As of today, there are a lot of talented animators and graphic artists in the industry especially young artists and grad students. It is not relevant to claim shortage of animator as a reason. Also, in some cases, they claim