

Unit 9 Assignment

Task 1 will outline the characteristics of the tools and methods required to develop a 3D model.

Figure 1 shows a screenshot of the import mesh plane tool.

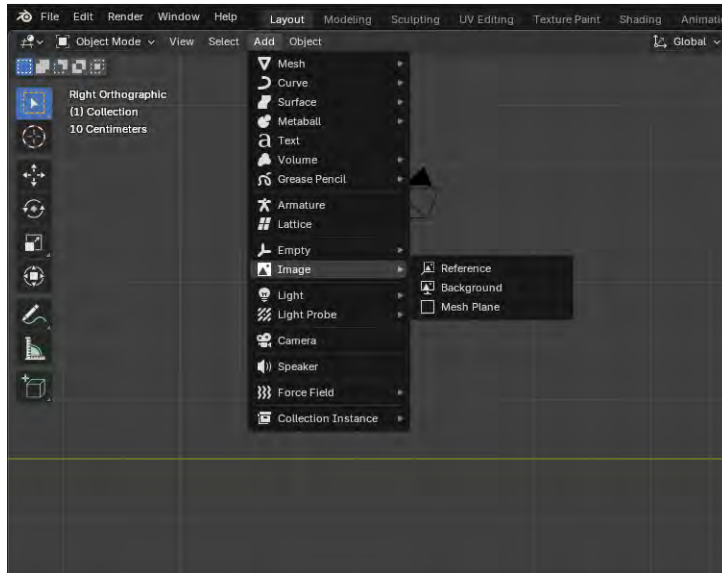


Figure 1

The first tool that could be used is the import mesh plane tool. This tool allows designers to import an image into the blender interface as a 2D plane or background, this could then be used as a reference to copy from, or it could also be used trace while in edit mode. This will be useful when creating the 3D model of a mask as it will provide the designer a closer look at what they will be creating and will be giving them insight into the shape, size, and structure of the model while they are modelling it, it can also be great for creating an outline if the designer needs to create a complex shape. The only problem with this is that depending on the image imported the reference may come out blurry or pixelated when up close, this is not great when needing to create an outline as the lines may not be very precise.

Figure 2 shows an example of the Loop cut tool.

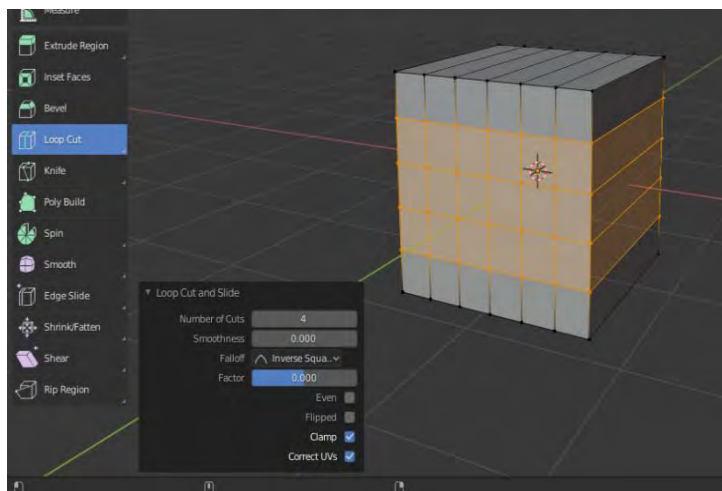


Figure 2

The next tool that will be useful is the loop cut tool, this tool will be useful when modelling as it allows designers to quickly add new edges across an entire face of a model in the form of loop cuts and from there allows them to manipulate the edges to then form the shape that they want, this is very effective when creating intricate shapes like a mask, and it great for creating an outline to a shape. It can also be used to create curves to a flat face which is very useful when creating a shape with a lot of depth. Although this tool is useful it can also be difficult to use when dealing with complex meshes, it can also create unwanted geometry and can limit precise control.

Figure 3 shows an example of the dissolve vertices tool.

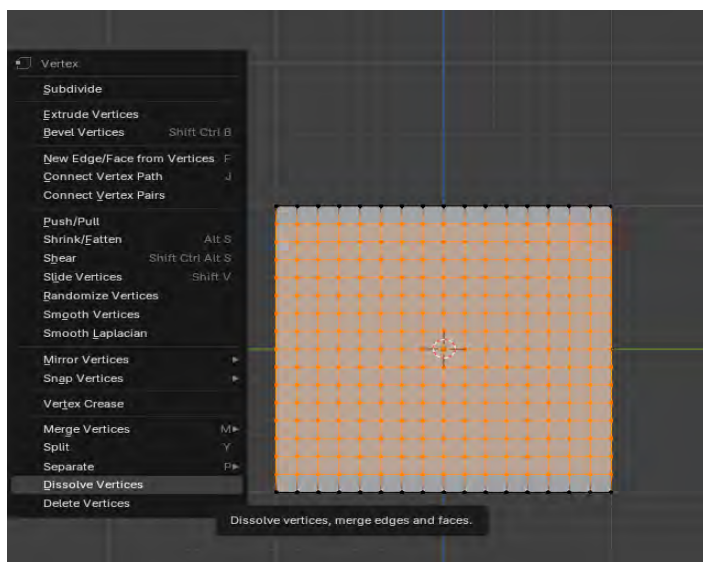


Figure 3

The dissolve vertices tool will also help with this as it merges the edges and faces after a loop cut so that the shape can be manipulated instead of just the edges, this is great for creating a complex shape and sharp edges on a mesh and allows the designer to remove selected vertices from a mesh while seamlessly filling in the surrounding geometry. This technique can also be slightly frustrating to use as it is unclear on how to

make the loop cuts reappear after being dissolved which can impact the designer as the face can't be manipulated after the tool is applied.

Figure 4 shows an example of the Knife cut tool.

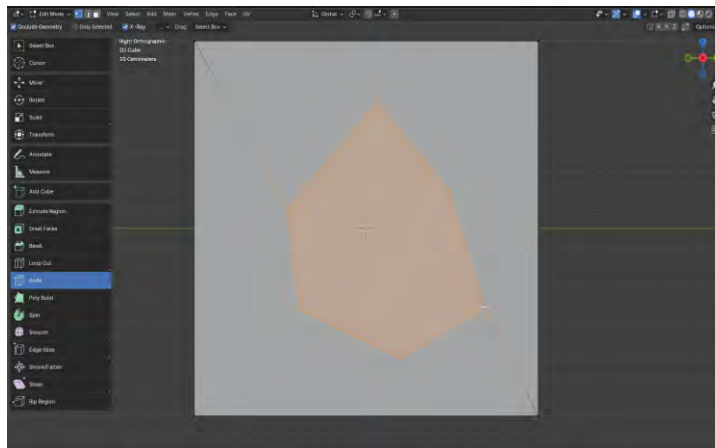


Figure 4

The next tool that will be useful when modelling especially after using loop cut is the knife cut tool, this allows the designer to cut shapes out of a model making it very useful for creating eye holes, it can also be used for separating two sides of a model or disconnecting it into different faces, there is not much wrong with the knife cut tool however it can sometimes be difficult to replicate a shape using the knife cut tool on a complex model due to uneven geometry and using the tool can be slightly challenging at first as it is not very precise.

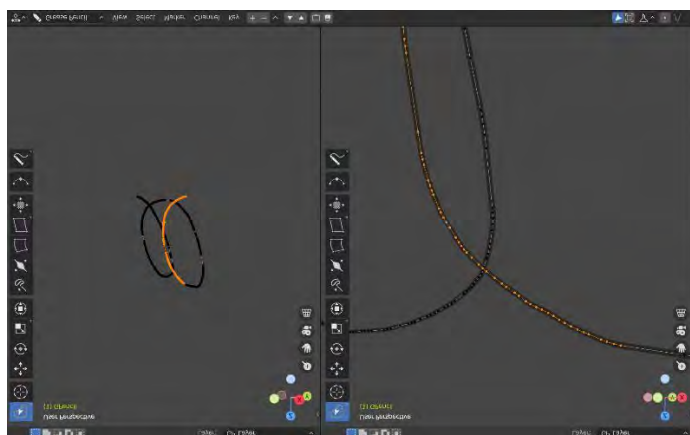


Figure 5

The grease pencil may be a useful tool for a designer when making this model, for example the tool allows the designer to draw a 2D shape in a 3D environment which then can be altered and manipulated, this tool is useful when it comes to creating certain shapes however it is quite challenging for beginners to use and is mainly used in 2D although it can also be used in 3D.

Figure 6 shows an example of the UV mapping tool in Blender.

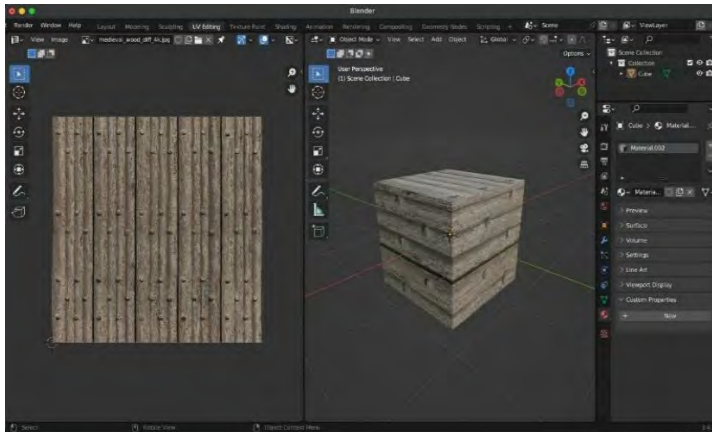


Figure 6

Finally, the UV mapping and material tool will be useful to add texture and pattern to the mask once it has been modelled, it is useful for adding detail to a model and can also add roughness depth and can make a model have a specific material that can reflect realistically with light.

While researching I have found a range different ideas that will prove useful when creating this specific 3D model. For example, I researched a lot of different patterns, colour schemes and shapes for the mask, along with various details that the mask may have such as feathers or ribbons. I have also looked at the meaning behind the masks and what different colours represent, for example purple evokes a sense of elegance and sophistication, Gold and yellow symbolises prosperity, abundance, and good fortune. Using this understanding of the colours I can develop my ideas by including these colours to give meaning behind the mask. While taking inspiration from other masks I will develop the pattern/texture of the mask by combining different ideas that I have gathered, for example I may want the colour of one mask and the pattern of another, I will therefore use these ideas to create something unique.

Creating the pattern for the mask on my own will also help develop my ideas as I will need to adapt to the size shape and structure of the mask that I am modelling. For the mask I have chosen a dark colour scheme of black gold and white, by having a darker colour scheme my mask may target adults as kids' masks are often associated with brighter colours. Other reasons my mask may target adults is due to the details and textures of the mask, the mask will have very detailed patterns, high quality and realistic materials and complex shapes that may be suited for adults, the mask is also more serious and professional, so it is targeted towards adults. Target audiences for Mardi Gra are mainly seen in The United States, Brazil, Belgium, Italy, and France as Mardi Gra masks are most popular in these countries and these countries, however my mask may target an audience in New Orleans as it is a tradition in New Orleans to have feathers and other decorations on a mask, my mask also follows a common theme for Italian masks in colours and pattern as most masks particularly in Venice are black and gold so could target an audience there as well.

Figure 7 shows the design for the mask



Figure 7

Task 2 outlines different social media platforms that would be beneficial for the Mardi Gra mask if it were to be promoted on there.

Social media is a great place for promoting a product, there are also various social media platforms that you can promote a product on.

The first platform is Facebook. Facebook can promote products through its advertising platform, this allows businesses to create targeted ads that appear on users' newsfeeds based on the demographic. Benefits of using Facebook marketing include a wide audience reach due to its user base, its cost-effective, includes reviews and ratings to influence potential customers, allows local targeting ads, and can show ads to people who have interacted with this type of product before. Facebooks demographic is 25-34.

The next platform is Instagram, Instagram can also promote products through its advertising platform, however Instagram offers creators a visual platform to market on and offers features like sponsored posts, partnerships, and organic marketing through Instagram stories, reels, and posts. The benefits of using Instagram include high engagement as users tend to engage more with comments, visual appeal as it allows businesses to showcase products, large audience reach due to its large user base, and influencer marketing as collaborating with people can reach a wider audience and increase credibility. Instagrams demographic is 18-29.

Finally, the next platform that is great for marketing is TikTok. TikTok is useful as it also allows in influencer marketing allowing brands to partner with creators to reach a specific demographic. TikTok also has a lot of users with 1.58 billion, users also spend a

significant amount of time on TikTok, leading to higher engagement rates compared to other platforms. TikTok advertising is also relatively cost effective especially for smaller businesses when advertising. Finally, TikTok provides a creative content format as the short-form video format encourages creativity and allows brands to experiment with different content styles.

The platform that I have chosen to promote my mask on is Facebook, I have chosen to promote my product on this platform as the demographic for Facebook is adults (25-34) whereas Instagram and TikTok both have a younger audience and the mask I am making is targeted towards an older audience similar to Facebook's demographic. Another reason that Facebook is best suited towards promoting my mask is because it has the highest traffic out of any social media site at around 3 billion active users monthly therefore bringing more attention to my product when marketing. Facebook also offers very precise targeting options letting you target your product towards specific demographics, interests, and behaviours to reach the most relevant audience. Finally, the last reason I chose Facebook over Instagram and Tik Tok is because of its diverse ad formats. From image and video ads to carousel ads and stories, Facebook offers various ad formats to suit different marketing goals and creative strategies.

Task 3 outlines the demographic within Facebook that was included in my presentation.

Facebook's largest demographic is age 25-34 and this makes up 31% of users, 16% of users are 35-44, 10% are 45-54, and 24% are 55+. India has the most Facebook users with over 378 million as of April 2024, the US has 193.8 million, and the UK has around 55.9 million. 44% of the UK population use Facebook, 45% of the UK monthly active users use Facebook more than once a day. The average time spent daily by users is 30-33 minutes, this is quite low compared to Instagram and TikTok as users tend to spend more time on their due to the shorter form of content and the younger demographic. The age group with the highest usage are users between 55 and 64 years old. People tend to use Facebook most on Wednesday from 11am to 1 and 2pm, as well as Tuesday and Thursday from 8am to 3pm. Users on Facebook would benefit from my model as it will target users that may have shown interest in products like my model. It will also benefit them by targeting them locally with advertisements therefore interesting them. They will also be able to see photos of the model so they will know what is being promoted. The product may benefit the target audience as it could be worn when at festivals or parties due to the detail realistic materials and common Mardi Gras look/feel. The mask is meant to resemble a popular style from Italy so may also benefit audiences looking for masks in that style. The mask could also benefit families who may want to wear them at a celebration even though the mask is mainly targeted towards adults. The mask could even benefit the audience as it could be used as decoration or a household ornament due to its shiny professional look and simple colour scheme.

Task 4 outlines my creative solutions against the target audiences' characteristics and will also outline how the 3D model meets their needs.

I feel that the mask meets the needs and expectations of the target audience. I believe this as I have outlined the strengths of the mask through testing documents that ensure the model is to a certain standard and to make sure that the mask meets the needs of the audience in terms of how well it has been made and how professional it looks. The visual look of the mask also may interest the audience and meet their needs even though the mask doesn't have any vibrant colours because if it looks realistic and well-made then the target audience will be more interested and the mask will have met their standards, as this specific audience of adults tend to value authenticity and detail over colour. The research carried out on the specific demographic has given me insight into my audiences needs and helped me identify the audiences' characteristics, for example the target audience for my mask (adults 25-34) is often characterized by prioritizing social experiences, having families, valuing social communication, and participating in activities. My mask meets these needs as it allows them to socialize and participate in social activities such as Mardi Gras festivals and other celebrations. The common look of the mask will also help the audience fit in with their surroundings as a Mardi Gras festival is about socializing while concealing your identity.

I believe that I have chosen the right social media platform to promote my model on. I believe this because the target audience of my mask (25-34) is the largest demographic on Facebook, I feel that this is helpful as it means that the target audience is more likely to see the mask. I also believe that I have chosen the platform as Facebook allows users to target ads to people based on posts that they have interacted with in the past which again makes sure that my mask reaches the right audience. Facebook also provides comprehensive data on ad performance, allowing users to track key metrics like impressions, clicks, conversations, and ROI (return on investment) enabling optimization. Finally, the last reason I think I have chosen the right platform to advertise my product on is because it is relatively cost-effective compared to other platforms, for example Facebook ads can cost between £0.40-£2.77 per click or £9.50-£15 per 1000 impressions. Overall, I think that Facebook provided more options in terms of advertising than Instagram and TikTok, and I think that Facebook is more suitable for the demographic that I am targeting.

Task 5 outlines the learning I have obtained during this assignment.

While working on this assignment I feel that there is a lot of learning/knowledge that I have obtained. I have learned new skills and techniques in blender through tutorials and videos, I have learned about new ways to sculpt a model and techniques to help improve the geometry and topology of the model. For example, I learned how to sculpt a model using a reference image as an outline for the vertices using the loop cut and then dissolve vertices tool to create an outline for the shape, I have also learned how to use the poly build tool which allows you to add new faces and vertices to a model to then alter them to form a shape, the poly build tool was very useful in sculpting the shape of the mask. When designing my mask, I was able to use my creativity to form ideas and to learn about new things that I could add to my model, for example I came up with ideas for the shape, colour, design, and other details that could possibly be implemented. Through learning this I feel I have gained great experience for future that could benefit me within the games industry because of the knowledge obtained when designing the

mask. Designing the model also gave me knowledge on how I could create the mask giving me information about the size, shape, how it looks from different angles, the symmetry, and the materials that could be used, this was very helpful when making the mask as it allowed me to create it a lot faster than if I came up with the ideas while making it therefore helping with time-management. It also helped as it provided me with a lot of detail so if I was confused about how the mask should look from a certain point of view, the designs and sketches would help me understand the geometry and how it needed to look, I have also learned how to communicate my ideas and designs in a presentation while providing detail to the information about my ideas.

The knowledge I have obtained on different social media platforms has allowed me to understand the characteristics of different audiences, the costs of advertisement, how to target ads, and how to promote and advertise products. I have learned the types of audiences on each platform which is useful for advertising as it gives ideas on how to market for a specific audience. For example, I knew that my model would gain interest from adults mainly, so I decided to advertise my product on Facebook as due to the similar demographic and because Facebook allows you to target ads to a certain audience. This knowledge will also help me in the future within the games industry as games need promotion and advertisement to sell and I have gained a lot of knowledge on the best platforms to promote products and specific audiences to advertise to and where main demographics of each platform.

While working on this assignment I have also learned a lot of self-management skills. I believe this because during this assignment I have been able to adapt and respond to challenges and setbacks and I have improved my problem-solving skills, for example I found it difficult to create an outline for my mask using the knife cut tool, so I decided to remove the faces around the outline. I have also improved my time management skills, I feel that I have been able to complete my work a lot faster than before, I have also improved prioritizing, planning, organizing, and executing different tasks. Finally, I have improved my responsibility during this assignment through different tasks I have been set and through ideas I have come up with. Overall, these skills will help me for a future within the games industry because it will prepare me for challenges and also give me experience and an idea of what to expect, time management skills will help me complete work to a specific deadline, my problem solving skills will help me fix problems that I may encounter, and my organizing and planning skills will help me complete different tasks to a higher standard.

Overall, the I feel that the information in this assignment provides depth and detail from a variety of different sources.

Diary/Journal of activities

Date	Unit No.	What is it you need to do?	What did you do and how did you do it?	Referencing/ bibliography	Knowledge/ Skills obtained
23/01/25	Unit 9	For task 1 I will outline the tools and methods of making a 3D model in blender. I will also use research to develop ideas and will plan and a 3D model in the form of sketches.	<p>The first thing I decided to do was create a mood board. I did this so that I could get inspiration for the colour, pattern, size, shape and structure of the mask and so I could get an idea of the feel and style of it. I used images I found on google that I liked to create the mood board, I also made sure that each image was like one another.</p> <p>After that I opened blender so that I could find and research tools and techniques that would prove useful when making a 3D model of a Mardi gras mask. After I concluded my research, I then wrote about the tools and techniques I decided to use and why they would be useful and also some disadvantages to them when making the 3D model, I ended up writing about the import mesh plane tool, the loop cut tool, the dissolve vertices tool, the knife cut tool, the particles tool, and finally the UV mapping tool.</p> <p>After I finished writing about the tools and techniques I moved on and wrote about the ideas I had for my 3D model and how I can develop and adapt them. I ended up writing about ideas I had for patterns, colour and style. I wrote how these could be adapted from my research and how they target a specific audience, for example I wrote that my mask was targeted towards adults due to</p>	<p>Williams, M. (2024). <i>What Do Different Mardi Gras Mask Colours Represent?</i> [Online]. The Diary of a Jewellery Lover. Last Updated: March 4th. Available at: https://www.thediaryofajewellerylover.co.uk/2024/03/what-do-different-mardi-gras-mask.html#:~:text=I [Accessed 30 January 2025].</p> <p>Cgcookie. (2022). <i>Top 5 Blender Modelling Tools (And a Simple Project to Try Them All Out)</i>. [Online]. cgcookie.com. Last Updated: April 15. Available at: https://cgcookie.com/posts/top-5-blender-modeling-tools-to-make-anything [Accessed 23 January 2025].</p>	During this task I have learned about different tools that I could use to create a 3D model of a mask, for example I learned about importing a 2D image to use as a reference, the loop cut tool that will help me create new faces on a model, and the grease pencil that will help draw patterns and textures.

			<p>the dark colour scheme and complex patterns, I also stated how my mask follows a conventional Italian colour scheme therefore potentially targeting an Italian audience, I also wrote how the feathers on the mask is similar to that of the masks seen in New Orleans so my mask may target a more specific audience.</p> <p>After writing about my ideas and my target audience I began to plan the design of my mask through sketches and a character sheet. To do this I used Illustrator to sketch out the designs, I ended up drawing the front view, side view, back view, and top-down view. After I did this, I created the character sheet where I discussed the colours and the colour codes, I also wrote about materials.</p>		
5/02/2025	Unit 9	<p>For task 2 I must research different social media platforms that would help promote my 3D model, after that I must choose one and discuss why that platform is suitable, and finally after that I must analyse the characteristics of different audiences who use the platform I chose and discuss why they would benefit from my 3D model.</p>	<p>To do this I first searched up different social media platforms that I felt may be useful for promoting my mask. I ended up researching Facebook Instagram and TikTok. After this I wrote about the benefits of each platform and how they might be using in advertising my model. After I did this, I wrote about the platform that I had chosen. The platform I had chosen was Facebook, after I chose the platform, I was going to advertise on I then wrote about why I chose this one over the other two. After this I talked about the characteristics of the audience my mask was targeted towards and why the mask may benefit them.</p>	<p>Sam Pak. (2023). <i>22 Benefits of Facebook Ads to Inspire Your Next Campaign</i>. [Online]. Single Grain. Last Updated: 30 October. Available at: https://www.singlegrain.com/blog/benefits-of-facebook-ads/ [Accessed 28 January 2025].</p> <p>Annette Nyembe. (2024). <i>15 Undeniable Benefits of Facebook Ads for Business</i>. [Online]. Madgicx. Last Updated: May 22. Available at: https://madgicx.com/blog/benefits-of-facebook-ads [Accessed 28 January 2025].</p>	<p>During this task I learned about the features on advertising on different social media platforms, for example I learned that Facebook allows you to target ads based on a specific demographic.</p>

				ITInfo Digital. (2024). <i>Top 10 Benefits of using Facebook Marketing for Your Business in 2024</i> . [Online]. LinkedIn. Last Updated: May 16. Available at: https://www.linkedin.com/pulse/top-10-sbenefits-using-facebook-marketing-your-business-2024-i7zle/ [Accessed 2 February 2025].	
26/02/2025	Unit 9	For task 3 I must create a presentation discussing the research I have done on social media platforms and the social media platform I have chosen to promote my product.	<p>To do this I opened a new PowerPoint and titled it Mardi Gras mask. After this I then looked at the requirements for the presentation and proceeded with the presentation. I first wrote about the ideas and designs for my mask and how the colour scheme, detail, pattern, and material may target a specific audience. After that I then wrote about the positives of different social media platforms and how they may be useful when promoting my product, I ended up discussing Instagram Facebook and TikTok, from there I then wrote about the platform I had chosen and why I chose to promote my product on there. I then wrote about the statistics of that specific platform including the platforms demographic, time spent on the platform by different audiences, and the users on the platform daily. I then wrote about the characteristics of the target audience for my mask on the platform.</p> <p>Next, I wrote about the costs of advertising and marketing on the platform and then wrote about the fees on the marketplace, I also discussed the rules and regulations that I must adhere to when advertising. After this</p>	<p>Sam Pak. (2023). <i>22 Benefits of Facebook Ads to Inspire Your Next Campaign</i>. [Online]. Single Grain. Last Updated: 30 October. Available at: https://www.singlegrain.com/blog/benefits-of-facebook-ads/ [Accessed 28 January 2025].</p> <p>Annette Nyembe. (2024). <i>15 Undeniable Benefits of Facebook Ads for Business</i>. [Online]. Madgicx. Last Updated: May 22. Available at: https://madgicx.com/blog/benefits-of-facebook-ads/ [Accessed 28 January 2025].</p> <p>ITInfo Digital. (2024). <i>Top 10 Benefits of using Facebook Marketing for Your Business in 2024</i>. [Online]. LinkedIn. Last Updated: May 16. Available at: https://www.linkedin.com/pulse/top-10-benefits-using-facebook-marketing-your-</p>	<p>During this task I learned about the costs of advertising on Facebook per click and per impression, I also learned that there are no listing fees on Facebook so items can be sold without paying a price.</p> <p>I also learned about regulatory bodies on Facebook and the rules you must adhere to, for example your ads must not show illegal products, must not have any misinformation, must not show any inflammatory content, and must not discriminate in any way.</p>

			<p>I then wrote about how my model benefits its audience and how it meets their needs. Finally, I wrote about why I used blender to create the model and why I felt that it was the best software to use.</p>	<p>business-2024-i7zle/ [Accessed 2 February 2025].</p> <p>Samuel Stroud. (2024). <i>Facebook Demographics: A Visual Guide to Who is Still Using Facebook [INFOGRAPHIC]</i>. [Online]. Giraffesocialmedia. Last Updated: 5 November. Available at: https://www.giraffesocialmedia.co.uk/facebook-demographics-a-visual-guide-to-who-is-still-using-face [Accessed 23 January 2025].</p> <p>Filip Matekovic. (2025). <i>How Much Do Facebook Ads Cost? (2025 Benchmarks)</i>. [Online]. Hunchads. Last Updated: 9 January. Available at: https://www.hunchads.com/blog/facebook-ads-cost#:~:text=Facebook%20advertising%20costs%20can%20be,Pe [Accessed 28 February 2025].</p>	
7/02/2025	Unit 9	I must create the 3D model of a Mardi Gra mask and create a functionality test discussing the issues I face as I create the model.	To do this I first opened Blender and created a new project, after I did this, I then looked for a Mardi Gras mask that I could use as a reference for the shape. After I found one on google, I imported it into blender as a 2D plane and started to place vertices around the shape so until the shape of the left side of the mask was complete. After I did this, I		I learned how to use the Poly build to extrude faces, I also learned how to dissolve vertices to form a shape using a 2D plane.

			<p>then used the knife cut tool to create a hole for the eye. I then moved the position of the vertices until to create a bump for the nose, to sink in the eyes, and to curve the edge of the mask.</p> <p>To create the right side of the mask I then copied and pasted the left side and mirrored so that I wouldn't have to create another side of the mask from scratch. For the feathers I searched on google for the texture and then made it into a transparent 2D plane in blender. After this I then used the loop cut tool to curve the feather adding depth and allowing me to manipulate it any way I want to, after this I copied the same feather several times curving and altering each one differently so that each feather was unique I then bunched them together and placed them on the side of the mask For the texture of the mask I looked online for black and white marble textures and then turned up the roughness to make them more shiny, I did the same for the gold texture as well.</p> <p>Finally for the diamonds seen on the mask I simply found an image online and pasted it into blender where I then turned up the roughness to make it shinier, I then copied and pasted a bunch on the outline of the mask and one larger one in the middle.</p>		<p>I also learned how to mirror objects in blender, I used this to connect both sides of the mask.</p>
27/02/2025	Unit 9	For task 4 I must evaluate the creative solutions against my identified audience's	To do this I researched the characteristics of the people aged 25-34 on Facebook, I then wrote about the percentage of people that age on Facebook, where they are from, the	Samuel Stroud. (2024). <i>Facebook Demographics: A Visual Guide to Who is Still Using Facebook</i>	During this task I learned about the characteristics of my target audience, for

		characteristics, I must also critically evaluate if the social media platform I chose was the right one for promoting my product.	days that audience is online the most, and their average time spent on the platform. After that I wrote about how my mask meets their needs, I said how it could be used and how they could use it. After that I wrote about why I felt that I had chosen the correct platform, I ended up writing about the features the platform provided as well as why it was useful.	<p>[INFOGRAPHIC]. [Online]. Giraffesocialmedia. Last Updated: 5 November. Available at: https://www.giraffesocialmedia.co.uk/facebook-demographics-a-visual-guide-to-who-is-still-using-face [Accessed 23 January 2025].</p> <p>Mahnoor Sheikh. (2025). <i>Social media demographics to inform your 2025 strategy</i>. [Online]. Sprout social. Last Updated: 24 February. Available at: https://sproutsocial.com/insights/new-social-media-demographics/ [Accessed 28 February 2025].</p>	example I learned my target audience makes up 30% of users globally, I also learned that they have high engagement rates with community groups, events, educational content, news, lifestyle updates, and interest-based groups.
28/02/2025	Unit 9	For task 5 I must critically reflect on the learning I have obtained while doing this assignment.	To do this I first started by talking about the tools and techniques I had learned about in blender, I wrote how they were useful and how they would help me in the future if working in the games industry. After that I wrote about the design process on creating my mask, I said how designing my mask helped me and I wrote about how I was able to communicate my ideas and designs on a presentation. I also discussed how designing and planning would help me in the future. Finally, the last thing I wrote about was the self-management skills I had learned during the assignment, I said that I improved my problem-solving skills in blender, I also said that I improved my time-management,		I gained no knowledge on during this task as I was simply reflecting on my work.

			planning, organizing, responsibility in executing different tasks. After this I then said how these self-management skills may help me in the future.		
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