

Building 3D animation for Vinamilk milk advertisement

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Abstract: This topic focuses on building 3D animations for milk advertisements of Vietnam Dairy Products Joint Stock Company (Vinamilk). The practical context requires creating high-quality digital content to enhance brand recognition. The objective of the topic is to develop a 3D system to automate the production process of animated images, increasing communication efficiency and saving costs. The research method combines theoretical knowledge of 3D graphics with direct experimentation in the project. The expected outcome of the topic is to provide a flexible application solution for dairy enterprises, contributing to the development of the digital technology industry in Vietnam.

Keywords: 3D animation, advertising, Vietnam Dairy Products Joint Stock Company (Vinamilk), 3D graphics, automation system