

Building a 3D introductory video about the University of Information and Communication Technology - Thai Nguyen University.

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Abstract: In the current digital age, creating a 3D film to introduce the University of Information and Communication Technology (ICT University) - VNU Hanoi has become an essential need. This project aims to produce an effective, highly interactive communication product that enhances the university's brand recognition in the field of information and communication technology. The research methodology includes requirement analysis, model design, production implementation, and real-world testing. It is expected that this 3D film will significantly contribute to the development of the university's digital communication strategy.

Keywords: 3D film, digital media, University of Information Technology, graphic design