

Good afternoon, everyone. I'm Nouf Alhazmi. I'm glad and I appreciate the time and effort that you have taken to watch this video.

Today I'll be presenting my project for Capstone project Dubai animation studio.

Presentation overview.

I will be going over the following. I will explain my Capstone project. How did I choose these concentrations and this project. I will share with you a personal story. It explains a little bit how I gave a course in provisional studies, context and trends helped me decide and think -- --the project will cover all of the following points. Why Dubai, why I chose Dubai, project description and anticipated results. Finally I'll conclude with things I've learned and acknowledgments.

What does the project, the Capstone project consist of? The project consists of two practical and two theoretical components.

The two are the Dubai animation studio business plan and the Dubai animation studio project management plan.

The two practical components are Dubai animation studio website and the marketing promoting video about Dubai.

So, you can see the left I'm using them in my next slide, too, so you can relate what I'm going to explain next to these. How do the courses relate to Capstone project. The program is broken into two concentration areas, web design and general business electives I was able to come up with the Capstone project.

Concentration A, web design. I have taken all of the four courses, special effects, after effects, after the after effects program, so I was able to make the short movie, the blue icon. The I used advanced photoshop techniques, effective web design, flash and dreamweaver. Designing vector graphics as the illustrator. With these courses I was able to build the work product. So, by doing concentration A, I was able to come up with two components of the Capstone project, the website and the short video.

Concentration B, general business. I did accounting for decision makers, marketing concepts, and entrepreneurship and new venture. With the hope of these courses I was able to write the business plan. Core courses, context and trends, Capstone project. Electives, intro to project management, advanced project management, I was able to write the project management plan for the company, and facilitation skills.

That was about the courses that were in -- that were counted towards my masters degree. Now for the courses that are not count towards the master's degree, I took research paper writing to enhance my writing abilities course. As Dr. McQuade recommended for all of his students. I took basic drawing media II, encaustic painting, printmaking institute, Islam art and Arabic tradition course. I took all of the courses because they wanted to enhance my drawing abilities. I took Islam art and Arabic tradition for another reason.

Actually, I want to learn more about the Asian art style and use that for the overall theme of -- for the company, so it will stand out from other areas -- other types of arts like the Japanese art style. So, in the cartooning class, I tried to develop a -- an Arab character. So, I'll give you an example here. The character to the left was the -- is the character that I first developed. After taking the class, I tried to change a few things about that character. As you can see, the character to the left, didn't look so much -- although she had high heels, belly dancing belt and wavy -- wavy hair, but it wasn't enough for her to be like an Arab character, so after taking the class, I developed the character and I added thick black eyeliner, and I mixed the dress, and related to what they call henna, and the belly dancing belt, too. I thought that was enough. Now she looks Arab.

This is another example of the same character. I'm using -- here is another example of the same character. Wearing a different dress. And this is another example, too. All right. How did I choose these concentrations and this project? As I said before, I'm going to share a personal story with you, tell you what were my original plans when I first came to how I changed them and decided to have general business design and concentration.

I was among the first graduates, class of 2005. I graduated from King Abdullah Aziz medical technology school in Saudi Arabia. The original plan was to obtain a master's degree in clinical biochemistry and project management maybe and then go back and teach, maybe something like that. So, when I took context & trends, a gate course in professional studies program, everything changed. That course helped me decide a new career. That I believe would be better -- would be better for me. In that class, Dr. McQuade taught that class. With the discussion, books we read, encouragement, influences from him, I started thinking of -- do I really want to continue in the medical field. Do I really -- am I really going to be -- am I going to stand out from other students, do something really -- is that what I really like and love and want to do for the rest of my life. So, Dr. McQuade always lights a fire under his students, so he really encouraged us to think.

Sometimes you need someone in your life so you can see what other possibilities -- what other things that you could do and be better for you. So, I decided to not do clinical biochemistry, although I was taking two classes at that time, and switched to web design and general business.

Here is an example. Let me explain a little bit about the example and then tell you why I'm using this example. If you look to the picture on the top, it's a picture of trees, that was in a drawing class.

The teacher asked us to use different colors. Draw the same picture but with different colors. So I started doing this picture and then after I was done drawing, the Professor came and he said, well, you really are reflecting your background on what you drew because it looks like whistles. I didn't see that when I used the color and drew it. I realized it's interesting when you do something for your undergrad and I do something else for more than one discipline, whatever you are -- whatever you will come up with will be really unique, and it will be different.

So, yeah, so that's why I'm -- that's why I show you this. This example. Capstone project. Explain why I did the Capstone project it is PEF problem background, the Middle East. All right, in the next few minutes, I will ask all of you to just forget about the -- all of the business aspects of establishing a national production company or a media production company in the Middle East. Just forget about establishing a new business venture, making money and stuff like that and try to think of a problem that exists in the Middle East, and this problem could be solved by simply establishing a media production company.

So, there's a problem that could be solved by establishing a media production company in Dubai, what this problem could be. Well, I believe that one of these problems that could be solved by establishing a media production company is the stereotype of art. The stereotype of Arabs are terrorists or wealthy people. So, why I think that by establishing a media production company, establishing a media production company will help solving this problem. Because I would like -- when you see Arabs, most of the people around the whole world when they see Arabs on TV, they see them on -- like the news or stuff like that, mostly in shows that have a strong political agenda. And actually, media nowadays is really strong tool to reach people, especially in a globalized world. If you want to reach people, you should use media, and Arab needs to produce content rather than shows that have a strong political agenda. They need to reach people and show them that they're just normal people, and -- people need to hear them, and the only tool they can reach people is media. This is really strong.

For example, if -- let's give an example of smoking. Most people go to the doctors when they have -- when they became sick, like they really got cancer from smoking or heart disease, but you could reach people in just 30 seconds because -- on a commercial, on TV, and really awaken people by just one commercial. Because many people sit in front of the TV and watch these commercials. So, what I'm trying to say here is media is real strong tool. So, if you want to reach people and give them an idea and change what they're thinking of, you should use it differently. So, that's why I'm saying by producing -- by establishing a media production company in the Middle East, this stereotype maybe will change because people will start seeing other shows -- different shows and will see the Arab culture and stuff like that.

So, lack of media production companies. There is a serious lack of media production companies. This -- in Bahrain, they only have four production companies, Palestine one, Egypt 15, Qatar one, Iran one. I know it's not an Arab country but it has a strong rule in the Middle East. So, Saudi Arabia, three, Iraq one, Syria none, united Arab emirates seven, Ayman, none, and Yemen none. So, it's a serious lack of media production companies in the Middle East.

Why animation. Why I chose animation. I chose animation because it's the highest percentage of 20.7, and the trade-in list of shows that are imported from the U.S.A., Japan, and other countries.

So, most of these shows that they air or show on the -- many Arab channels are imported. Imagine if most of the shows that they show are import, and 20% or more -- 20.7% of

these shows are car cartoons, so you do the calculations, it's going to be a huge amount of money.

What else. The importance of the psychology impact of animated cartoons on children. In one can deny the importance of the psychology impact on children because children spend their time after school and -- either playing videogames or watching cartoons, that's mostly what they do. An example, I will show you now a picture of two Arab girls. The reason why I'm using this picture is just to show you how the Arab culture and heritage is really rich, and it's a really rich story and everything and people don't see that. It's not reflected in the U.S. media that much. What I'm trying to say is that the Chinese, maybe, style and different other kind of styles, and it's rare to see the Arab style, especially in the media. That's why I'm using this picture just to show that Arabs have really a rich heritage and story and they should reflect that in the media.

Another example, as I said before, most cartoons are imported from foreign countries like Japan and U.S.A. So, imagine that you are an Arab, and you take your seven years old child to a movie theater and your intent to enjoy the movie with your child. When you go to the movie theater and the movie starts, you read the subtitles and you start wondering does my child really understand what is going on, not to mention, of course, the kind of jokes and they're using different culture like Japanese or American. So, he wouldn't even understand some of the jokes they're trying to deliver. All right.

Where is Dubai. Dubai exists in the Middle East in the Asian peninsula. It's a strategic location. Why? Because it connects the three main continents, Asia, Europe and Africa so it's a really strategic location. And it doesn't suffer from any natural disasters. That's a good place to establish a business there. Why Dubai? Well, Dubai will soon rival Orlando as the theme park capital of the world. Arthur Levine. Why he's saying that, because the infiltration of companies like Dreamworks, Universal Studios, Disney, Six Flags and other theme parks like paramount studio theme parks, world of discovery and many other water parks, all of this is the proof of the growing need for entertainment in Dubai, and so, it's a great location to start such a business. Dubai is one of the fastest growing cities in the world, and why, why I chose Dubai, what else?

There is a possible giant market close to 1,980 million. How did I come up with this number in I'll give the calculations in a second. The population is around -- in the Middle East area is around 1.32 billion, and average moviegoer goes to 3.7 movies a year, and the ticket price is around \$15 -- American dollars. So, if you did the calculation, you would come up with this number. It's a huge number. It's a huge market. Giant market. So, that's another reason why I'm thinking of Dubai as a location for my company.

The united Arab emirates government, why the government helps me think of Dubai, because the united Arab emirates sees the significance of providing film and animation. How? They're spending so much money and considerable time helping individuals and other countries and also individuals to start businesses over there and offices are all built with the proper technology -- technology hookups. And they're making everything easier for people like paperwork, legal documents, immigration, stuff like that, and they're building media clusters, too so they will help the industry grow more and more.

Especially the media industry. Even the colleges, they volunteer and they help this industry grow, too. The competition. For Dubai's animation studio company, the competition -- actually, there is no competition because there are only seven studios over there, and none of these studios work on producing feature films. Feature film movies. So, these seven cities work with development music videos, commercials, they work in different areas.

So -- there is actually an -- a chance as having these competitors as -- they could increase the -- maybe the viewership, and we could hire them for some of the editing work, too.

What else, why Dubai? What else? Media city. They have -- media city, it's an industrial cluster. They have many new national companies and they're all in one city. They call that Media City. As an example for everything that I said before, about how the government helps in improving the -- anything relates to media, and why -- and how Dubai is soon rival Orlando and all of this other stuff.

Here is an example. They're building now a small city. This will bring the city closer. They call it Dubailand. And they have a world there and other stuff. I'll show you the work site for Dubailand. All right. This is the website. I want to show you the interactive map here. So, this is the location. It's a huge piece of land they're taking and they're enlisting Dubai sports city, aqua, city of Asia, and -- Arabia, and many other stuff. It's amazing what they're doing there. All right, I will go back to the presentation now.

And I will show you a video, a short movie. It's a part of my Capstone project. Before I start showing this video, I will tell you a little bit about -- talk a little bit about Dubai. Dubai is as I said, is growing -- is the fastest growing city in the whole world. What's really -- what I really like the most about Dubai is the skyscrapers. Even before you land to Dubai, you see above the clouds, you see all of the skyscrapers. Now they're building the highest sky scraper in the whole world. The highest skyscraper exists right now will be just off the land of the new skyscraper. It will be ten times taller than any other skyscraper that exists.

They have huge places -- snow skiing places and it's really huge places and it's in the middle of the desert. So, when you snow ski, you see the desert around you, and it's -- you will see the picture for that. They do sandskiing, too. It's amazing over there. Many, many other stuff. You will see it in a few seconds, the video. Please enjoy it. All right. Here we go.

That's Dubai before the '80s. That's a hotel. Dubai has reached worldwide recognition and takes 3.5 million tourists a year. All right. I hope you enjoyed it.

Now I think I will be moving to Dubai. At least visit. All right, I'll go back to the presentation. All right. I'll talk more about the Capstone project itself.

The project description. The first component as I said before, the business plan. The business plan covers industry analysis, target market, direct and indirect

competition, competitive analysis, marketing and sales activities, operations, schedule, distribution and sales, the strategic plan, goals, financial assessment, description of a core management team, sources of funding, and risk and contingency plan. For the second component, the project management plan, I have project charter, organizational structure, scope statement, work breakdown structure, action plan, schedule, and budget. For the third component, the website, home page. This is the home page. The colors were inspired from RIT. Of brown and orange. Our studio page this is part of the page. And our team page. All right. And your feedback page. The contact us page, too. All right.

Anticipated results. What are the anticipated results -- great opportunities, of course. I think after you have all seen the video, you have no doubts that there are great opportunities through -- to establish a new business venture in Dubai. Possible risks. There are of course, for any kind of business, there are possible risks. I'll just give a list of what are these possible risks. Just a sec. Yeah, the risks.

What if the government priority shifts? Will the film still receive the support it currently gets. This is one of the main possible risks, but as I said before, the government right now is helping even individuals to go into business, and anything that relates to media.

So, we are looking for a specific reason or area, one must be aware of the national push for the content. Our message, either religious or overall tone. That's another concern, too. What else -- there will be a large need to attract talented people from around the world who couldn't be found in the united Arab emirates. I'm not saying that's difficult, especially to we have many talents here in the U.S., but that would be considered a risk. How many actually will see our films? We do our best, and during -- we studied like, but you never know when you actually have it. So, these are the possible risks.

And the Arab cartoons. As I said, no one has produced a feature film movie, and but they do produce short episodes. They air every day in the month of Ramadan. It's kind of like "South Park," or these kinds of shows, and it's 3D. Before I show you the example. I'll show you one picture as an example. That's the cartoon. They call it "Freeze."

The guy who created this cartoon called Muhammad Sayeed. He graduated from Boston a few years ago. It's interesting, I will share his story that he told. He said when I was a freshman, he was doing something -- something else, not animation. He said that the Professor asked everyone to grab a piece of paper and a pencil and start drawing a character that influenced them the most. This character should be from your own culture and produced by your own people. So, he wanted to draw a Aladdin. But he realized that Arabs didn't produce this movie, Disney did. Sinbad. So, Sinbad is almost the same. He realized that we have all of the rich culture and but we don't have Arab cultures that would influence the kids with Arab culture. At that moment, he said, I'm going to do Abe medication and graduate and go back and do something.

He actually did that, and now his cartoon is really popular. I don't know if you noticed

that, but the website I showed you before, his characters are the main characters. They're popular why, because he is using the Arab culture and scenes. And it's about three women, actually four. He's using different kinds of personalities there, and -- he has bed win -- bed union, Persian and characters it's interesting to see the mesh between them.

There there is another picture here. These are the four characters. I will go to their website just for a few seconds. I'll show you a small video, too. That's the video. All right. Now, I'll go back to the presentation. All right.

Things have I learned. I would really like to share a few quotes from my Professors at Eastman quote. I read it every day when I go to building one on campus. "Dreams are only limited by imagination" by Eastman Kodak. I believe that everyone should believe in that, too. And believe in himself. Know what I really want to accomplish. That's Samuel McQuade III. He always emphasizes on that and he always tries to -- he always tries to push his students, and make them think, because sometimes you need to have someone in your life to push you and help you see. He always says, "know what you really want to accomplish." You can start your own business. Discover the entrepreneur in you.

Professor Richard deMartino. I can't deny that he is one of the few people in my life that really helped me discover the entrepreneur in myself. I believe that and I can -- I can have a huge passion to do what I really want to do. He always said that if you have a huge passion and you know that you will be different, you will be unique, and you're a risk-taker, of course, then you could be a good entrepreneur. These are the things that I have learned, a few of the things that I have learned.

So, finally, acknowledgments, first, I would like to thank my mom and my dad, and all my sisters and brothers. My friends, of course. Everyone who helped me so far, and I would like to say an official thanks to Dr. McQuade and Abby Berner, and all of my Professors -- of course, and all of my Professors and thanks again. Thanks for whoever is watching this video, too. All right. Thank you.