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| Degree Programme in<br><b>Media</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                            | Specialisation<br><b>3D Visualisation</b>   |
| Author<br><b>Lauri Tarkka</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                            |                                             |
| Title<br><b>3D camera tracking</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                            |                                             |
| Tutor(s)<br><b>Lauri Huikuri</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                            |                                             |
| Type of Work<br><b>Bachelor's Thesis</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Date<br><b>31 May 2009</b> | Number of pages + appendices<br><b>27+1</b> |
| <p>The purpose of this study was to examine 3D camera tracking and explore its advantages to achieve additional values. The study presents a detailed account of a process where computer-generated three dimensional elements were placed into MTV3s channel identity by using 3D camera tracking technique. The project was part of MTV3s campaign where they launched three new TV series. The final outcome was ready before the thesis process started so the key steps involved became clearer during the process.</p> <p>The study was carried out by examining and researching the basic principles of 3D camera tracking and finding out what needs to be taken into consideration when a computer generated element needs to be placed into live-action footage. These basic methods were applied to MTV3s camera tracking process and the aim was to figure out what were the common mistakes and best solutions to solve them. Also various ways how different industries could capitalize on using 3D camera tracking technique were examined.</p> <p>The study shows that 3D camera tracking is commonly used in movies, TV, commercials, games and sport events. At its best it could achieve fantastic results and still be highly cost-effective, which is a very significant factor in today's show business. It was discovered that to reach a seamlessly solved tracking result both accuracy and technical awareness need to be in place.</p> |                            |                                             |
| Work / Performance / Project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                            |                                             |
| Place of Storage<br><b>Metropolia Library / Tikkurila Unit</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                            |                                             |
| Keywords<br><b>3D camera tracking, computer-generated</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                            |                                             |