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Designing a 3D Animation-Based Promotional Video for Sublimation Fabric Product of Asietex

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ABSTRACT

PT. Asietex Sinar Indopratama is a vertically integrated textile manufacturer specializing in the full production cycle—from spinning yarn to producing finished fabrics. The majority (85%) of its top-line fabric output is composed of cotton or rayon, while the remaining portion utilizes polyester materials. In line with its commitment to ongoing innovation, the company has launched a high-performance Direct-to-Garment (DTG) and sublimation printing division. This division offers enhanced print clarity, vivid color expression, and superior resistance to repeated washing. Such technological advancements have enabled PT. Asietex to respond efficiently and flexibly to market needs in both large-scale and custom textile applications, particularly in the fashion and home décor sectors.The primary objective of this study is to explore how 3D visual presentation techniques influence consumer interest and sales performance for the company's textile products. The research method included designing 3D fabric product models using Blender 3D software and creating an animated promotional video that showcases key features and advantages of the sublimated fabric line. This promotional content was distributed through various online marketing channels.To assess the impact of the visualization, feedback was collected from a group of potential customers who viewed the animation, and comparative sales data were analyzed before and after the campaign. Survey findings indicate that 85% of participants considered the video to be highly descriptive and useful in understanding the product. Moreover, 78% expressed heightened curiosity and interest in the sublimation fabric after viewing the video.

INTRODUCTION

In the digital age, characterized by the rapid pace of information, public attention has become the most valuable resource. Every day, people are exposed to thousands of promotional messages through various channels, such as social media and search engines. In such conditions, conventional advertising approaches are no longer sufficient. A truly creative marketing communication strategy is needed to cut through the information noise and evoke emotional resonance with the audience. Creativity in advertising is not merely about visually appealing designs but also about original ideas, innovative approaches, and targeted messaging to effectively reach consumers.

PT Asietex Sinar Indopratama is a company operating in the textile industry, specializing in the production of sublimation-printed fabrics with a variety of patterns and superior quality. In the increasingly competitive textile industry, companies are not only required to continuously innovate in terms of products but also in the communication and promotion strategies they implement. One of the challenges currently faced is how to effectively introduce and market sublimation-printed fabric products to consumers, highlighting their aesthetic value and visual uniqueness.

The product promotions that have been carried out so far are still conventional and have not been able to fully capture the visual characteristics of sublimation-printed fabric. In fact, the main strength of this product lies in its design quality, vibrant colors, and detailed and attractive appearance. Therefore, a more creative, informative, and relevant promotional approach is needed, one that aligns with the evolution of digital media.

One potential solution is the use of animation technology, both 2D and 3D, in the creation of creative advertisements. This approach allows for a more dynamic and interactive visual presentation of the product, thereby effectively capturing the audience's attention and strengthening the company's brand image. In this Internship Program (KKP) activity, the author designed and produced animation-based advertisements using Blender software for 3D animation and Adobe After Effects for 2D animation and compositing processes.

LITERATURE REVIEW

Hushain, Amjad, & Kant (2023) investigated how animated advertisements influence consumer perception across diverse advertising channels. The study demonstrated that animation enhances viewer attention, comprehension of product features, brand recall, and emotional engagement. The researchers emphasized that animation styles aligned

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with brand identity deliver more effective results. In a promotional context, animation offers advantages in conveying messages dynamically and capturing the audience's attention. According to Sutopo and Arifin (2020), visual communication design is the process of conveying messages through visual elements such as color, shape, text, and images to achieve specific goals. In advertising, these elements play a crucial role in building brand image and influencing consumer perception of the product being offered.Sublimation technology is a printing technique using special ink that is heated until it turns into gas and is fused into the fabric fibers, especially polyester.Siddiqui et al. (2025) examined how digital marketing transformation specifically social media and email strategies affects consumer purchase intentions in B2C textile businesses. They found that brand awareness acts as a critical moderator, and that well-designed digital campaigns significantly build consumer trust and intention to buy. This process produces sharp, fade-resistant colors and is very suitable for fashion and decoration needs. According to Hidayat (2020), this technique is now widely used in the creative industry because of its flexibility and production efficiency. The six steps of MDLC are as follows: ideation, design, gathering materials, assembly, testing, and dissemination. It is a methodology for developing multimedia projects. Adobe After Effects plays a role in post-production processes, such as composing motion graphics, adding text, transition effects, and audio integration. The combination of the two allows for the creation of professional and creative promotional videos at an efficient cost.

METHOD

A promotional film for a product that combines sublimation print cloth with 3D animations was designed and developed using the Multimedia Development Life Cycle (MDLC) process in this study. There are six distinct phases to the MDLC methodology for developing multimedia projects: ideation, design, gathering materials, assembly, testing, and dissemination. Within this part, every researcher is anticipated to possess the ability to provide the most current input pertaining to the resolution of current issues. The answers to these difficulties may also be explained by researchers using visual aids such as photos, diagrams, and flowcharts.

Video/Image Processing

The software used by the author includes Blender, which is used to create 3D objects such as fabrics, waves, and realistic fabric movement simulations. Blender is also used for 3D clothing modeling and animation. Meanwhile, After Effects is used for 2D animation, compositing, video transitions, and the integration of visual elements and promotional text. The design of this promotional video system aims to create an interactive visual medium that highlights the aesthetic, dynamic, and informative advantages of PT Asietex Sinar Indopratama's sublimation-printed fabric products. The design process was carried out independently, starting from conceptualizing the idea, creating visual assets (2D & 3D), to developing the storytelling narrative in the form of a ±41-second animation.

The video emphasizes the uniqueness of the patterns and the flexibility of the fabric's application in various product forms, including jackets, dresses, and home decor elements. Each scene is designed with integrated visual flow, using smooth transitions and object rotations to highlight pattern details and fabric textures more realistically. Wave effects, rotations, and camera movements are arranged with cinematic principles to produce visually appealing and informative visuals.

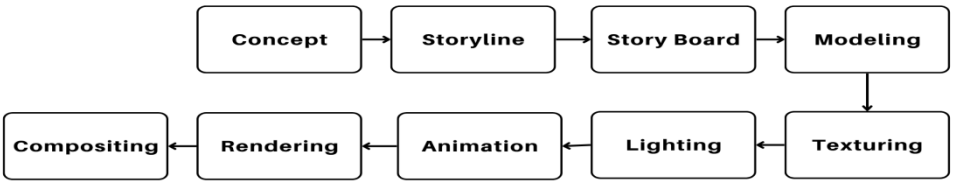

Figure 1. Design method

Pre-production: Determining the idea, visual concept, and animation storyboard. The visual concept emphasizes natural and elegant elements with pastel colors (pink, beige, purple) that support the product's identity.

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Story Board

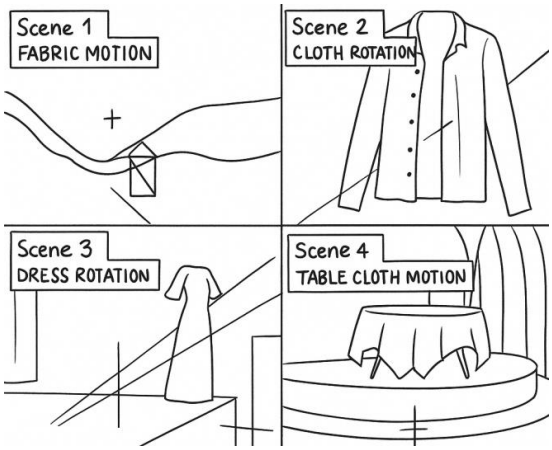

Figure 2. Story board

Storyboard development, script writing, and layout planning were conducted in this phase. The overall visual style adopts a soft pastel tone with elegant elements, aiming to match the brand identity of premium textile products. Scene transitions, character movement plans, camera angles, and lighting directions were also detailed to ensure smooth animation flow.

The storyboard was divided into four main scenes, each designed to visually communicate the uniqueness and variety of the sublimation print fabrics:

- **Scene 1 – Motion Fabric Showcase**: This scene features a dynamic motion of a sublimation-printed fabric flowing or waving in a simulated environment. The fabric transitions through **four distinct motifs**, symbolizing product diversity and flexibility. This movement is designed to create an elegant, airy atmosphere that introduces the audience to the product's aesthetic.
- **Scene 2 – Jacket Rotation on Podium**: A 3D model of a **female jacket** is placed on a round podium and slowly rotates 360 degrees. During the rotation, the fabric texture of the jacket transitions sequentially to display **four unique motifs**. This scene is designed to provide a realistic preview of how the motifs appear on actual fashion products.
- **Scene 3 – Dress Display**: A stylized **female dress** model is presented in a similar podium setting. The dress rotates in a well-lit environment, and the fabric transitions through **four different sublimation designs**, emphasizing femininity, elegance, and the product's versatility in fashion design.
- **Scene 4 – Tablecloth Showcase**: The camera performs a circular tracking shot around a tablecloth placed on a small podium. As the camera moves, **four distinct fabric motifs** are revealed, showcasing the product's application in home decoration and lifestyle contexts.

This storyboard approach is in line with recommendations by recent multimedia and textile visualization studies, which emphasize the importance of dynamic cloth simulation (Xin et al., 2021), 3D garment rotation for realistic motif presentation (Rodríguez-Pardo et al., 2023), and immersive camera movements to enhance perceived texture fidelity in product-based animation (Xu et al., 2025).

3D Modeling Stage

3D modeling is the process of creating three-dimensional objects or models using specialized software. These 3D models have length, width, and height dimensions and can be displayed visually like real objects.

Texturing aims to display realistic object surfaces that match the characteristics of textile products. This process uses material nodes and image textures in Blender. The types of textures used include: Knitted Fabric Texture Used on products that depict fabric applications for outerwear and jackets. Uses image textures and displacement maps to show knitting details. Embossed Fabric Texture Used to highlight the uniqueness and exclusivity of sublimation fabric products. The embossed effect is created using bump maps and normal maps to produce a raised appearance on the fabric surface. Metallic Texture on Background/Scene To create an elegant and modern feel, metallic roughness materials with neutral colors like silver or dark gray are used. This effect is applied to elements such as backdrops, transition frames between scenes, and other supporting elements in the animation. Lighting and Shading To add visual depth, a 3-point lighting setup and HDRI lighting are used to provide natural light reflections on the fabric surface and metallic objects.

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- **3D Stage 3D Model: Scene 1**

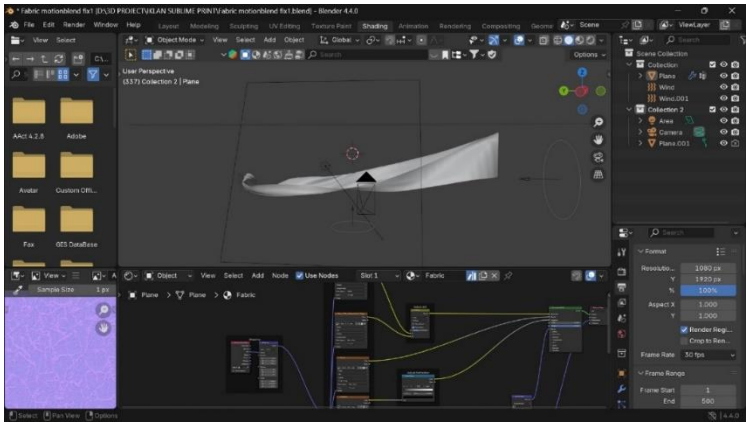

Figure 3. Motion fabric scene 1

The flowing fabric was modeled using a plane object with applied cloth simulation and wind force modifiers. The texture of the fabric was enhanced using a combination of normal maps and procedural nodes to create realistic folds and surface depth

- **3D Stage 3D Model: Scene 2**

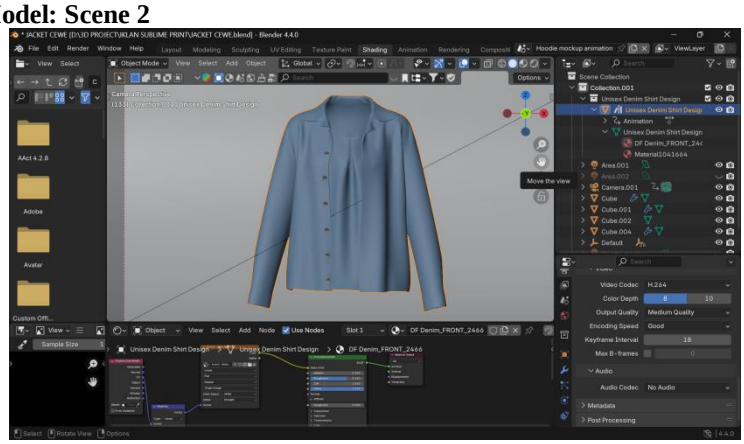

Figure 4. Making clothes objects

A base mesh of a unisex denim shirt was created, detailed with buttons and collar geometry. Fabric textures were mapped using UV unwrapping and node-based material setups to showcase the sublimation effect

- **3D Stage 3D Model: Scene 3**

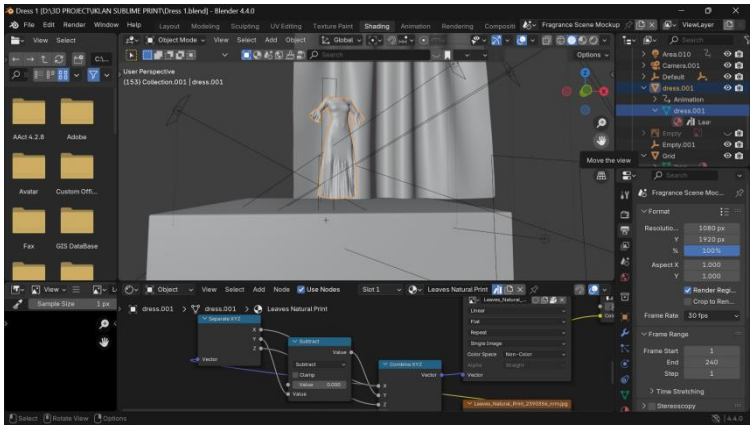

Figure 5. Making a dress object

A long dress was modeled with attention to fabric fall and silhouette. To animate dress rotation on a podium, constraints and camera framing were carefully adjusted. The material used was connected to a texture image mapped via nodes for seamless motif transitions.

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- **3D Stage 3D Model: Scene 4**

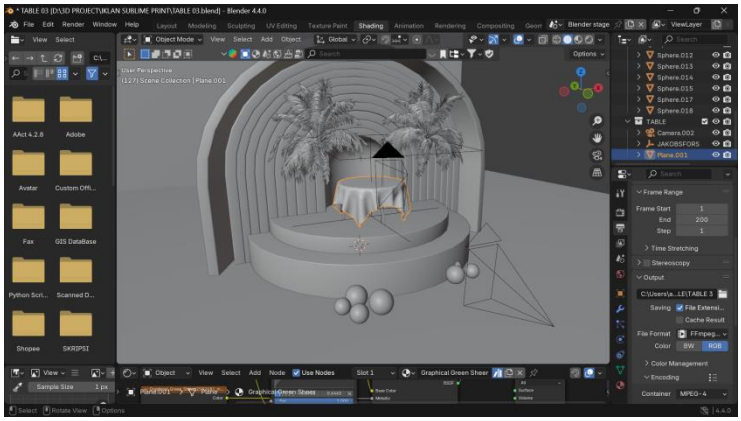

Figure 6. Tablecloth object with stage background

A round table was modeled with a draped cloth object on top, created using cloth simulation settings. The lighting and set design included ornamental elements such as palm trees and spherical props to give the scene an aesthetic presentation

Material and Texture Mapping

After completing the modeling of each 3D object and its surrounding environment, the next phase focused on applying various fabric motifs and realistic textures to the models, particularly the clothing items and decorative elements.

Each fabric surface—such as the waving cloth, jacket, dress, and tablecloth—was UV unwrapped to allow precise placement of image textures. Four distinct sublimation print motifs were prepared in PNG format and mapped using Blender's Shader Editor, combining Image Texture, Mapping, and UV Coordinate nodes. To enhance surface realism, Normal Maps and Roughness Maps were also applied. These maps simulated the tactile surface of woven fabrics, giving the illusion of fiber depth, gloss variation, and light interaction. Materials were further adjusted using the Principled BSDF Shader, allowing for control over metallic properties, specularity, and subsurface scattering to better reflect the qualities of sublimated cotton and polyester blends.

By using keyframes, each model was animated to transition smoothly between the four fabric motifs. This approach not only demonstrated design variation but also reinforced the visual identity of the sublimation product line. This technique aligns with Kerlow's (2009) principles of realism in computer-generated textiles, where detailed material shading and accurate mapping play a crucial role in visual storytelling and product representation.

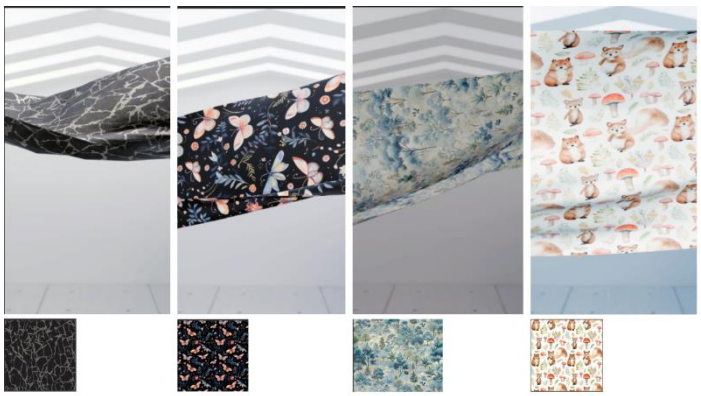

Figure 7. Implementation of motif design on moving fabric (Scene1)

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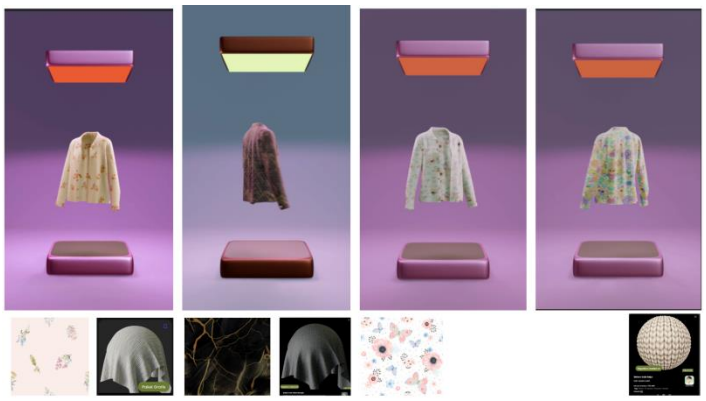

Figure 8. Implementation of motif & texture design on jackets (Scene 2)

Figure 9. Implementation of motif design on dresses (Scene 3)

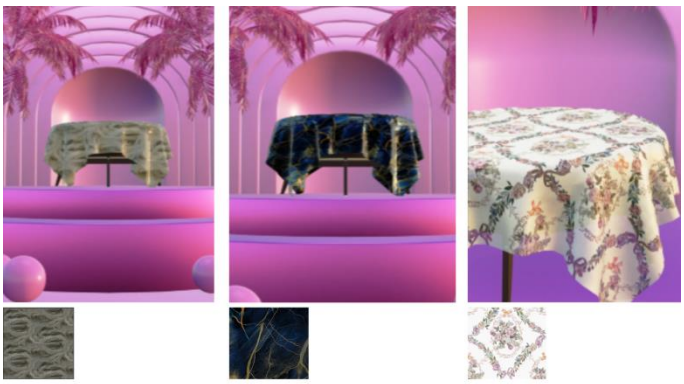

Figure 10. Implementation of motif Design on cloth table (Scene 4)

After the object and background modeling stages are complete, the next step is to apply the sublimation fabric pattern design to the 3D object using the material and texture mapping technique in Blender.

Step-by-Step Implementation:

1. Import Texture Images
2. The sublimation fabric pattern designs are imported into Blender as image textures in .jpg or .png format. These images represent the fabric patterns that will be displayed on objects such as flowing fabric, dresses, jackets, or tablecloths.
3. Shader Node Adjustment
4. In the Shader Editor, a new material is created for each fabric object. The Image Texture node is then connected to the Base Color input of the Principled BSDF Shader. For additional details such as glossy effects or fabric folds, Normal Map or Bump Map nodes are also used.
5. UV Mapping and Unwrapping
6. To ensure the pattern follows the fabric's contours realistically, UV unwrapping is performed on the object's mesh. This process ensures the pattern image is proportionally mapped to the 3D object's surface.
7. Material Repetition & Scale

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8. If the pattern has a repeating (seamless) design, the Texture Coordinate and Mapping Node options are used to adjust the repetition scale and rotation of the pattern. This enables a realistic and comprehensive textile simulation.

Sound Processing

In making this product animation video, background music or instrumental music is also needed, which plays an important role in creating a more attractive end result for consumers. The sound/audio is taken from the motion array platform, and then compiled with the subliminal advertising video object in After Effects software.

Text animation

Text Animation Using Adobe After Effects In this sub-phase, text animations were developed to reinforce the promotional message and enhance viewer engagement. Adobe After Effects was chosen due to its robust capabilities in motion graphics and kinetic typography. Key techniques applied included:

1. Fade In/Out Transitions to create smooth appearances and exits of text.
2. Position and Scale Keyframes to animate movement and size dynamically.
3. Text Tracking and Kerning Adjustments for visual balance and readability.
4. Ease In/Out Interpolation to create natural motion curves

Typography was styled in alignment with the brand's visual identity—using clean sans-serif fonts, subtle drop shadows, and soft pastel tones. The text content emphasized product highlights, such as "High-Quality Sublimation Print," "Fade-Resistant Colors," and "Ideal for Fashion and Decor."

RESULT

The promotional video was implemented after all stages of design and production were completed, including 3D modeling, texturing, lighting, rendering, and final processing using Adobe After Effects. This implementation aimed to produce an animated video as a visual promotional medium for Sublim Print Fabric products, ready for distribution across various digital platforms.

Next, the audio integration stage is carried out using Adobe After Effects by adding soft-paced background music that aligns with the product's character. The audio is edited and synchronized with the animation's rhythm to provide a seamless and engaging audiovisual experience. The export process is conducted in Full HD MP4 format to ensure compatibility with various distribution platforms such as Instagram, TikTok, and YouTube.

Based on the 4 scenes described above, here is the promotional video after all the video elements, including text and audio, have been combined into a complete composition.

Figure 11. video after all the video elements

Scene 1: Introducing Sublime Print Technology

The first image features an animation of flowing fabric with a dynamic black-and-white marble texture, combined with animated typography reading "Sublime Print." This scene directly highlights the advantages of the sublimation printing technology used by PT Asietex Sinar Indopratama. The aim is to capture the audience's attention with the visual quality of the fabric and demonstrate the flexibility of the material, suitable for various applications.

Scene 2: Supporting Fashion Branding

The second image shows a jacket with a 360-degree rotation that reveals the full texture of the fabric. The words "Brand Fashion" reinforce the message that sublimation-printed fabric can be an important element in building a fashion brand identity. This visual emphasizes the function of sublimation fabric as a creative medium for modern fashion products that prioritize exclusive designs and aesthetics.

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Scene 3: Designed by Professionals

The third image shows an elegantly designed women's dress gently moving against a studio lighting backdrop. The text “Professional” emphasizes that the sublimation fabrics produced have undergone a design process carried out by professional designers. This highlights the added value of PT. Asietex's products, particularly in terms of aesthetics, texture smoothness, and printing precision.

Scene 5: Closing and Call to Action

The closing scene displays the visual identity of PT. Asietex Sinar Indopratama in a clean and modern look, complemented by a soft color gradient background. The text “Follow for More” is positioned centrally to encourage the audience to take further action, whether by visiting the official website, social media accounts, or directly contacting the company.

The placement of interactive buttons such as Instagram, email, WhatsApp, and website icons reinforces digital marketing strategies and supports brand accessibility, aligning with effective visual promotion practices in the 4.0 industrial era.

Video Output

The promotional video produced is approximately 40 seconds long with Full HD resolution (1920x1080 pixels). The video begins with an opening scene featuring fabric patterns and colors accompanied by soft visual effects as an introduction to the brand. This is followed by a scene of the product rotating in a 3D space to showcase its shape and advantages from various angles. Animated text highlights the product's advantages, such as its natural ingredients and benefits for the skin.

Video Distribution

The promotional video is distributed through social media and digital platforms such as Instagram, TikTok, and YouTube. These platforms were chosen because they have a wide reach among the primary target audience—active social media users aged 18–35 years—who are the main market for sublimation-printed fabric products.

Audio and Visual Integration

Background music (backsound) is added using Adobe After Effects to enhance the emotional atmosphere and reinforce the visual message. Music selection is done selectively, considering the suitability of the tone with the product’s identity, which emphasizes a natural, calm, and elegant feel.

Video Implementation Table

Table 1. Video implementation

Komponent	Aplicattion	Implementation Description
Modeling Product	Blender 4.0	Making 3D shapes of sublimation printed fabric products: bottles, caps and labels
Texturing	Blender 4.0	Adding realistic textures using additional plugins such as BlenderKit (labels, glass/matte materials)
Lighting	Blender 4.0	Using HDRI and Three-Point Lighting
Rendering	Blender 4.0	Full HD resolution with Cycles render engine for more realistic results
Editing & Audio	Adobe After Effect	Adding visual effects, transitions, text and background sound
Output	MP4 (HD)	Ready for distribution via digital platforms (TikTok, YouTube and Instagram)

Evaluation Results

The evaluation was conducted using two approaches:

1. Qualitative and Quantitative Surveys: The author distributed questionnaires to 30 respondents from the target audience (aged 18–35 years), who were social media users and potential consumers of fabric products.
2. Social Media Analysis: Promotional videos were uploaded to LinkedIn and YouTube Shorts, and insights were analyzed during the first 7 days.

The following are the results of data collection from the survey respondents regarding the promotional video:

Table 2. Survey result

No	Evaluation Statement	Strongly Agree	Agree	Neutral	Disagree
1	The video shows the product clearly and attractively.	20 (66.7%)	8	2	0
2	Background music supports an elegant and natural atmospherel.	21 (70%)	7	2	0
3	Interested in finding out more about the product after watching the video.	18 (60%)	10	3	0
4	Product information is easy to understand and not confusing.	19 (63.3%)	9	2	0
5	Promotional videos are more appealing than image-based advertisements alone.	22 (73.3%)	7	1	0

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DISCUSSION

This research aims to design and implement a 3D animation-based promotional video to visualize sublimation print fabric products produced by PT. Asietex Sinar Indopratama. The final result was a 41-second video showcasing various applications of sublimation-printed fabrics, including decorative cloth, jackets, dresses, and tablecloths, each rendered with four distinct textile motifs. The production process utilized Blender 3D for modeling, animation, and rendering, while text and audio were integrated in Adobe After Effects.

Visual Communication Effectiveness

The use of animated stories, motion graphics, and high-quality visuals in promotional videos significantly increases the ability to attract consumers' attention and leave a lasting impression on the brand message. Lu et al. (2021) observed that animated advertisements have been able to effectively attract attention, convey product knowledge, and influence purchasing decisions through their affective appeal and memorability..

Material & Texture Fidelity

Showcasing multiple fabric motifs in realistic motion and drape simulations improves authenticity and viewer trust in product quality. Research on cloth simulation demonstrates strong correlation between virtual models and real material drape behavior, emphasizing highly realistic fabric rendering in 3D promotional visuals

Contribution to Digital Marketing Strategy

Embedding animated video content into PT Asietex's digital marketing mix aligns with industry trends in textile marketing. Studies indicate that building digital marketing capabilities including social media, website-based promotion, and targeted visual content positively correlates with firm performance and consumer engagement in textile SMEs.

Moreover, the closing scene of the video includes a call to action ("Follow for more"), Including a clear, compelling end-screen CTA like "Follow for more" strategically transforms passive viewers into active followers. Reports on video advertising practices show that well-crafted CTAs at the end improve viewer conversion and ongoing engagement, especially if visually cued and contextually embedded in animated content.

Limitations and Challenges

Although the project successfully visualized the products, some limitations were identified. These include: Lack of real user feedback or focus group testing for measuring audience reception, Render time constraints and hardware limitations affected some lighting quality and animation fluidity, The project did not yet explore augmented reality or interactive elements, which could further enhance user experience.

Despite these challenges, the animation-based promotion has proven to be a feasible and attractive medium for communicating fabric products, especially in B2B and B2C textile marketing contexts.

Implications for Future Work

Future implementations could consider the development of interactive catalogs using WebGL or augmented reality, enabling customers to view fabric patterns directly on virtual garments. Additionally, incorporating voice-over narration and localized subtitles may expand reach to global markets. The video can also be adapted as digital ads across platforms such as Instagram, TikTok, and digital showrooms.

CONCLUSION

The design and implementation of a 3D animation-based promotional video for sublimation print fabrics at PT. Asietex Sinar Indopratama has proven to be an effective approach to communicate the aesthetic and functional value of the product. The video, constructed through a structured production pipeline involving 3D modeling, texturing, animation, rendering, and post-processing, was able to represent the flexibility, motif richness, and practical applications of sublimation fabrics in various product forms such as apparel and home decor.

The development of an animated promotional video for PT Asietex Sinar Indopratama combining Blender for realistic 3D fabric simulation and Adobe After Effects for polished motion graphics and kinetic text effectively showcases the aesthetic quality and versatility of sublimation-printed fabrics. Utilizing Blender for cloth dynamics and drape simulation lends high material and texture fidelity, aligning with evidence that immersive 3D motion design enhances product understanding and engagement in textile marketing. Meanwhile, After Effects enables sophisticated animated text and seamless transitions, reinforcing brand messaging and supporting visual communication effectiveness, consistent with findings that animated motion graphics significantly enhance attention retention and recall rates among viewers.

This project also highlights the role of digital visualization in improving promotional media effectiveness, providing a more immersive alternative to traditional product photography or flat catalogs. However, to further maximize its potential, future developments should consider adding interactivity, responsive design across platforms,

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and feedback mechanisms from target users.

In summary, the 3D animation-based promotional video serves not only as a tool for product visualization but also as a strategic asset in modern textile marketing. It aligns with industry trends toward visual storytelling and digital branding, reinforcing PT. Asietex's position as an innovative player in the sublimation print fabric sector.

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