



# HOW WE WORK: 3D ANIMATION

We use a design methodology we've developed that begins by identifying your project's unique challenges. Then, we explore a range of potential solutions. Finally, we execute our vision in stages, getting feedback from you at each stage. In this way, we ensure everyone is on the same page throughout the process.

## WHAT TO EXPECT

### INITIAL RESEARCH:

A great project begins with a clear assessment of the challenges and goals. We will work with you to identify key challenges and desired outcomes.

### CONCEPT/STORYBOARDS:

Once we have an approved script, we begin storyboarding a potential solution. This will be presented in the form of first sketches, layouts, storyboards, and/or discussion. You'll have an opportunity to give feedback and provide conceptual input.

### ANIMATIC:

We take your feedback and use it to refine/build upon the storyboards. An animatic is created: a simplified version of the animation using storyboards and set to play at final timing. Preliminary sound and voice-over will be included as applicable. After delivery of the

animatic, you have an opportunity to provide more feedback.

### CINEMATIC:

The animation is further developed in 3D and presented in a format that is not fully polished but accurately represents timing and content. An opportunity to give final feedback is given at this time.

### FINALIZATION & DELIVERY:

The final, polished 3D animation is delivered flawlessly, on time, and with the highest level of craft.

### MAINTAINING EXCELLENCE:

After your project is delivered, we will work with you to ensure you understand how to use your files. If desired, we will arrange for future updates or project growth.

### 3D MODELS:

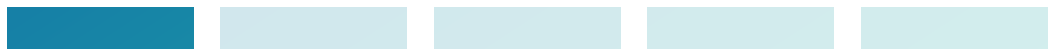
Often, key 3D models will be identified to be developed on a separate timeline. Examples of such 3D models include human anatomy or surgical instrumentation. Models should be approved as early as possible in the process. We typically include two rounds of revisions for key 3D models:

- 1st draft model review and feedback
- Revised/final model review and approval, incorporating previous comments

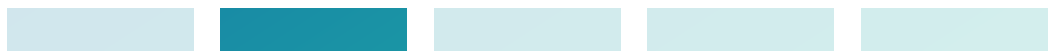
### SCRIPT WRITING, VOICE OVER, MUSIC, SOUND, ETC:

We will further establish a timeline for the process based on whether you provide script, sound, etc., or whether you elect us to develop it.

INITIAL RESEARCH



CONCEPT/STORYBOARDS



DRAFT STAGES



FINALIZATION & DELIVERY



MAINTAINING EXCELLENCE

