

3D Animation Workflow

Pre-Production

1. **Pre-Production Meeting** - We start by sitting down and getting to know you. We ask questions about what makes your company unique and valuable, establish project timelines, and dictate the priorities.
2. **Idea Conception** - After our meeting, we will do some off-stage idea creation, creating concepts that match the mood, style, audience, and tell the story you are wanting to share.
3. **Script** - Once you have chosen the idea that best suits you, we write a script to go with that concept.
4. **Mood Board** - When we give you a script, we will often give you a mood board. A mood board is a conglomerate of pictures, reference images, and colors that provides the tone of the final look, feel, and color of the piece. That way, as you read the script, you can visualize it based off of the tone established by the board.
5. **Style Frames** - Style frames establish the "visual target" of a piece. We take scenes from the script, and create photoshopped snapshots of key scenes.
6. **Storyboard** - A storyboard takes the key frames of the piece and we create a sequence of drawings out of those key frames. Typically, we include that with some directions and dialogue, representing the shots planned for the project.
 - What to look for: Do the camera angles match what you visualized in your head? Do the actions match what is happening in the script?
7. **Animatic** - After approval on the storyboards, we take the Storyboards and edit them together, often with a scratch (temporary) Voice Over and music, and edited to the timing of the final piece.
 - What to look for: Does this make you feel what you want to feel from the final video? Are the comedic moments funny? Are the sad moments sad?

Production

1. **3D animatic / Lay Out Pass**- In the layout pass, or 3D animatic, we show the camera angles, created assets, and pacing of what will be on screen, potentially with VERY rough animation of movement.
2. **Asset building / Scene creation** - We build the set, models, subjects that will be in the scene.

3. **Texture/Lighting/Rigging (Continuous)** - Throughout the video making process, we add textures to our models, light the scenes, and rig our characters like puppets to create the animation and visuals that will be seen in the final video.
4. **Art Boards** - These are storyboards created to the quality of the Style Frames. These will be our visual guide for our artists and animators.
 - What to look for: All important character and asset approval should be completed here.
5. **1st Motion Pass** - We animate the focal points of the piece to be sent to client to be approved. This will be a Hardware Render, meaning it will be a rough look, with no texturing or lighting.
6. **Final Render Sample Frames** - These are still frames of the video that are EXACTLY what you will see in the final video. We will send these before, or with the "Final Motion Pass".
 - Production Note: Rendering is costly AND timely. By sending you Final Sample Frames with a hardware render of the motion pass, you can save time and money on rendering.
7. **"Final" Motion Pass** - Everything is animated with final animation and beginning of final texture/lighting. This will be a Hardware Render to save on time and money.
 - What to look for: Is everything animated, and animated the way that it should be for the final? Does everything in the scene look correct in terms of placement of objects and how they look in the frame?
8. **Polished Pass** - This is a pass for final notes and animation with finalized textures.

Post-Production

9. **Composite** - We put together the 3D animated pieces with any other visual elements to complete the final picture.
10. **Editing** - Final Color correction, edits, sound, final notes etc.
11. **Final Deliverable**