



Our precise production process ensures a smooth project flow, clear communication, and dynamic imagery that encourages viewing and increases retention of the information presented.

Project kick-off meeting

A complete project parameters overview with both 3FX and client teams, including discussion of specific science and intended messaging.

Script Development

As this is a specialized area of expertise, we work with a select group of experienced medical writers. 3FX utilizes the writer with the most experience within the therapeutic area to be animated. An efficient process, as they are familiar with our process and how an animation will "flow". Our teams can also work with client supplied scripts.

Character Sketches

Our team understands what elements, characters and environments will be required. It is at this stage that character sketches will be developed for review and comment on all aspects.

Storyboards

It is our goal to enable you to begin to visualize your complete project prior to animation production. Upon approval of the final script, full and complete storyboards will be created. Storyboard will contain the scripted narration, accompanying visuals, as well as some creative direction.

Animation Production

1st Pass Animation is designed to establish all movements, individual actions and interactions. The goal is to confirm accurate science, while providing everyone with the first view of the full project. A scratch track narration will be utilized.

2nd Pass Animation incorporates the client 1st pass comments. More fully develops the textures, style and overall look. Narration scratch track or professional record will be utilized. 1st pass Music & SFX to be included.

Final Pass Animation represents a full and complete project with all finalized work. The client should see this as their final show. Very minor adjustments may be required after this point. Professional narration, music and sound effects are incorporated.

Voiceover Narration

Once the script is approved, 3FX will schedule the narration record session. You will be given access to a variety of voice samples for selection. Our list of voice talent grows, so we are able to offer specialists to fit your needs.

Custom Music & Sound Effects

Music and sound effects add yet another dimension to 3D visuals. Music sets the mood, while perfectly timed sound effects highlight the action.

Final Rendering, Compositing, Editing, Output, Delivery

The final phase of our process is to combine all the individual elements into the final piece. This may include multi-layer compositing, image adjustment and enhancement, addition of special effects, and other possible visual manipulations. Editing combines all final animation, video, music, sound effects and narration elements into a cohesive presentation. Output can be in any format as determined by the final usage.

For more information contact Rich Kushner at (610) 834-9333 ext.19, Rich@3FX.com or visit our website at www.3FX.com for a comprehensive 3D Life Science Animation & Effects experience!

