

“Project Planning” is crucial to determine a messaging & production strategy; and then build your product or brand marketing programs around delivering on the planned strategy. Prior to the creation of any “3D Life Science Animation & Effects” marketing project, 3FX recommends that all clients complete this brief worksheet. This thought process is a key element for all parties to mutually understand the intended product marketing messages and budget requirements for your specific 3D animation project.

Project Planning Questions

1. Where and how will the initial project be viewed?
Will it be viewed at trade shows, sales rep/physician meeting, large/small group meeting?
What is the final master media, quantity & format for distribution.
For a trade show, what are the booth specs & display system information?
2. What is the main purpose of this project?
To educate peer groups, internal use, sales rep education & training?
3. Who is the primary/secondary intended viewing audience?
For example, general, specialist, consumer, patient?
4. What is the length of the intended script? Will the script be provided or required by 3FX?
In what stage is the current intended script?
5. What is the date for initial release or viewing What is the date for initial client delivery?
6. Is there a pre-determined or targeted budget range?
Will 3FX be providing a proposal in lieu of an existing budget?
7. What other 3FX services are required for the 3D animation?
For example, storyboards, narration, custom music & sound effects video production?
8. What are your guidelines for Medical/Legal review?
How long will the client team need to review for approval? Client review process & comments occur prior to 3FX project production. Will there be project changes/updates?
9. Will 3FX have access to the Research Team? This is generally required for maintaining scientific accuracy.
10. Are there any additional uses for the original project application? From a single project, the final sequences can be “repurposed” for additional graphic communication uses, including, but not limited to: website videos, CDs/interactive media, high-resolution product marketing images exhibits, brand identity, etc.

For more information call 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!

