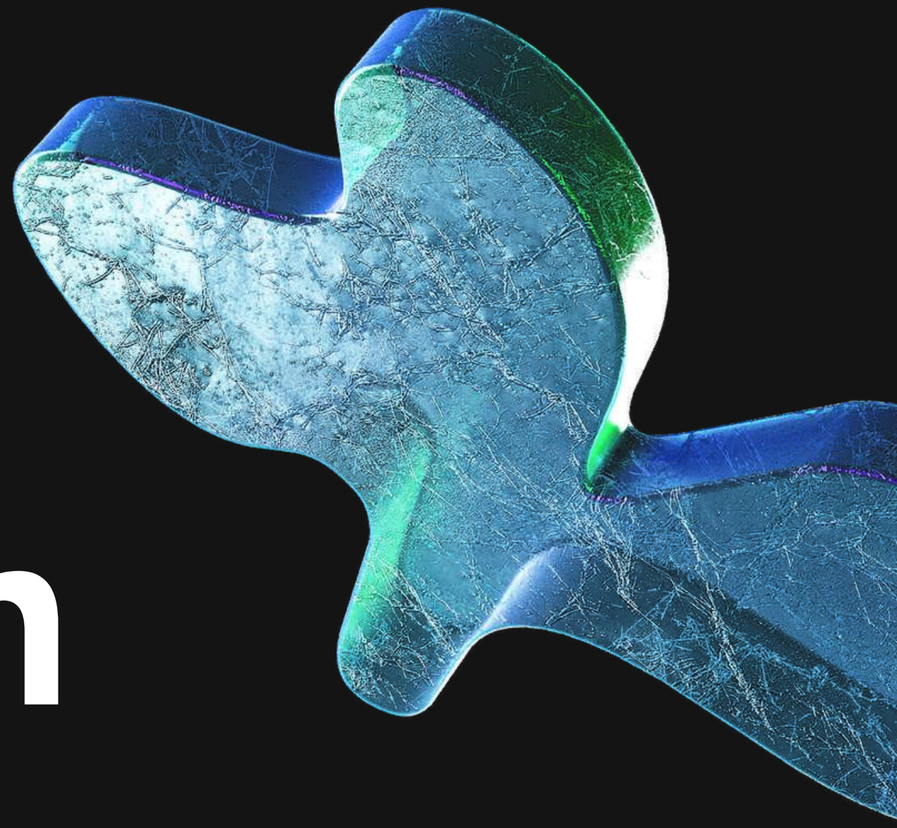
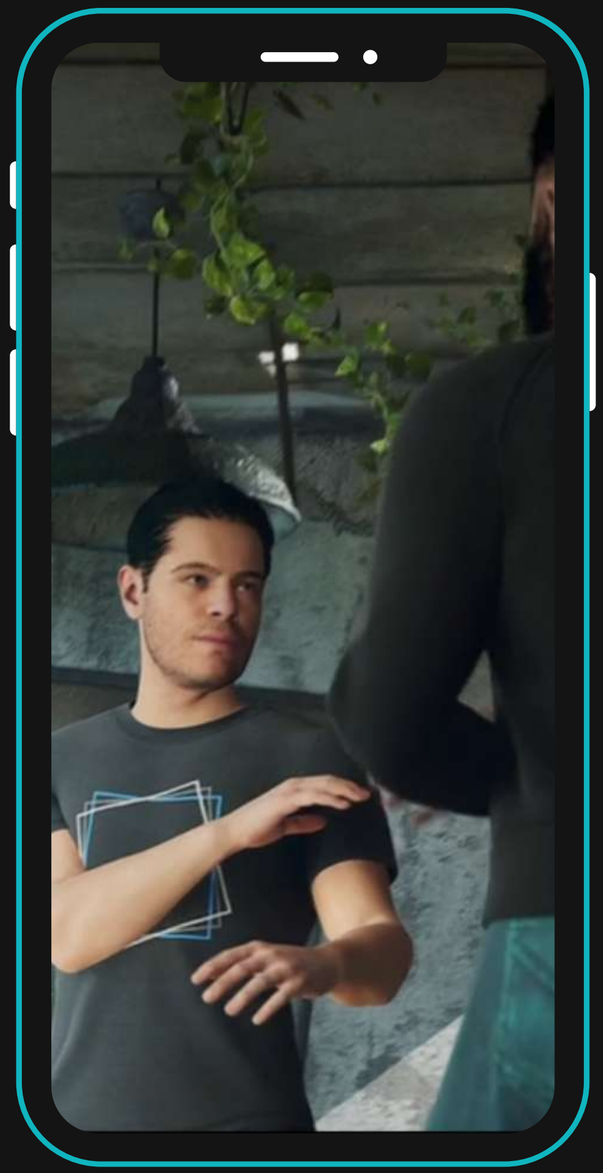
Production

VFX ADD ART presentation



From idea to high quality product



Animation Production Process

Short and compelling animated videos can easily explain concepts, products, and services by breaking them down into simple and attractive motion visuals. Animated explainers are also particularly useful for sharing ideas in a world with short attention spans and a craving for flashy images and content.

What we can

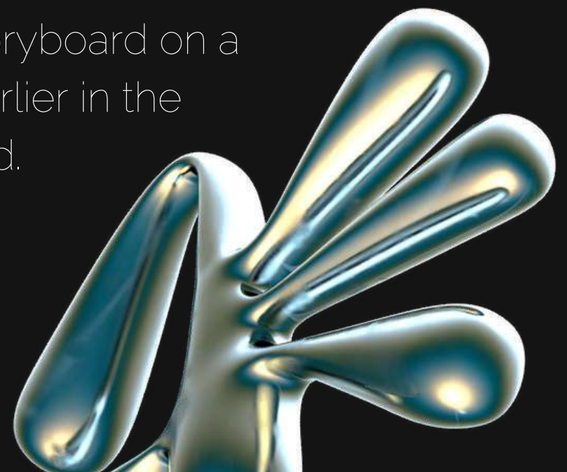
What you need to know

- Concept & Story creation
- Scriptwriting
- Storyboarding
- Style & Visual design
- Voiceover & Sound design
- Animation

How does the partnership work with us?

- We understand that every one of your clients is different, which is why we implement a full discovery process to understand your specific needs. We're flexible and ready to work with you to easily integrate our team into your workflow, no matter what stage the project is in.

- For example, if you need to present a storyboard on a Thursday morning, we'll have it to you earlier in the week to ensure it's exactly what you need.



Animation styles

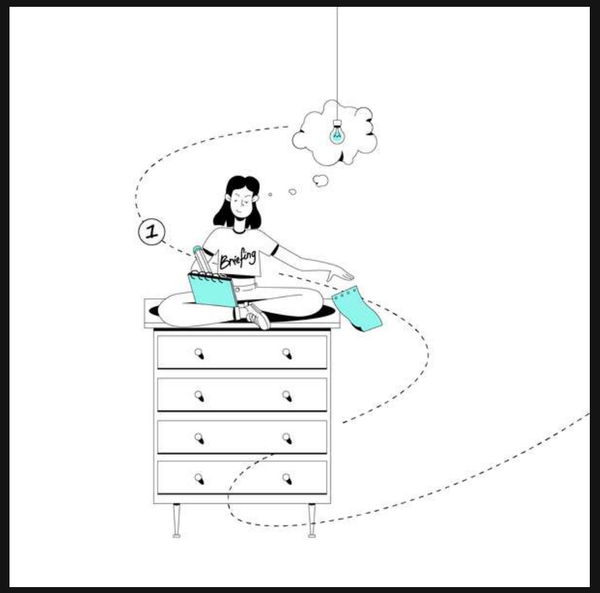
- We are experts in **VFX,** 3D animation, 2D animation, AI, **post-production** and explainer video production.

Our Production Process

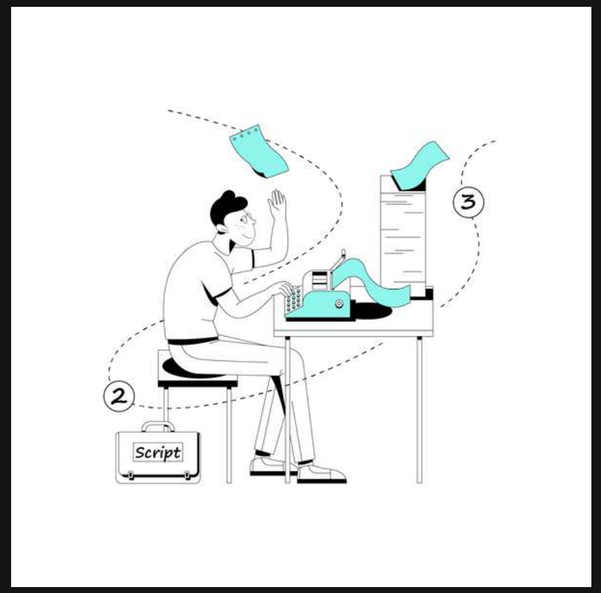
ANIMATED EXPLAINER VIDEO PRODUCTION PROCESS

Process

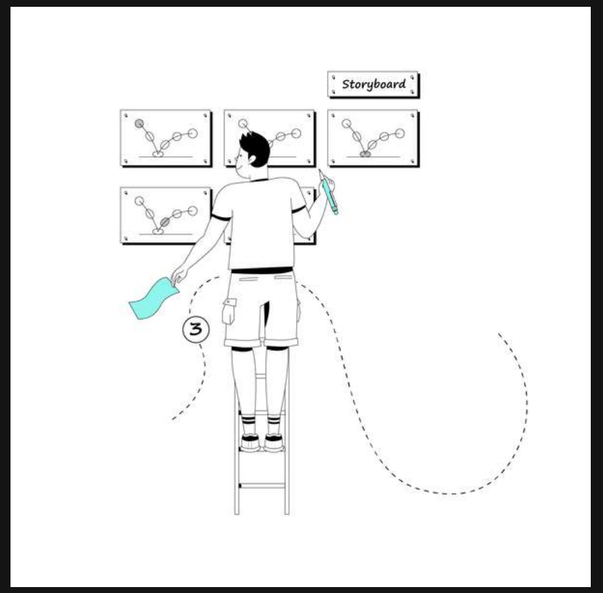
BRIEF & RESEARCH



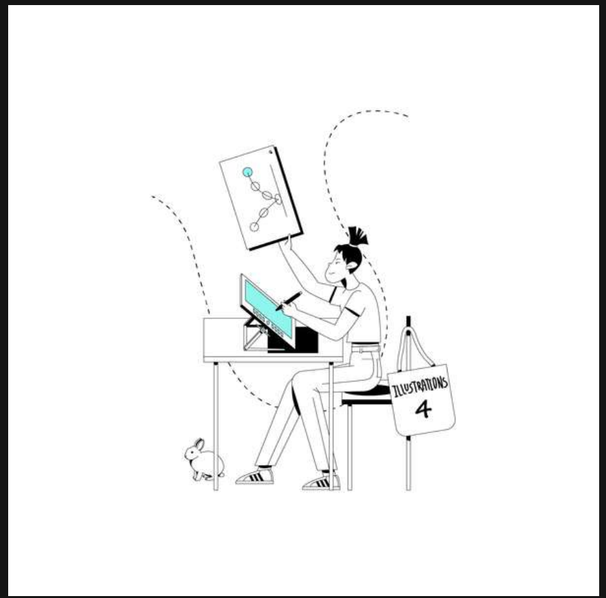
SCRIPT & CONCEPT



MOOD BOARD & STORYBOARD



STYLE & ILLUSTRATIONS



Process

Our approach is professional

1. BRIEF & RESEARCH

Every marketing video starts with a conversation about an idea. Our team of researchers talks with you to learn as much about your product, service, or issue as possible. The process of research also evaluates the market to figure out the best method for putting out the right message in the best way for your brand.

2. SCRIPT & CONCEPT

The script is a crucial element in creating a killer explainer video. Before a single image is even put into motion for the explainer video, we talk to you to plan the concept.
Our video production creative team puts their heads together for nailing the right concept which is then fleshed out into a full script. The key is to present the message in the simplest, most comprehensive manner to your target audience.

3. MOOD BOARD & STORYBOARD

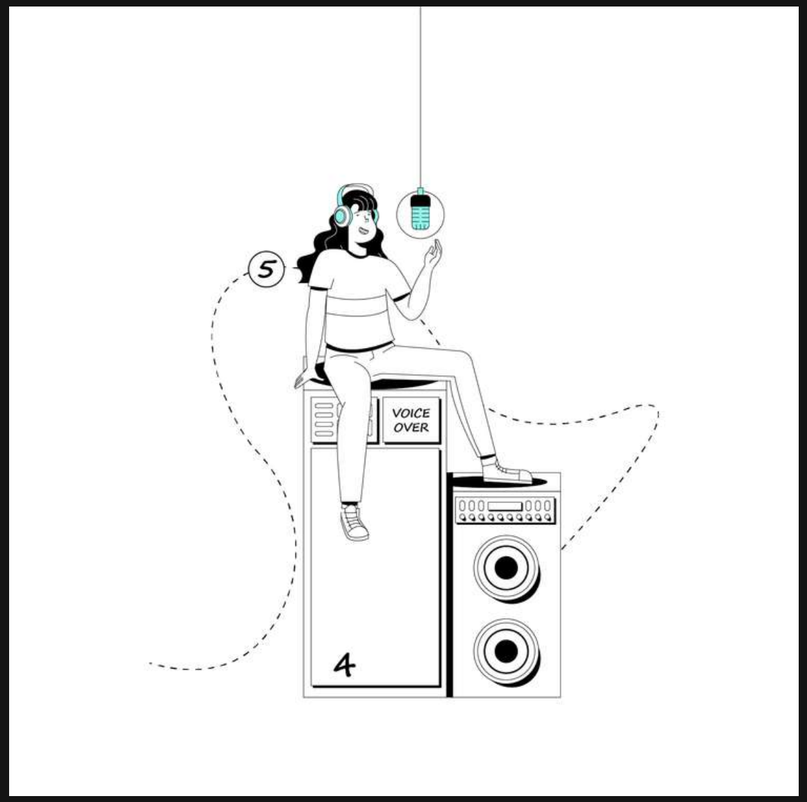
We will send you several mood boards (a type of collage consisting of images intended to project a particular style or concept) and sketch out a storyboard that shows how the script will play out – scene by scene.

4. Style & Illustrations

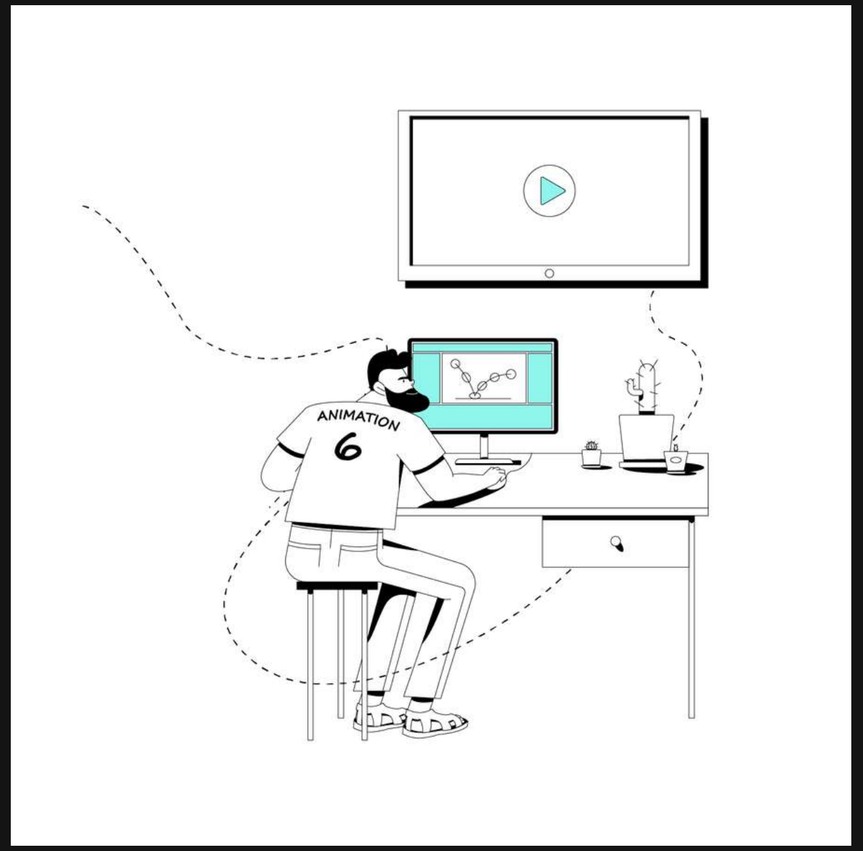
Next we will send you 2-3 custom, full-color visuals that will give you an accurate idea of what the finished video will look like. Depending on your video, this may include text, characters, backgrounds, icons and more. After you sign off, we will create the full story with the final visuals. This process includes the design of all the characters and the environments in the animated explainer video.

Process

VOICE OVER



ANIMATION



Process

Our approach is professional

5. VOICE OVER

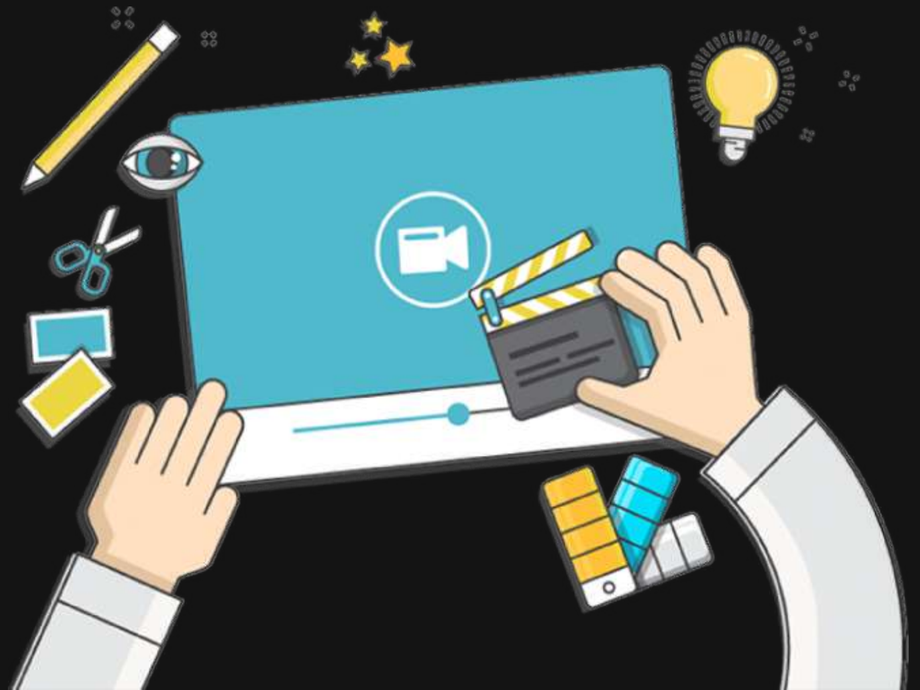
The most engaging male or female voices with the right accent are selected from our pool of talent to set the right pace for the animated explainer video. The perfect voice-over reinforces the message of the video and can make a world of a differenc

6. ANIMATION

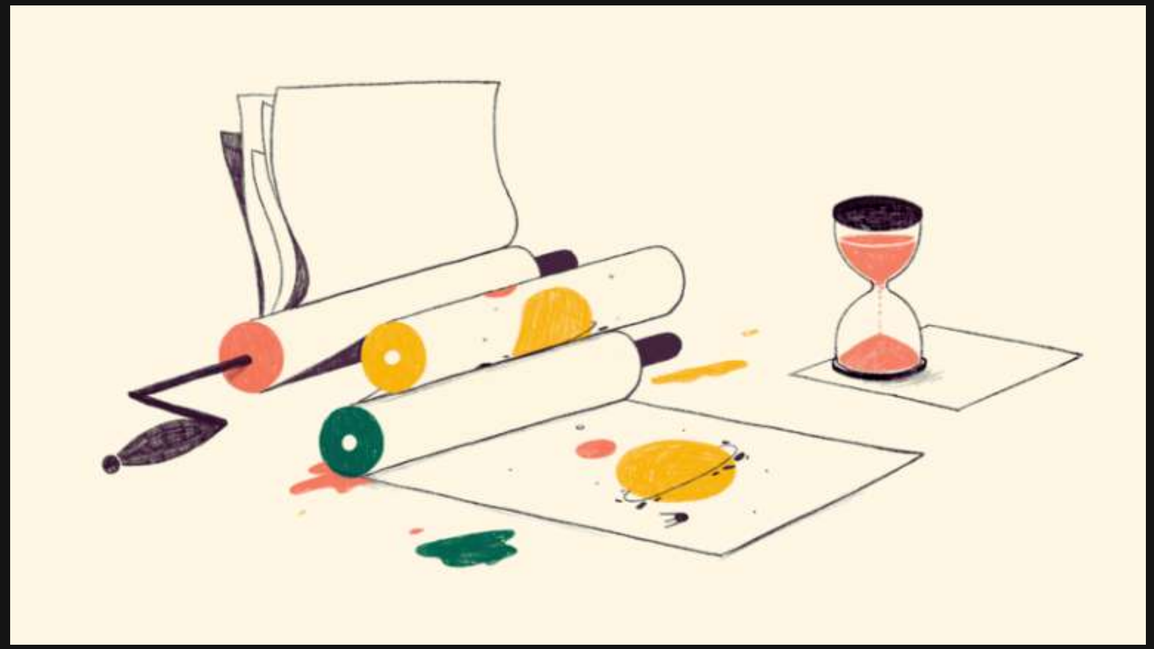
Once the script and storyboard are approved, we move on to putting the words into action. The animation & motion graphics phases involve building the necessary images to go with the message. This phase requires great attention to detail and each step ensures that the visuals created in the production stage reflect the initial concept.

Process

POST PRODUCTION & REVISIONS



RENDER AND FINAL DELIVERY



Process

7. POST PRODUCTION & REVISIONS

This is the stage that gives the video its final look. Post-production involves the complete process of creating and editing the sound mixing, background music, and graphics including lower thirds. Once the video is finalized, we send it to you for feedback and make any needed revisions.

8.RENDER AND FINAL DELIVERY

Render and delivery can take some time depending on the size and nature of the files we're supplying, but worth the wait when the final piece of magic arrives in the hands of the client.
And there you have it—a shiny new animation to share with the world!

Let's demonstrate the storyboard for the game that we created

Originality and creativity are the main things for us

Draw the scenes of the storyboard.

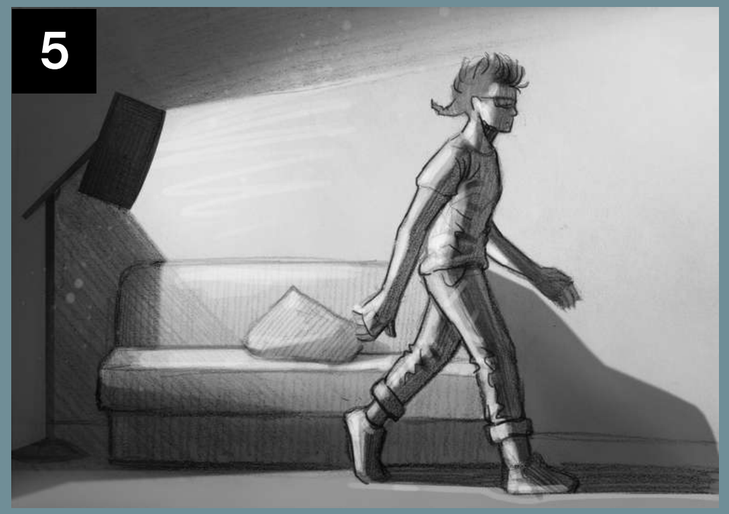
1

2

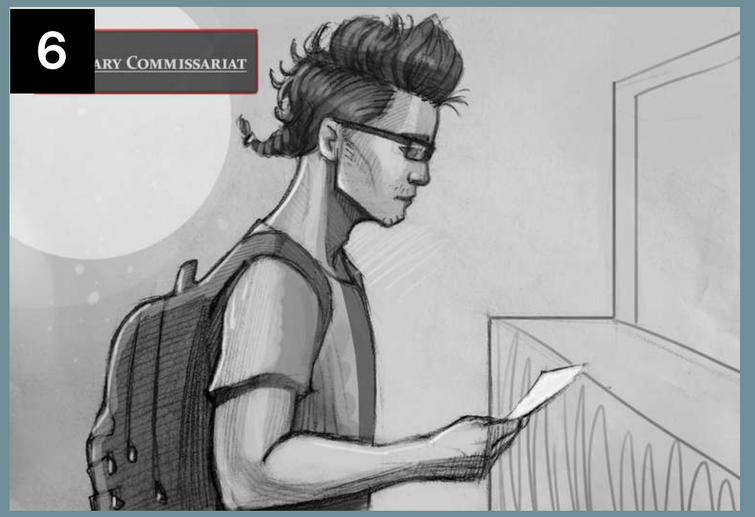
3

4

5



6



Draw the scenes of the storyboard.

7

8

9

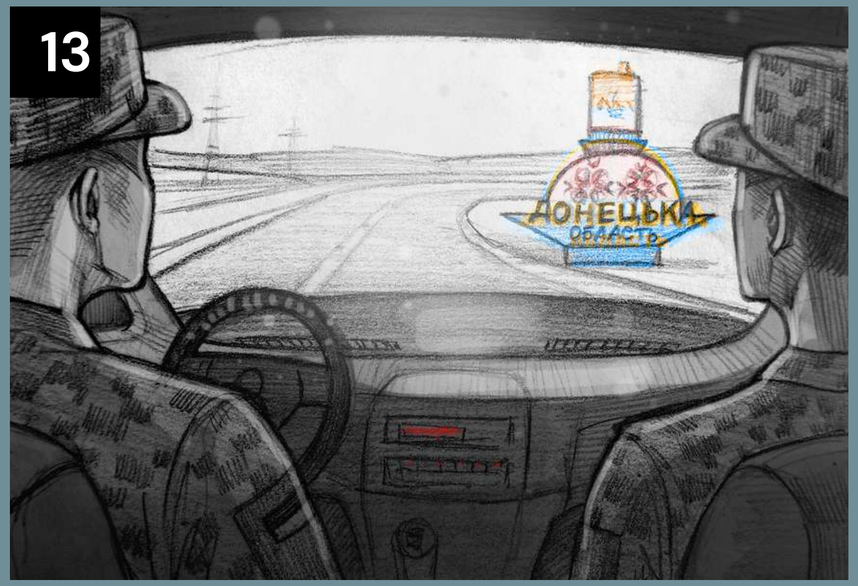
10

11

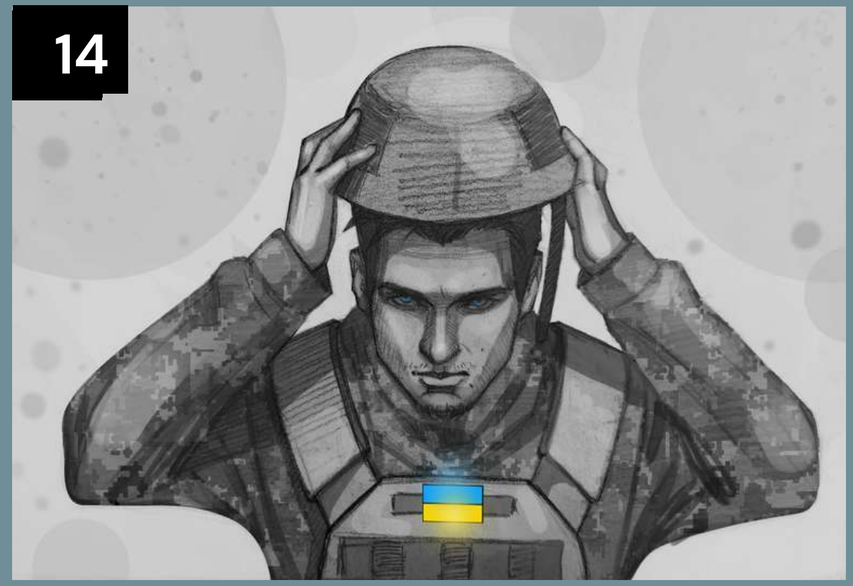
12

Draw the scenes of the storyboard.

13



14



15

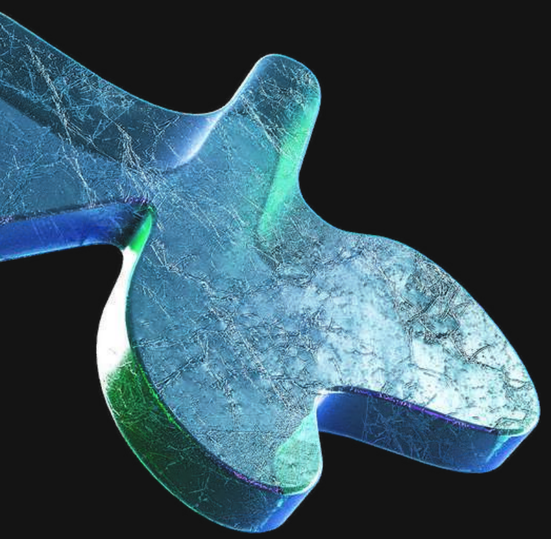
16

Types of positions in our animation studio

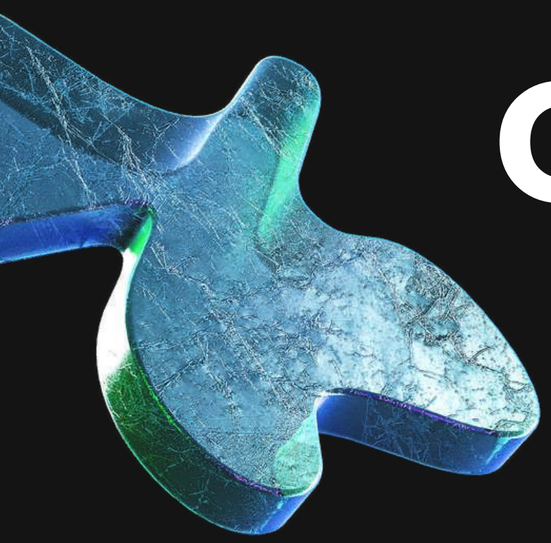
We have more than 10 employees in different areas

- Supervisor（ **2** person）
- **VFX artist (5 person)**
- Character Designer/Developer （ **2**
- person）
- 3D Modeler（ **3** person）
- Model Rigger（ 2 person）
- 3D artist（ **6** person）
- Technical directors（ 1 person）
- 2D artist（ **3** person）

Colorist (1 person)
Motion Designer（ 3 person）
Generative programmer（ 2 person）



Types of positions in our animation studio



SUPERVISOR

Our studio supervisor keeps track of the schedule, sourcing materials/software/hardware and making sure the project continues to develop creatively and efficiently.

Our supervisor will ensure that the project is completed on time, on budget and to specification.

CHARACTER DESIGNER/DEVELOPER

The character designer or developer is another important role that work in our animation studio needs to fulfill. This person is responsible for designing the characters that will be used in any animation project your studio can take on.

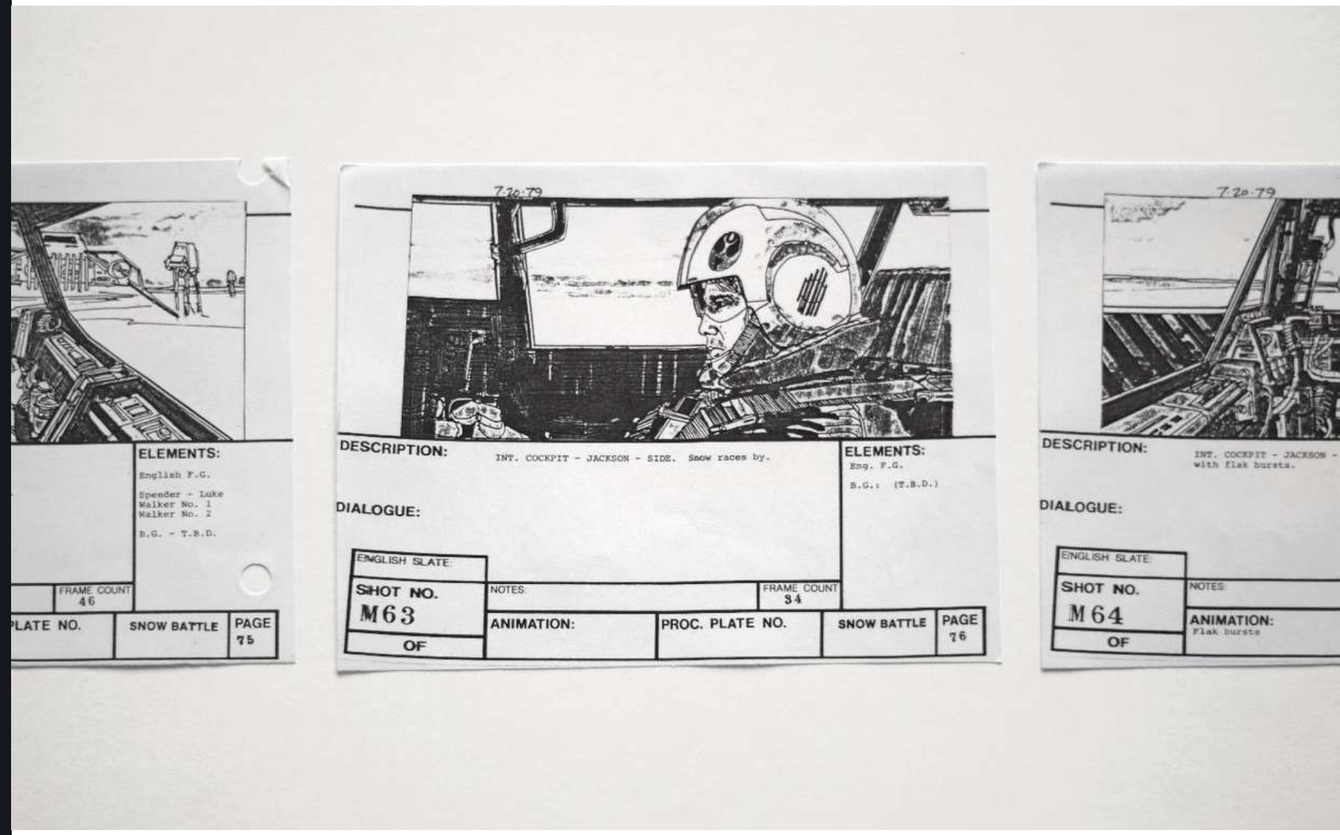
The designer will be involved in the animation process from concept creation to the modeling process.

our designer has a good eye for creating memorable, great characters that can be manipulated to the extent that the animation requires.

STORYBOARD ARTISTS AND ASSISTANTS

Storyboard artists are responsible for creating the visual representation of a script, thereby turning it into a story. This is done by sketching each frame of the script exactly how the storyboard artist wants the animation to look.

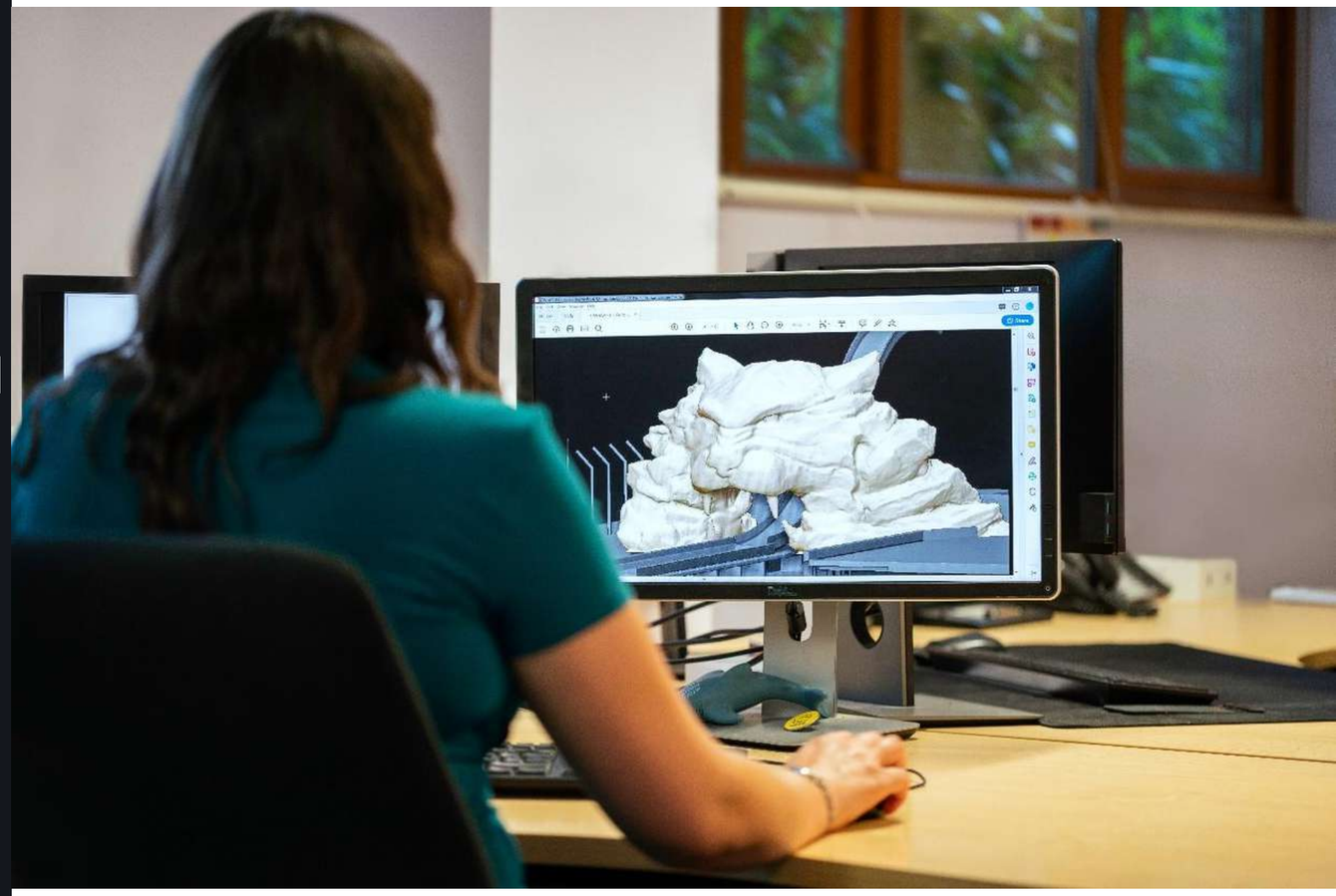
The storyboard artist creates a series of image panels to plan shots and ensure continuity between shots. This process will form the first layout of an animation project to ensure that narrative, pacing, action, and continuity work together and flow logically.



3D MODELER

Model builders are responsible for creating digital characters, props, and environments in 3D. Model builders follow concepts and guidelines from the design team and then hand their models over to animators to start moving them.

Modelers translate concept character drawings and environmental designs into animation-ready models. These employees provide character designers with feedback on whether the design can be modeled and then tweaked for animation or not.



MODEL RIGGER

Riggers are essential in the animation process and are essential employees for our studio. This is because they are responsible for creating 3D models or skeletons from which animators can then animate characters for a specific animation project.

Riggers create digital skeletons for 3D computer characters. The animators test the rigs and provide feedback to the installers who make the necessary improvements to the 3D models. This process continues until both the installers and the animators are satisfied with the models.

3D ARTIST

The main duty of a 3D artist is to create characters and inanimate objects. In addition, he discusses the details of work with the director and supervisor, and, if necessary, makes changes.

A 3D artist is a specialist who brings 3D models to life.

In films and video games, he works out the movements and helps to convey the character of the character through mannerisms and gait. In construction, medicine, advertising, engineering, and dozens of other areas - it animates complex structures, robots, clockwork, machine elements, and so on.

MOTION DESIGNER

Motion designers are responsible for creating animations and graphics that convey ideas, emotions, and messages. They use various software tools such as Adobe After Effects, Cinema 4D, Maya, and others to bring their designs to life. They work with clients or creative teams to develop concepts and storyboards, create visual assets, and animate them to produce a final product.

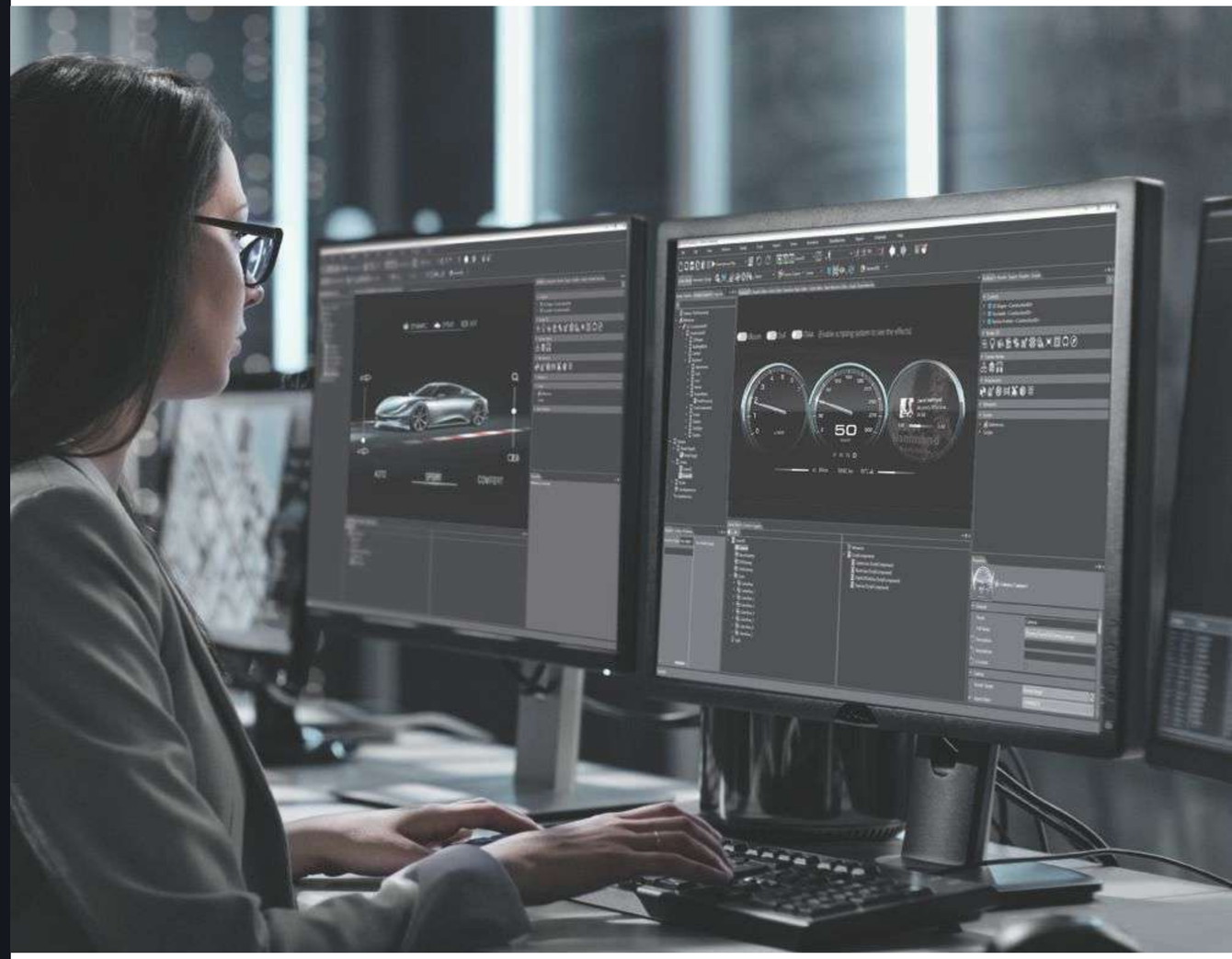
2D ANIMATOR

A 2D Animator works from storyboards to create animated scenes. They plot camera moves, editing soundtrack, animating movement and performance, developing character. Other duties involve making sure there is consistent design and line quality, charting information as required for production.

COMPOSER

Composers create the final image of a frame, frame, or sequence. They take different digital elements; such as animation, background images, graphics and special effects (SFX) and combine them to create a believable picture.

They are responsible for the composition of images and frames. They make them beautiful through the way different art assets and elements are placed digitally. Composers improve lighting, create convincing shadows, and add motion blur when needed.



Our production process

The VFX pipeline consists of the processes and people that work together to bring breathtaking scenes and characters to life for film and TV. It entails everything from preproduction and pre-visualization through 3D modeling, rigging, animation, effects, rendering, and more.

The first step in any VFX pipeline is usually research and development.

The second step is Pre-visualization. It is essentially the process of converting a storyboard and script into a 3D animated, low-quality rough draft of each VFX shot.

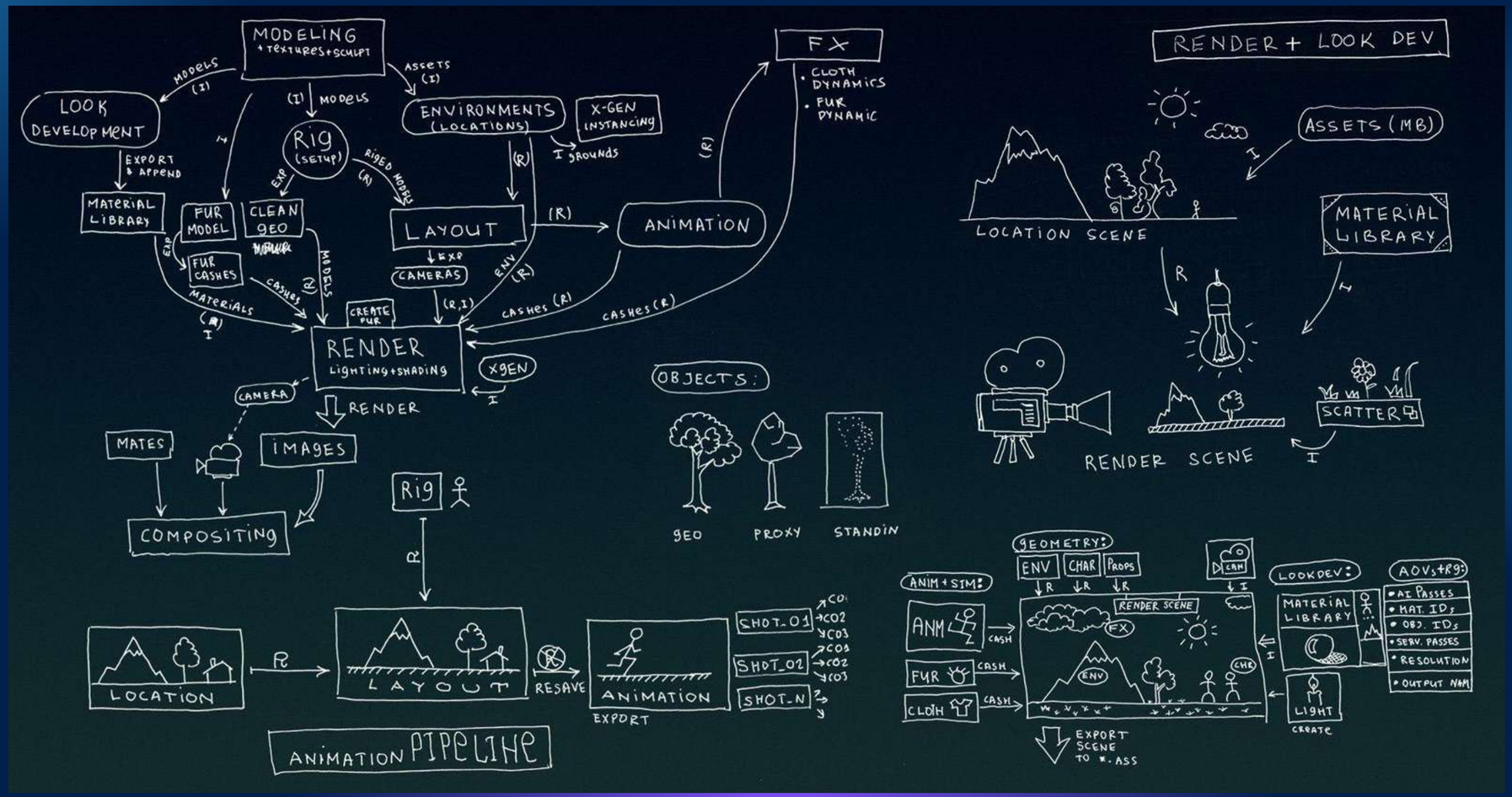
One of the most extensive and crucial aspects of CGI is 3D Modeling.
While 3D models make up the bulk of an environment, many backgrounds are still created using matte painting.

Scene preparation covers a number of processes, but they all serve the same purpose: prepare the provided footage for elements to be inserted. Among these are motion tracking, rotoscoping and keying, and color correction.

Explosions, water, and smoke are all simulation-based effects that come to fruition here.

Texturing is the process of adding a surface color and texture to the 3D models, making them recognizable and now near completion.
One of the most important factors in realistic CGI is the fidelity of its lighting.

Compositing is the step often showcased in VFX reels, where everything comes together to assemble the completed product.


MODELING
+ TEXTURES + SCULPT
MODELS (I)
ASSETS (I)
LOOK DEVELOPMENT
(I) MODELS
ENVIRONMENTS (LOCATIONS)
X-GEN INSTANCING
I GROUNDS
FX
• CLOTH DYNAMICS
• FUR DYNAMIC
EXPORT & APPEND
Rig (SETUP)
RIGGED MODELS (R)
EXP
MATERIAL LIBRARY
FUR MODEL
CLEAN GEO
LAYOUT
(R)
ANIMATION
FUR CASHES
CAMERAS
MODELS
CASHES (R)
MATERIALS (R) I
CREATE FUR
(R,I)
ENV (R)
CASHES (R)
CASHES (R)
RENDER
Lighting + SHADING
XGEN
I
CAMERA
RENDER
MATES
IMAGES
COMPOSITING
Rig
OBJECTS:
GEO
PROXY
STANDIN
LOCATION
R
LAYOUT
RESAVE
ANIMATION
EXPORT
SHOT_01
SHOT_02
SHOT_N
ANIMATION PIPELINE
RENDER + LOOK DEV
ASSETS (MB)
I
LOCATION SCENE
MATERIAL LIBRARY
R
R
SCATTER
I
RENDER SCENE
GEOMETRY:
ENV
CHAR
PROPS
R
R
R
CAM
I
LOOKDEV:
AOVs + RG:
ANIM + SIM:
ANM
CASH
FUR
CASH
CLOTH
CASH
RENDER SCENE
FX
ENV
CHR
MATERIAL LIBRARY
LIGHT
CREATE
I
• AI PASSES
• MAT. IDs
• OBJ. IDs
• SERV. PASSES
• RESOLUTION
• OUTPUT NAM
EXPORT SCENE TO *.ASS

Do you have any questions?

Send it to us! We hope you learned something new.

vfxaddart@gmail.com
vfxaddart.com