

PROJECT BRIEF

Project : Sample Animation
Date: 22nd Feb
Client: xxx Sample xxx

➤ **Type of project**

- ✓ 3D animation

➤ **Introduction**

- ✓ 2 minute animation showing both interior and exterior of 9 story apartment complex in Perth. The client has supplied us with the 3d model for the exterior however we will have to model some site details such as swimming pool etc. We will need to model all interiors, such as lobby, and the apartment. The apartment we will use is Apt 3, on level 8.

➤ **Theme**

- ✓ Soft, romantic, stylish, contemporary.

➤ **Project Deliverables**

- ✓ 2- 3 Min Animation
- ✓ Music
- ✓ Informative Text
- ✓ Voiceover
- ✓ Location Guide
- ✓ 6 High resolution 3D perspective images

➤ **Information Received from Client**

- ✓ Full set of working drawings
- ✓ Photos of native vegetation
- ✓ Google earth location file

➤ **Information Required from Client**

- ✓ Material Specs
- ✓ Furniture Layout
- ✓ Landscaping plan

We make life easier

➤ Scenes

- ✓ Opening – show company logo, and project name
- ✓ Scene 1 : show gentle panning movements of apartment building, camera to follow straight lines, close to building. This is to create interest, by showing some of the architectural detailing.
- ✓ Scene 2: start from aerial view, but camera to be close to building, showing balconies etc ..camera to slowly wrap around building coming down to street level – This is to show the building in context.
- ✓ Scene 3: Camera to walk inside lobby, there will be a nice fountain / water feature right in front of the portico area, camera will move inside and go into elevator - fade out. Now we will show the interior of apartment 3, on level 8.

The key areas are: Living / Dining / Kitchen / Study / Bed 1 / Ensuite / Balcony

- ✓ Scene 4: The outdoor pool is the focus during this scene, nice gentle camera pans, in and around the pool area, with the camera eventually moving up to view the pool and building from a semi aerial view,

The last portion of this scene will be dusk view – interior lights coming on / sun set etc.

➤ Special Requests

- ✓ None, but please do mention them if anything that comes to mind.