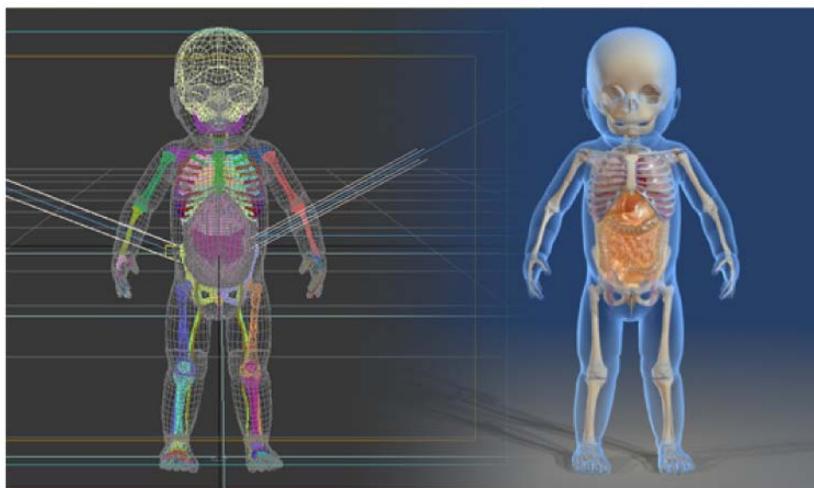


What's Involved in Producing a 3-D Animation?

Our multimedia team uses both 2D and 3D computer animation software, often in combination, to produce effective animation materials for our clients. By knowing some key points in advance of starting your project, you could save both time and money.

1. **Budget** – Animation is a labor intensive process requiring a larger budget than traditional illustration.
2. **Narration based animation** – A written sequence of events from beginning to end, usually in the form of a **narrative**, establishes the backbone of animation planning. It is usually the first important item to be produced in order to time, plan and develop the storyboard of the animation.
3. **Storyboard** –A step by step series of written or sketched instructions on what is to be seen and heard. PowerPoint is a good tool to use for this planning process.

✓ **TIP:** The key to any successful animation project is a good **script and storyboard!**
4. **Style of Animation** – Animation can be made in many different styles from a simple cartoon look to photorealistic precision. Think of your target audience. Sometimes it is handy to look on the web and spot examples of the look you like.
5. **Building vs. Buying - wireframe models** – Consider our library of existing anatomical wire frame models on hand or for purchase vs. the time needed to custom build anatomy. Mechanical objects (surgical tools) can be imported from CAD programs if available, speeding up the production process and preserving accuracy.
6. **Time considerations** – 3-D animation projects can span weeks or even months depending on the complexity, divided between: planning, modeling, rigging, and animation of movements. The last step ends with 'rendering' the final frames of the animation that are produced with full detail and paired with the audio track. Every project is different so it is best to consult with the animator on time constraints and schedules.



Wireframe 3D model

Rendered image